



SMASH SOLUTIONS RADIO STATION SALES APPROACH

For Resellers

RADIO STATION EMAIL APPROACH

Bulk Email

i *This email is design to go out to a list in advance to making a call to them. This is NOT the approach we recommend, however. We recommend a call be placed to them FIRST and then a follow up email IF the appointment cannot be set. We have included this based on requests for IBOs.*

Hi <First Name>!

Like most radio stations are you giving away too much traffic while listeners get to tune in for free?

Don't get us wrong, we LOVE the 'listen live' link - it lets us jam out to our favorite songs and get updates on the latest news stories wherever we are! But did you know that sending listeners to a listen live link drives traffic away from your site and dramatically impacts your advertising sales?

So, what's a station to do?

Never fear, the SMASH Booster Bar is here!

The SMASH Booster Bar is a discreet page attachment that "claims" the traffic you lose through secondary sites while significantly increasing the amount of new viewers your page receives!

How does it work?

Like magic...OK, maybe not *magic* but pretty darn close!

Through the Booster Bar, we're able to direct new traffic to your site while claiming traffic that radio stations like yours lose on a daily basis! New visitors and reclaimed regular visitors ultimately means more advertising dollars for you!

Everyone who's trying to drive traffic to their website (and that really is everyone!) feels daunted at the amount of time it takes to get Google's attention. That's what so revolutionary about the Booster Bar - in just a few short weeks you can experience dramatic results. Results that used to take SEO experts months, even *years* to achieve! Through the magic of the bar and a PR minded SEO approach, we cover all the bases and you get to enjoy the results!

The Booster Bar will help you achieve the "Google approved" checklist necessary for a strong SEO presence. Over a short period of time you'll enjoy the quality organic back links that Google loves, along with all the perks that come with organic links: more traffic, brand building, and an established authority



presence online. Our network partners have agreed to share your site with their *thousands* of active viewers.

We would LOVE the opportunity to tell you more exciting details about this revolutionary feature!

Please reply back to me and let me know when would be a good time to call you and chat? I can't wait to share the amazing 'Booster Proof' (as we call it) so you can see just how dramatic the results will be for you!

Thanks so much!

<Name>
SMASH Solutions

Intro Email

i *This email should be sent out to prospects that do not allow you to chat with them when you call, so you get your basic intro out but don't have the chance to do more than that. You would then send this email and call them back to set up an appointment.*

Hi <First Name!>

It was so great getting to speak with you on the phone today. After our chat, I was even more excited about us potentially working together, because I know just how successful your station can be with the SMASH Booster Bar!

Think about it.

Like most radio stations, you're giving away tons of free traffic! How? Like I mentioned before on the phone, through the live listening link, viewers are actually directed away from your site - instead of sticking around and purchasing advertising! Through the SMASH Booster Bar, we'll be able to direct new traffic to your site while claiming the traffic that radio stations like yours lose on a daily basis! New visitors and reclaimed regular visitors mean more advertising dollars for you!

As we discussed on our call, I've attached snapshots of Booster Proof (as we call it!) so you can see just how much and how quickly the Booster Bar improves Alexa ratings and overall SEO placement.

Everyone who's trying to drive traffic to their website (and that really is everyone!) feels daunted at the amount of time it takes to get Google's attention. That's what so revolutionary about the SMASH Booster Bar - in a few short weeks you can experience dramatic results. Results that used to take SEO experts months, even years to achieve! Through the magic of the bar and a PR minded SEO approach, we cover all the bases and you get to enjoy the results!

The Booster Bar will help you to achieve the "Google approved" checklist necessary for a strong SEO presence. Over a short period of time you'll enjoy the organic back links that Google loves, along with all the perks that come with the organic links: more traffic, brand building, and an established authority presence online. So what's this magic all about? Our network partners have agreed to share your site, with their thousands of active viewers.

I'd love for you to have a (virtual) sit down for a meet and greet with our CEO Jerry Ulrich. I have the privilege of having access to his very busy schedule and he is the guy that can walk you through exciting details and industry specific features the Booster Bar offers. There are just so many moving parts that go



into achieving the amazing results and advantages the SMASH Booster Bar will deliver, you deserve to hear it direct from the highest authority

I am going to follow up with you in the next day or so to find out when would be a good time for you and then see what time slots I can secure for us with the SMASH CEO.

Again, thanks for phone call! We can't wait to give you a boost!

Your SMASH Solution Rep

<Name>

RADIO STATION SCRIPTS

Script #1

i Use these scripts as a guide while on the phone, or memorize them to help you during face to face conversations.

Hi, this is ____ with SMASH Solutions. How are you today? Listen, I have been checking out your website and your 'listen live' link.

I'm not sure if you realize it, but you are actually giving away your traffic. Did you know that when your listeners are redirected to the live listen feature, you actually lose their traffic and revenue from potential advertisers?

I'm calling you today because we have a solution that I wanted to be able to show you. SMASH has developed a unique tool just for this dilemma. I actually have PROOF for you to take a look at that shows how dramatic the results will be.

So the tool is called The SMASH Booster Bar.

In a nutshell, The Booster Bar is designed to reclaim lost traffic and also attract new viewers through our expansive network. This means more viewers, listeners and advertising dollars!

- Prospect asks: What's unique about The Booster Bar? (or some question like that)

Radio stations like yours rely on advertising sales that run on their sites so your traffic is essential. We essentially link the traffic you and other radio stations are giving away to Listen Live sites back to your website. In a few short weeks you will see dramatic online results. Increased traffic, organic backlinks that Google loves, improved Alexa and Google rankings and an established brand online. These results usually take SEO experts years to achieve, but thanks to the Booster Bar, you'll see results by the weekend! With our PR minded SEO approach we cover all the bases and you just enjoy the results!

What I would like to do is set up 30 minutes with you to learn about our tool in some detail. I actually have Booster Proof that I can share with you. When can we put 30 minutes on our calendar to take a look at the Booster Bar and the PROOF of the results our clients have seen in just a few short weeks?



Script #2

Hello,

Can I speak with the Program Manager or Marketing Director? My name is: _____

I represent SMASH Solutions a technology company that specializes in web traffic and ranking optimization for Radio Stations like yours. I see you have a listen live link on your website and your current Alexa rankings are _____ globally and _____ in the United States. Are you familiar with Alexa? (Pause for answer)

If yes... Great! Then you understand how powerful this technology is..

If No... Alexa is the recognized global authority on web ranking. Alexa assigns a web rank number to websites based on traffic volume. The lower your Alexa number the better. For example www.google.com is Ranked #1 and www.facebook.com is ranked #2.

The Radio Stations utilizing our service are experiencing a huge boost in website traffic and one station improved over a million points on Alexa in just a few weeks! What I'd like to do is schedule an appointment with you and one of our specialists, to show you this awesome technology.

(Have Calendars Open and review available slots to find one that works and book it).

Fantastic! I look forward to our meeting on _____ @ _____!

WHAT CAN THE SMASH BOOSTER BAR DO FOR YOU?

Fact: Dramatically Increase Traffic to Your Website - and Fast!

Benefit: We don't have to tell you that increasing traffic to your website is the number one way to skyrocket sales and enjoy those boosted rankings. In fact, they work hand in hand! The higher the rankings, the better the traffic and the better your traffic, the more recognizable you are to Google and other search engines! Best part? You don't have to spend months trying to get search engine attention; our Booster Bar catapults you into instant traffic. The end result? Increasing your website traffic will ultimately indirectly improve your search engine page placement, creating more visibility to your business.

Fact: Build Better Alexa Rankings Overnight!



Benefit: How low can you go? The lower the number on Alexa, the better the ranking. And Alexa is all about showing off - and helping you gauge right where you fall (especially among your competitors). You can have a pretty site and a great product, but Alexa tells the public how popular you actually are. Dramatically Improve Alexa rankings, Impress visitors and prospects all in a matter of a few weeks with the SMASH Booster Bar!

The Alexa ranking system audits and makes public the frequency of visits on a website. It is based on the amount of traffic recorded from Alexa over a period of three months and is also based on Reach and Page Views on a daily basis. Alexa Traffic can be used as a competitive intelligence tool, however, its sample size of audience is small. A better comparison view can be obtained by entering your competitor's site in the "Compare Sites" section. This will measure the results of your web marketing efforts in comparison with your competitors. It helps Webmasters and advertisers see the true marketing potential of your website. The better your Alexa rank, the higher they will be willing to bid to buy advertising space on your Web site.

Fact: Helps Grow Google Page Rankings

Benefit: Unlike Alexa, the higher the number, the better the rank when it comes to Google. Your site thrives off an impressive PageRank for multiple reasons - like a better brand reputation, website authority, more public interaction (comments on your blog etc.) and the best for last: lightning speed indexing by search engines.

Your Google Page Rank is helped by the increase in traffic, page views, and backlinks that the SMASH Booster Bar directly impacts. While other considerations such as best practices in the development of your site, proper content, relevant referral sites are important, the Smash Booster Bar contributes a key areas that assist with this page views, sessions, users, and backlinks.

Fact: Grow Organic Backlinks Through the SMASH Media Network

Benefit: With the ever-changing Google algorithms, there's one fact we can be certain of, organic backlinks play a huge role in pushing a website to top of the page. Organic backlinks result from authentic company mentions and/or website views that come from an established network of followers that also have high organic website traffic Google, and other search engines, reward businesses for authentic, relevant and genuine PR activity. Today, SEO and PR are joined at the hip more than ever before. The SMASH Booster Bar helps build these genuine links. Each of the website views comes from other high traffic media company sites that are part of the SMASH Media Network. The result? You'll never have to worry about being penalized for low-quality, nonsensical SEO attempts.

The real world benefit of increased organic backlinks:

- Drive referral traffic
- Help to build your brand

