

Only One Talent Coach Works With Eight Morning Shows in the Top Ten Markets!



The Reynolds Group

# Planet Reynolds We Create Personality Radio

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## Apple Gave It Away For Free!

An Apple story (an admission - I am an Apple fanatic and this story will show why): At the Genius Bar at an Apple store recently, I saw a distraught student and her father come in with her broken iMac. She'd lost all her data and didn't know what to do. She'd bought the extended warranty, but it had expired three months ago. Apple gets it big time. The Apple employee, seeing opportunity, told her he'd fix her computer for free (\$1500 he said!) because of her loyalty to them. Do you think they'll ever buy another computer brand again? Here's the question: in a world of Tweets and Facebook and e-mails which go unanswered, how much actual human contact does your morning show have with their listeners to build this same loyalty?

Every single Reynolds Group morning show, regardless of format, has one very important list in front of them: the things we do that are substantively different from our competitor. Our signature bits and benchmarks (which brand us) and the ideas we generate up against the best content choices of the day, which make us unique. These Points of Differentiation are crucial to keeping the cume return to us and from preventing loyal listeners from getting bored. In short, they thwart complacency. It'd be interesting for you to work on this list with your morning show to see how long it is. And to know when the last time was that they developed or added a new feature or idea to the program to stay fresh, innovative, different, and fun!

## Apple Does It...Does Your Show Do It, Too?

Why are people who use Apple products so in love with this company? Simple answer: they innovate. Apple understands that every year, they must update their existing products in a way that makes them relevant again (hence the App Store for

the iPhone or 3G speed) or come out with new products altogether (the new tablet anyone?). The only sustainable advantage you'll ever have over your competitor is to out-innovate them. There are few new morning shows left in America. Many are Stage Four entities (on the air for 7+ years). A challenge I work on with all these shows is this issue - new, fresh, different ideas which give you buzz. I remind them: it's not the topic you choose that makes you memorable. It's what you do with the topic that does. Listeners (all of us actually) follow shiny objects. So for tenured programs, the addition of new and innovative ideas (as long as they fit the strategy of the show),

helps protect against a potential vulnerability of "sameness and lameness". Keep doing the same stuff without innovating and your competitor, with a fresh, different approach, could get noticed. And that rarely works out well for the established morning show brand in any market. If your show has been around a while, protect your P1s by innovating.

The Reynolds Group coaches morning shows to better connect with their audience. Focusing on the demo and challenging them to develop fun, relevant content and entertaining ideas makes more people want to tune it!



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