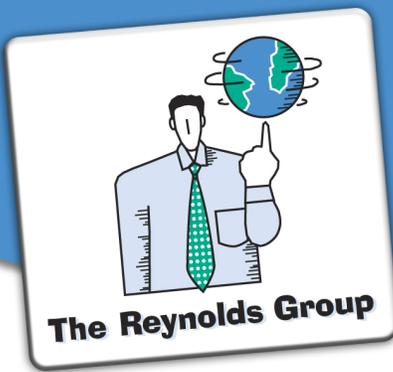


# Planet Reynolds

## We Create Personality Radio



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## The Head Thinks, The Heart Feels

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Social media goddess Lori Lewis reminds us that we define our brand every day by how we make people feel.

If you want your talent to be memorable, they'll need to make listeners feel something. To show your heart, you must appeal to listeners' hearts.

My favorite December community service project was done by The Josie Dye Show with Matt and Carlin on Indie 88, Toronto. We wanted to show that the team is the good guys of the market so we crafted a community service project unlike any other.

When we asked what cause was important to them, Josie, Matt and Carlin said homelessness. There are more than 5000 homeless people on the streets of Toronto at any given moment, and the team cares about their plight.

We can appeal to listeners' heads with factual information and statistics. Or we can move them to feel what we feel by appealing to their hearts.

So we put together a community service project unlike any other I've done in twenty years of coaching high profile talent.

When approaching everything, we ask: what can we do that no one else can think to do? The team discovered these homeless people need socks to stay warm in the brutal Toronto winters.

I asked how many pairs they wanted to raise and they settled on 10,000. At the end of their efforts, they raised (hope you're sitting down) 157,890 pair. That's not a typo.

What were the game changers to help make our project so sticky?

1. We first moved the team from head to heart by asking them to spend lots of time in homeless shelters prior to our collection days. Talking to the affected homeless people changed their hearts and made them feel their own cause. In any fundraisers (whether it's for money or something else), we have the "what" (collecting socks) and the "why". Being in a shelter, talking to these people, noting the very specific vibe, smells, and sounds made them feel things more deeply. Communicating this "why" helped the audience feel it, too.
2. The team went homeless the night before we started so they had deeper empathy upon the launch of our efforts. It also caused talk amongst our listeners.
3. We focused on socks, an item that was easily tangible in listeners' minds that was also inexpensive. Everyone else in the market was raising money or toys - we wanted to be different - so we did socks.
4. While we wanted this to be cause-oriented (homelessness), we partnered with a local charity who did the heavy lifting.
5. We never believed most of the audience would deliver socks to us so we made it easy by also having a website link shared on all social media platforms for listeners to buy 50-cent socks to send to us so they could effortlessly help with just a few clicks.
6. We set a numeric goal and asked the audience to help us reach it. And kept increasing the goal every time we did.



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!

7. The entire objective was to do something different from the norm whose strategic objective was to help those who didn't participate (a much larger group) leave saying that these are the good guys of Toronto radio, which is why they tune in each morning.

Listeners want their favorite personalities to give back to the community. That was the goal of our entire effort. To rally the listeners to help us help the homeless. A message important to the hearts of our team.

How do your personalities give back to the community so they show their humanity? What cause is important to them? And how is everything designed so it's different, cuts through, and helps the audience feel something so they hold on to it forever?