

BONUS TIP:

Remember to NEVER CONFUSE EFFORT WITH PRODUCTION

Before you sit down at that computer and **PRETEND YOU'RE WORKING** by cranking out more **RATINGS CRAP** that nobody wants to read or can even understand, remember that **RIGHT THIS MINUTE**, there are hundreds or even **THOUSANDS** of businesses out there in your signal coverage area that have no idea **WHO** you are, **WHAT** you do or **HOW** to get in touch with you.

How can they do business with you if they don't know who you are, what you do or how to get in touch with you? You have **GOT** to prospect. Get off your rear end, get out there **NOW** and be an **EVANGELIST** about the broadcast business. Get out there and meet people. Teach them about the benefits of using our industry in language they can understand. Leave the ratings crap behind. Talk logic instead. The more you do it, the better you'll get.