

## Step 1: Prospecting

1. My media company reaches [demographic and psychographic description]. List five locally owned businesses within [city or metro area] whose products or services align with this audience. For each, include a one-sentence reason why they would benefit from advertising to this group.
2. Provide a detailed business intelligence summary on [Business Name], including founder background, company mission, key products, target customers, and advertising decision-maker. Pull insights from LinkedIn, their website, and local news. Present your findings in bullet format with a short paragraph on why this business is an ideal advertising prospect.
3. Summarize the top three challenges this business and its category are facing in the current market. Include economic, consumer-behavior, and competitive factors. Conclude with a short paragraph on how advertising could help overcome these challenges.

## Step 2: Appointments

1. Craft three Valid Business Reasons for calling [Business Name] based on current trends or pain points in [category]. Each should begin with a business-focused insight (not about media) and end with an open-ended question to start a consultative conversation.
2. List 3–5 personal or professional details about [Owner's Name] and [Business Name] that might help build rapport on a first meeting (shared interests, milestones, or community involvement). Include any industry jargon or trending issues I should be fluent in before the call.

## Step 3: Research

1. Identify the top five trends, hot-button issues, and key terminology within the [category] industry that I should understand before meeting with [Business Name].
2. Assess [Business Name]'s current marketing strategy, media presence, and brand positioning. Provide examples of recent campaigns, messaging tone, and audience engagement.
3. Analyze online reviews and social sentiment for [Business Name]. Summarize common themes—positive, neutral, and negative—and what they reveal about consumer perception.
4. Identify any common misperceptions about this business or its broader category that I should be aware of when consulting with them.

## Step 4: Customer Needs Analysis

1. Based on what we know about [Business Name] and their category, generate five open-ended CNA (Customer Needs Analysis) questions designed to reveal goals, frustrations, and untapped opportunities. Frame each question to help uncover emotional and financial pain points.
2. List the most common pain points for businesses in [category], ranked by potential impact on profit or customer retention. Suggest how to explore each pain point during a CNA conversation.
3. Estimate the potential financial or market impact of not addressing these issues—for example, lost customers, reduced visibility, or declining ROI.

## Step 5: Proposal

1. Provide up-to-date research on [category] that supports an integrated traditional + digital advertising approach. Focus on how combined media increases reach and frequency.
2. Summarize the advantages of using both digital and radio/TV media for [Business Name]'s category. Include key stats on awareness, trust, and ROI.
3. Identify when a digital-only or broadcast-only strategy could be most effective in this category and why. Give 2–3 examples.
4. Using the RAB's 9-component proposal framework, create an outline presentation for [Business Name]. Include headings, sample phrasing, and suggested visuals for each section.

Now Create a PowerPoint presentation designed to influence **Owner** of (Business) with the goal to convince them to work with our media company to meet their business objectives and solve their business challenges.

Build the presentation with a tone designed to excite and influence the decision-maker with an emphasis on how it will solve the pain points we identified in the category research or our specific questions to the client. Keeping in mind, the client is not buying advertising, they are buying what the advertising will do for them.

Build the presentation using the 9-component style that we teach at the RAB. The 9 components of a successful proposal are:

1. Title Page - Use the number one goal of the client as the title, and please create an appropriate background image
2. Situation review
3. The competitive landscape
4. Industry and consumer research
5. Media Analysis
6. Why Radio/TV Traditional Medium in combination with digital
7. Strategy
8. Creative / Tactical execution / schedule recommendations
9. Investment

## Step 6: Presentation

1. Write a 60-second radio script and storyboard a 30-second TV spot for [Business Name] that emotionally connects with [target audience]. Focus on transformation—what the customer feels before and after using the product or service.
2. Recommend the best local radio and TV stations to reach [target audience]. Justify your choices with audience demographics, reach, and brand alignment. Then draft a one-paragraph rationale and three talking points for presenting this plan.
3. Estimate an average weekly cost range for this campaign on each recommended station. Include any frequency or GRP insights relevant to the pitch.

## Step 7: Closing

1. Describe the average decision-making timeline and path-to-purchase for consumers in [category]. Include awareness, consideration, and purchase stages, along with preferred media touchpoints.
2. Explain how our proposed traditional + digital plan keeps the advertiser visible at every stage of the buyer journey, using specific touchpoint examples.
3. List five common objections from advertisers in this category (e.g., budget, timing, media skepticism). Provide potential clarifying questions to further understand the true objection. Then provide concise, research-based rebuttals to each.