

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio



The Reynolds Group

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Make Me Care

Something I always tell talent: the audience will care about the show when they care about you.

Talent's job is to groom an unbreakable relationship with a listener. You do this is by powerful, emotional, unique story telling. That makes the audience come back again the next day because they need to be around you.

Below is a 60-second viral video just released that will continue to help you coach your personalities do this. You might have seen it already. It's centered around Derrick Coleman, a player for the Seattle Seahawks, who are in the NFC Championship game this Sunday. Derrick is deaf.

This is what The Reynolds Group talks about and the route to success:

- 1. Tell me a story...**
- 2. Tell me YOUR story...**
- 3. Define yourself...**
- 4. Make me feel something...**
- 5. Make me care about YOU...**

And you'll win.

You get what Derrick is all about as a human being in this video; what's in his heart and soul, and what drives him. You get his story. And it's quite moving. It's really an ad for Duracell, whose logo occupies but two of the sixty seconds, at the end. They understand that to sell product, they must tell a story and do it in a way that moves us to care. That Duracell is "in the moment" given the game is this weekend, heightens the message.

So when we talk about being vulnerable and letting people in so they care about you and the show, this is it.

You can find the video [here](#). After watching it, I would love your comments.

Each Sunday we publish the Hot List your talent can use to stay on the topics that make you accessible to the biggest audience. Sign up for (it's free): email steve@reynoldsgroupradio.com

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Steve Reynolds

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 in!

Free Idea

Gyms are packed the first few weeks of January with people working on their resolution to lose weight. Send someone from the show to a very busy gym in town to reward people leaving with doughnuts just to hear their reaction.