

## **BONUS TIP:**

You're probably sitting on a gold mine in your community. How many local businesses do you have in your coverage area? Where I live, in the medium-sized market of Austin, Texas, we have about 60-thousand businesses listed in the business white pages of our local phone directory. Wow! Until I looked for myself I wouldn't have believed it, but it's true. Unfortunately, it's also true that, with a few exceptions, the average station will have fewer than fifty local direct accounts on the air in any given month. That is 50 out of 60-thousand!! Look at the opportunity you have in your market. A vast majority of those businesses are advertising somewhere, they're just not advertising with you. **GO HUNTING! LEARN YOUR NEIGHBORHOOD LIKE THE BACK OF YOUR HAND!**