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BUSINESS



The Bob Pritchard Radio Show
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January 10th 2012: HOW TO MAKE YOUR
ADVERTISING WORK

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How often do your ads not get the result you expect? That's because too often we use the wrong medium or our ads are not structured correctly. This program discusses when and how to use TV, Radio, Print, Billboards, Social Media etc. as well as the 10 critical elements in every ad and their level of importance. Two great guests Stephen Monaco, Social Media superstar and Dayna Steele, the first Lady of Rock Radio. WOW!

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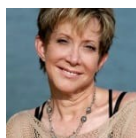
Featured Guests



Stephen Monaco

Stephen Monaco - A great guy with more degrees than a thermometer. He was UP sales and Marketing at Datastorm Technologies and the driving force behind the most successful PC Date Communications Software of all time.

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Dayna Steele

Dayna Steele is a leading authority on business success trends, having spent more than 20 years working with the greatest rock stars in the world.

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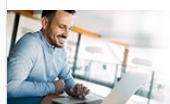
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