

A Powerful and Effective Marketing Breakthrough that **Does the Work For You!**



***Double or Triple Your Repeat Visitors,
Keep People on Your Site 38% Longer,
Strengthen Your Image and Credibility,
Extend The Reach of Your Brand, and
Get Customers Hooked on Your Website!***

***You Can Have All of This and More,
Seamlessly and Effortlessly, Simply By
Adding our Branding Technology to
Your Website.***





Your Introduction to Branded Internet Radio



Hi, my name is Michael Lamb.

Most likely you didn't wake up this morning with the desire of having your own 24-hour-a-day, 7-day-a-week radio station broadcasting from your website. But let me tell you why this can be an extremely profitable idea for marketing your business. And your website.

First, we all know what a radio station is and what radio's marketing power has been over the last 40 or 50 years. Billions of dollars in products and services have been sold using radio and yet there has been only about 11,000 commercial radio stations licensed in the U.S., ever.

Advertising on radio has always had credibility.

Today, radio has caught up with Internet technology. We've gone beyond the days when using simple web audio worked. Putting a single audio file on your website that repeats for each visitor or loops over and over is no longer effective. In fact, it can be irritating.

I believe the honeymoon period for using static web audio technology in marketing is over.

The future of radio is the Internet. And the future of Internet audio is radio. Internet radio for business IS the next natural evolution for using audio and audio streaming.

It's true. You didn't wake up this morning thinking about how cool or profitable it would be having your own Internet radio station. But here it is. The idea of having one. And you are thinking about it.

I predict that in the next few years businesses in all industries will embrace this concept and begin broadcasting their own marketing radio stations from their websites. Businesses and advertisers will use Internet radio (an "on-going audio stream" or whatever you want to call it) as a full blown marketing machine to target visitors and customers from corporate and product-based websites.

That's what this Special Report is all about.

Why and how you can benefit from having your own Internet station.

What type of audio content to create.

Who should help you create and develop your content. (Honestly, that should be us.)

And how you can benefit and profit today and tomorrow with your own branded Internet station.

A station that is all about you and your company: your content, your product descriptions, interviews with your staff and customers.

Imagine visitors and returning visitors listening to new ideas, new products and product updates, pricing specials and other information you provide just for them. Just think how much you can inform and delight your customers. How you can offer information and training. How you can do and say anything you want to encourage more sales from your site.

A marketing radio station your visitors, customers, clients, vendors and associates will listen to. An Internet station about you and your company. You can name it and call it anything you like.

Our company is called **Wirewaves**. We bring together the talents of major market broadcasting professionals, international award-winning graphic artists, professional web and software programmers, and experienced marketing personnel to bring the radio industry into the 21st Century.

Collectively we have:

- ✓ *Over 30 years of radio production, broadcast and advertising experience.*
- ✓ *Over 25 years of graphic design experience.*
- ✓ *Over 10 years of web design experience.*
- ✓ *Over 13 years of Internet marketing experience.*
- ✓ *Over 10 years of information technology and programming experience.*

We can take you by the hand through the process, help you name and build your own branded station. We can help you create and develop audio content. We can also show you a number of ways to promote and monetize your Internet station.

I invite you to read through the following pages of this Special Report.

Once the idea of having your own 24/7 Internet station as a marketing powerhouse for your company fits your marketing and promotion plans, please give us a call.

Our initial consultation won't cost you a dime and it will give you greater insight into what you can achieve with a branded Internet station.

My direct line is 316-281-4232. My email address is mike@wirewaves.com

I hope you enjoy this Special Report.

Warmly,



Michael Lamb

Executive Producer and Production Manager

Wirewaves, LLC

P.S. At the end of the report you'll discover a couple of links where you can hear examples of our Internet radio stations in action to help stretch your imagination even more, and conceptualize the benefits of having your own Internet station branded from your website.



Table of Contents

Page 1	Your Introduction to Branded Internet Radio
Page 3	Contents
Page 4	What Your Own Wirewaves Branded Internet Station Will Do For You, Your Customers and Your Website
Page 5	Why Your Internet Station Will Make People Feel Good About You When They Listen
Page 6	Your Involvement in The Process
Page 7	Audio Segment Ideas You Can Have On Your Internet Station
Page 8	Who Can Benefit From Having a Wirewaves Branded Radio Station On Their Site
Page 13	Wirewaves Branded Internet Station Models
Page 15	Ways to Monetize Your Station
Page 16	Now What's Next?



What Your Own Wirewaves Branded Internet Station Will Do For You, Your Customers and Your Website

Your Own Branded Internet Station:

- ✓ Motivates people to do business with you.
- ✓ Positions you as a more credible expert in your field or industry.
- ✓ Impresses your first-time visitors.
- ✓ Engages people to stay on your site longer.
- ✓ Breathes new life into your testimonials and product descriptions.
- ✓ Creates a reason for the media to promote you and your website.
- ✓ Enhances and awakens your site.
- ✓ Showcases you as a radio station owner, talk show host, or spokesperson.
- ✓ Guarantees your website is always fresh and exciting.
- ✓ Emotionally connects you with your audience on a unique level.
- ✓ Establishes long-term growth of, and more exposure for, your brand.
- ✓ Regularly gives your visitors fresh content.
- ✓ Builds enormous credibility for you, your products and your company.
- ✓ Breaks through the mental clutter of your visitors and potential customers.
- ✓ Presents and reinforces your message again and again and again.
- ✓ Allows your visitors to mentally participate with you, your product and your company.
- ✓ Provides you with more publicity opportunities.
- ✓ Offers people a great reason to tell others about your site.
- ✓ Conveniently allows you to create as much content as you want and change it weekly, monthly, quarterly or annually.
- ✓ Provides people with an exceptional reason to link their site to you.
- ✓ Gives you, at last, the ability to control and perpetuate valuable word-of-mouth advertising.

Read How Your Branded Internet Station Makes Your Customers Feel. ➡



Why Your Internet Station Will Make People Feel Good About You When They Listen

Imagine somebody comes to your website and they instantly begin hearing your branded Internet station.

Let's talk about the Feel Good Factor. What do you want your listeners to think, believe and feel when they hear your station? The more impressed and pleasant they feel, the longer they'll stay on your site. The longer they listen, the more likely you will be to make a sale or cement a positive opinion.

Here's why your listeners will feel good about you!

- ✓ You will represent credibility.
- ✓ You will seem more progressive or "cool" (The WOW Factor).
- ✓ You will appear more honest and forthcoming than your competitors.
- ✓ You will appear to be more helpful and open to sharing your best information.
- ✓ You will position yourself as someone who cares.
- ✓ You will look as though you are more proactive and willing to do more than your competitors especially in a downturn economy.
- ✓ You will seem to be more successful.
- ✓ Listeners will believe you have more knowledge and expertise in your niche and industry than the other guy.
- ✓ You will be perceived as better and smarter than your competition giving you the competitive advantage.
- ✓ You will show that you have more passion about your business with the desire to do more for your customers.
- ✓ It's almost like Magic, the sound coming out of your website. (People like Magic.)



Here's why it's important for your listeners to feel good about you!

- ✓ If they actually hear something on your site they will actually stay on your site longer.
- ✓ When they like it they will share it with other people.
- ✓ People will do a comparison with your competitor and perhaps make a decision that they think you are better.
- ✓ Your Internet radio station enhances your visitors' experience. They recognize that, and they may reward you by becoming a customer and doing business with you.
- ✓ Listeners of your station will feel more comfortable with you.

So, What Do You Have To Do? ⇨



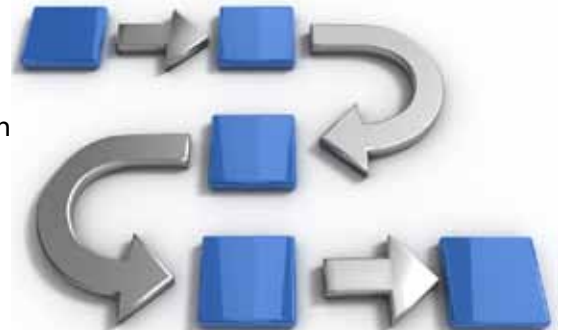
Your Involvement in The Process

Okay, you might be asking yourself how much work is involved in creating your own branded Internet station. Good Question.

Fortunately, for you, not very much. You don't have to create a whole new department or hire a staff of people to work with us to build your branded station. We'll take care of the lion's share of the work ourselves.

All of the audio content we'll need for your station we will record and produce ourselves here at Wirewaves, with the exception of any previously recorded audio that you have. If you happen to work with an agency or you have an in-house media production department that works with audio resources, access to them could help us launch your Internet station much sooner, and with less expense.

First, we'll need you to assign a point person to facilitate with us on the project. We call that person your station's Program Coordinator. This could be you, or a person of your choice. This person is essential in helping us gather the necessary information and content about your company, your mission, your products and services to help us create the best possible audio elements for your station.



Your Program Coordinator should be able to provide us introductions to, and contact information for, your most satisfied clients and customers so we can call and record your audio testimonials. We will also need access to those managers or staff that need to be interviewed and recorded for your station. It's important you help us with the naming and branding of your station as well.

As soon as the first round of conversations have taken place, and we have identified the content to be recorded, we go to work in the studio preparing the interview segments, the vendor and customer testimonials and the other audio elements that will play on your branded Internet station.

Once your staff has reviewed the audio content that we have produced, then our next step is to actually program your station.

During this phase we build your program clocks. Program clocks are timers that tell the software exactly how to play your audio feed. The clocks are programmed with the various categories of content that your visitors and customers will hear in rotation when they come to your site and listen to your station.

Once the programming is complete and you have reviewed the preview of the audio stream it is time to set the launch date for your branded Internet station.

And as part of your Wirewaves agreement we will make suggestions and give you tactical and promotional ideas on how to make the launch of your station effective and successful for your company and website.

Next, Discover Ideas for Audio Segments You Can Use On Your Station. ⇨



Audio Segment Ideas You Can Have On Your Internet Station

Here is a list of ideas for audio segments that we can create for your personally branded Internet radio station. This list is nowhere near complete, but just a sampling of some of the things we can do for your branded station. Each subject on the list might be a segment category for your site.

Your station is programmed by categories. Each element (a music clip, a sound bite, a testimonial, etc.) that is played is pulled from a specific category in the program clock. Some segments can be programmed to play every hour, other segments might play so many times a day. Each segment in a category will rotate and be played within that same category when its time appears on the program clock.

- ✓ Describe the benefits of working personally with you.
- ✓ Publicize your latest book, product, upcoming appearance, blog post or podcast.
- ✓ Broadcast customer audio testimonials.
- ✓ Communicate individual descriptions of your products and services.
- ✓ Give relationship and success stories.
- ✓ Provide audio Frequently Asked Questions (FAQ) about your company and products segmented in breaks that can be spread throughout your stream.
- ✓ Solicit customer feedback and suggestions.
- ✓ Promote hidden areas of your website.
- ✓ Share your various tips, tricks, tools and techniques for your specific niche, business or industry.
- ✓ Run announcements for events and product launches.
- ✓ Identify and read forum and discussion board posts.
- ✓ Summarize your company's vision.
- ✓ Define your customer satisfaction guarantee.
- ✓ Announce your email newsletter to encourage additional subscriptions.
- ✓ Invite expert and celebrity endorsements.
- ✓ Discuss a survey on your website.
- ✓ Do promotions; a game or contest.
- ✓ Play commercials for other products and services.
- ✓ Read and record your own blog posts or other people's articles and blog posts.
- ✓ Illuminate your organization's mission.
- ✓ Repurpose content from previous teleseminars, podcasts or other recordings you have the rights or license to use.
- ✓ Create additional content using field reporters such as affiliates, vendors or even fans.
- ✓ Consider becoming a personality for your site. In other words, instead of just being a voice you can become a personality within your own stream.

Wirewaves will help you identify, position and create the elements necessary to provide you with a professional and exciting sounding audio stream. Don't be concerned about how it will all come together. Focus your activity on identifying and discovering what you want your station to do and what content elements you want as part of it.

Who Can Benefit From Having a Wirewaves Branded Radio Station On Their Site?

Here are some brief examples of the benefits of having your own Internet station for your particular niche or profession. Many of these examples can be applied to more than one niche.

Read through these overviews for ideas on how you might want to develop your own personally branded Internet station.

Artists

Use your Internet station to describe your savvy, expertise and talent in creating your artistry. We will create a soundtrack for your website that will evoke passion, emotion and detail about your chosen art. Whether you're selling tangible art such as paintings, sculptures or a form of digital art, your Internet station can offer descriptions, announcements and specials in a format designed to emotionally connect with your customers to help you sell more of your art.

Associations and Organizations

Your Internet radio station can describe your benefits of membership or association with your group and help define and explore your activities. We can present your members and prospective members with an audio overview and soundtrack from your website. We will create audio elements that will make your organization or association more inviting. You can feature testimonials from current members and tell your listeners the long-term benefits of being a part of your group.

Authors and Writers

As a writer, most often the products you create and sell contain the written word. When you become an author your job is to promote your book, be it hard copy or digital. Your own Internet station opens up enormous opportunities to promote yourself as a writer and personality to promote your work. You often do interviews and have articles written about you as you promote your book. Imagine having a 24/7 Internet station broadcasting from your website with interview segments, your personal commentary on your work and your life, promotion of your upcoming book signings and appearances on talk shows and various events. Your Internet stream becomes an ever growing vehicle to inspire, market and sell to your customers and readers.

Churches

A natural extension of any ministry is the website you create for your congregation. Having an Internet radio station on your website can take your media offerings to a higher level. Your services and sermons can play in rotation automatically and be made available to listeners and parishioners outside of your selected area. A member of your congregation that is traveling can hear the sermon they missed that week. Announcements for women's, youth or fund-raising programs can be made, ideas can be shared, and witnessing can be accomplished 24 hours a day. For many shut-ins, ill or fallen parishioners, your Internet station can make your church as close as actually being there each Sunday morning.

Coaches

If you're someone who helps people grow in their personal and professional lives you already know the value of building a strong relationship early on. As a business or lifestyle coach having your own personally branded Internet station gives you the ability to begin connecting with your potential clients on a deeper emotional level before you have your first conversation. And as you continue the process of working with them your station can provide additional emotional support, training and other information you want or need to share with your audience of active and potential clients. Your station can easily be transformed into an extension of your personality and support. People will listen because they like you and they like what you do for them.

Companies and Corporations

As a business your job is to convey the benefits and values of your products and services in order to generate profit. The benefit to having your own Internet station with audio streaming directly from your website far outweighs any cost associated with it. Your visitors are vendors and customers that are eager to find out about you. Your 24-hour Internet station can be the ultimate vehicle for the promotion of your company. Customer and vendor testimonials, corporate visionaries, department heads and staff can all have a hand in being involved in the development of content for your station. You can share your vision, describe your products and services, or offer employment opportunities all within a self-contained audio feed that plays to your visitors continuously and effortlessly.

Conferences and Seminars

As a company that presents conferences, seminars and workshops, you can use your audio stream to invite higher attendance to your next event. Imagine one element of your station offering testimonials by past attendees describing their experience from your event and the benefits of associating with you. You can fully illustrate to any prospective member or attendee just how valuable your event truly is. Use your Internet station to activate and inspire others to be in attendance at your future events. It's also possible to use your Internet station as a portal to describe your past speakers, and to engage necessary sponsorship for upcoming events. We can suggest various ways you can monetize your branded Internet station.

Doctors and Medical Professionals

If you are a doctor in a specialized field, having an Internet radio station on your site is a great way to position yourself uniquely to your visitors and patients. One of our first Wirewaves Internet stations was for a doctor specializing in the treatment of Lyme disease. Early response to his Internet station was helpful to prospective patients interested in making a decision for treatment. Many of his prospective patients were listening in different parts of the world. Local medical practitioners and doctors can become the spokesperson for their cause or clinic. Staff members can share their experiences, and satisfied healthy customers and patients can share their own health related experiences with listeners of your Internet station.

Entertainers

If you're an entertainer of any type, having your own Internet radio station is the ultimate promotional vehicle. We believe radio is theater of the mind and Internet radio can reach the minds in the masses. Whatever you do as a singer, magician, comedian or juggler, you must perform. It's part of your nature. Your Internet station can be an extension of your performance. You need to tell others about your ability to perform and have other places and platforms to present yourself. Using your Internet Radio station you can tell others about you, your skills and your talent. You can promote your upcoming appearances. You can have others such as venue and booking agents share the experiences they have of working with you. Your fans and members of your audiences can share their experiences with listeners of your station.

Entrepreneurs

Any true entrepreneur will tell you they need a uniqueness, an edge to position themselves different from the competition. A Wirewaves Internet radio station gives you the ultimate platform for sharing your ideas, your businesses, your creations. It's your content that plays directly from your site, 24/7. You can be a mentor or a pundit. It's your call. It's your Internet station where you can do, say, and promote anything you want, anytime. It is the entrepreneur's dream promotion machine.

Individuals — With A Cause

You are a unique individual with your own unique passion. You can use your Internet radio station to promote that passion. You could also monetize your Internet station at the same time. Think about all the people involved in your passion. They can help you, by being a part of your station. The possibilities on how to use your Internet station are simply "limitless."

Information Providers

As an information provider you create and share information on one topic or another. You already know how to create information products. You can now use your own 24/7 Internet radio station as the ultimate information “sharing and promoting device.” Think of all the ways an information product can be created. Nearly everything you do, have, or create can be transitioned as content for your Internet station. And let’s not forget about the various ways that you can monetize your station directly or indirectly to create income from your own products and services.

Internet Marketers

As a web business owner you know what it takes to create a web presence and drive traffic to it. You also know the most important element of any website should be to encourage longer visitor experiences, permits you to make your visitor better informed and potentially create a sale or a sign up.

Using an Internet station can give you the ultimate freedom to promote your site, your company, you, your products and services to your visiting audience 24/7, all year round. You get to describe in as much detail as you desire who you are, what you have and how great your products are. Customer testimonials will be a great part of this listener experience.

If you are an Internet marketing personality or a personality in a given niche, having your own Internet station allows you to promote yourself to any visitor of your site on your terms. Any idea can be converted into an audio element. The world will listen, tell others and bring you additional traffic. People will listen and learn about and discover you. That credibility will help you sell more of your products and services. Your Internet radio station is the ultimate killer App.

Inventors

You’ve staked everything on your invention, and then some. Use your Internet station to convey and describe the essence of your invention, and help take it to the next level of development. We will help you create inviting commentary to help you put your best foot forward, for when you are working with potential customers or investors.

Musicians

As a musician your artistry differs from the written word or the physicality of a sculpture or a painting. What you create also evokes emotion. Your music is magic. What better way to sell yourself, your music and your career then to have your own Internet radio station. Not to play all your songs in a traditional station setting, but to explore you as the musician, as the artist, as the personality or group that represents and creates the music.

A branded Internet station could let listeners sample your music. Your station helps promote you to the world and takes your musical essence into places in the mind and heart that a standard website can not go. It’s a stream of short form programming that repeats various elements and different times, that allows people to believe you are constantly there for them and with them. We can help you boost your career, help you sell more product and turn your listeners and customers into raving fans.

Direct and Network Marketers

As a network marketing or relationship marketing company you need to keep your reps aware of company information and events. Imagine creating a station where members of your up line offer on-going information and training to new members and representatives. Customer and Rep testimonials proudly proclaim the success of your products and the power of your payout. Your own Internet station can be the ultimate marketing and training tool while keeping your reps involved, entertained and engaged.

Nonprofit Organizations

As a nonprofit organization you have a special cause. You have a desire to reach out and share your mission with anyone that may be interested in helping you and your organization. Having an Internet station on your website will help define the emotion and passion of your cause. When people come to your site they will hear you and others in your group. They will hear people emotionally invested in your cause and the explanation of your wishes and desires. Your station can promote events and further explain your fund-raising activities. With your organization's Internet radio station, you can position yourself with uniqueness and confidence in ways that other organizations can only dream about.

Podcasters

As a presenter of information within this new digital medium you are in a unique position to benefit greatly from your own Internet radio station. Without a great deal of effort, your station can consist of your current and previous podcasts, description of your cause or mission and listener testimonials. Your station will be a continuous audio promo inviting people to hear your next podcast. You can present entire podcasts and stream them back-to-back with liners, commercials and intros, or you can choose to have segments of your podcasts to demonstrate your realm of topics and your unique personality. This idea could also help you promote and monetize your podcasts.

Politicians

Every person running for public office has to engage others and convince them of their platform. The Internet has become the leading promotional, publicity tool for successful politicians for all parties to educate their constituents. Creating a website that is distinctive is important to a candidate's ultimate success, but a politician or party branded Internet station can give you a tremendous advantage in the way you present yourself and your ideas. This 24/7 feed of your station from your website will give you a more competitive advantage.

Professionals

As a professional in your field you have many opportunities for promotion and income. You can have the status and celebrity or be a person of interest to your niche or industry. An Internet radio station playing 24/7 from your website gives you the opportunity to invent or reinvent yourself, to polish and promote your brand, to create publicity opportunities, to share your passion and abilities and sell your products and services. You can become a personality or a spokesperson, or use your Internet station as a way to promote yourself or your company. And let's not forget the incredible potential for monetizing your station as a portal of information using other people's skills, talents and personalities to drive listeners and increase return traffic to your site.

Retail Stores and Franchises

If you are in retail or working with a franchise you have to promote yourself locally. Customers only care about what you can do for them, how good you are and how much is it going to cost. Being able to break down those three elements of promotion on your own Internet radio station can be easy and effortless. You have products and services, discounts and specials, hours of operation, promotional events and other items of interest to your customers and vendors. Having an Internet station to promote your store or franchise is not only an excellent way to stand above the competition and show your customers you are open for business, but that you are also active and willing to do more for them. Also having an Internet station in the local environment will give your customers the ability to refer others by simply sending them to your website and telling them to listen.

Schools (Private Schools, Colleges, Universities)

Whether you're a private school, college, junior college or university, you can use your Internet radio station to tell parents and prospective students about your institution. You can describe your vision, your curriculum, your academics, your student success rate, history, famous alumni and teachers and staff. One of the best elements to put on your station would be parents of current and previous students and students themselves talking about how great the experience your school is or has been for them. There is nothing better than having testimonials from parents of past and current students talking about all of the benefits and reasons for success your school has to offer.

Speakers

As a speaker we know you are constantly looking for other venues and platforms to share your message. Your Internet radio station will uniquely position you as a progressive speaker. Your station will give you exposure, credibility and offer the opportunity for prospects to hear more of you than just a sample demo. Your station can position you uniquely in the marketplace and allow more people to easily hear you and personal testimonials about how you have affected and influenced the people in the groups you have previously spoken to.

Travel Companies

Travel is one of the largest industries on the planet. People travel because they want to explore and experience other places and cultures. Your Internet station can be the ultimate descriptive vehicle for marketing the possibility of these experiences to your customer. Specific trips, vacations, cruises and travel experiences can be described in detail and changed as often as you would like. You can highlight specials and discounts, along with the value and benefits of being a customer with your company.

Website Owners

As a business website owner you already know the value having a site on the Internet. Adding an Internet radio station does much more than just enhance your website. It becomes another avenue of income and the ultimate promotional tool to promote you, your company and your products and services. You can do anything, talk about anything, describe anything, promote anything, with your own 24/7 Internet station. Use your imagination to discover what elements you want to create and how you want your Internet station to sound. We can help you do the rest.



Wirewaves Branded Internet Station Models

Here are seven examples of the types of Internet radio stations that we create. These examples are simply thought-starters to help you conceptualize and give you direction in imagining your own branded Internet station.

Each Wirewaves model has a distinctive style with the programming format and flexibility to create the Internet radio station you want to help you build your business.

As a website enhancement, your Wirewaves Internet station will keep people on your site longer and help you build a stronger brand with more credibility. The result will be more exposure for your website, return traffic from repeat listening, and increased sales of your products and services.

Let our broadcast team help you determine the style of branded station that best fits your website.

The Original Model



This is the concept that first defined the Wirewaves “branded” Internet station. It’s a strikingly unique difference in traditional website audio; a much needed departure from the repetitive, irritating, single-program file that plays when a visitor opens up a website (a method of using web audio that many visitors have loved to hate). A Wirewaves branded station breaks through the “Oh, I’ve heard that on this site before so I don’t need to be here anymore” syndrome that turns people off and causes them to leave a site prematurely before they accomplish anything productive or monetarily worthwhile for that business. Initially marketers discovered adding audio to a website would increase sales. But you don’t need any amount of research to tell you the same redundant audio that plays from a website will eventually cause you to lose more sales than you hoped to gain.

A Wirewaves Internet station often mimics a traditional talk radio station, but the content is all about you, your company and your products and services. At the heart of the development of your station is our software and broadcast platform that allows us to program your station with your product descriptions, customer testimonials, staff comments, audio imaging and music breaks. Many of our listeners have described our branded stations as sounding like “NPR talking about your website.” We feed a true organic audio stream directly to your website based on your direction and content. In effect, it’s a growing, ever-changing radio station about you and your business.

Now let’s take a look at the six additional styles of Wirewaves branded Internet stations.

The Testimonial Model

The Wirewaves Testimonial station puts your satisfied customers front and center on your station. Your best customers can share their success and experiences working with you, your products and company in an audio feed complimented by product descriptions and company announcements.



The Soundtrack Model



Imagine if your website, company or product catalog was being made into a movie. The Wirewaves Soundtrack Model is your movie soundtrack (without the movie) with voice-overs, audio imaging, testimonials, promotional announcements and product descriptions.

The Infomercial Model

If you are marketing a product, your intent is to share and expose your product to gain more customers. One of your marketing options might be an infomercial. These programs are widely accepted and in many cases highly successful. The Wirewaves Infomercial Model is essentially an audio long-form commercial for your product segmented and streaming 24 hours a day from your website. Instead of having a static 30-minute infomercial running in a loop over and over, we would create the presentation in segments that play in a programmed rotation. This concept creates an infomercial-style quality to your audio stream without being annoying, repetitious and boring. This type of Internet station is simple to create using your product content and testimonials. It's an effective way to showcase your products on your website.



The Podcast Model



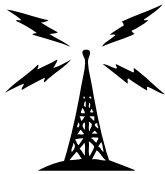
If you are podcasting and offer your visitors audio, you already have the content to quickly create your own Internet radio station. We can take your past episodes and stream them back to back with product information and audio imaging, commercials, promos, etc. An alternative would be to take segments of your podcasts and develop listening “teasers”: highlights of your podcasts edited to encourage your visitors to listen to the full current or archived versions. Your Wirewaves Internet station becomes your 24/7 Internet audio promo for your podcast programming.

The Talk Show Model

If you believe you have the makings of a talk-show host, you could host a show on your own Internet station. Similar to the Wirewaves Podcast Model, your show or product segments could be featured in the stream to promote your products or passion. This model is just like having your own talk radio station.



The Radio Network Model



This style of Internet station is closer to a radio network. Instead of rotating elements and content files, you actually create a daily or weekly schedule of when particular programs will play. Let's say you have content that plays in standard rotation, but you want a specific program or interview to run every week at the same time. We can program your station like a radio network to play exact content at definite times beginning at the top or the bottom of the hour. This means you can create and schedule programs or content at distinct times or you can create relationships with other people and have them host programs or play their content within your network schedule. This model is much more ambitious to create in both time and cost, but it can also be more satisfying to monetize. If you are interested in this model we can help you. Please be aware that developing your own Internet Radio Network takes additional planning and execution.

***Now, Let's Look at the Ways You Can Earn Income
With Your Branded Internet Station. ⇨***



Ways to Monetize Your Station

Promote affiliate programs in your stream.

Let us create spot announcements on your station to advertise products and services tied to an affiliate program. Each time a person hears about a particular product and service and visits the website on your recommendation you get a referral fee.

Sell commercials or spots.

Like a traditional radio station you have the ability to sell commercial announcements to other companies and businesses that would like their message on your station. We can show you how to price and position your advertiser's message to make it effective on your stream.

Sell program segments to others interested in putting their information or program on your station.

Your station may be in a niche that other people find desirable. Those people could purchase a program time slot or a program segment and pay you to air their content on your station.

Put your stream on your iPhone and charge to download your App.

Today iPhone Apps are great for branding and as a lead generation tool. They can also be profitable. Apple pays you 70 cents on every dollar you generate in revenue with your iPhone App. Wirewaves can build for you an iPhone App that could be offered for free and that would lead people back to your website, providing you traffic from the iPhone. Or, you could charge a fee to download your iPhone App and generate revenue in that way.

Charge people to listen or make your stream part of a membership site

Your Internet station's audio stream could be an additional benefit of your membership site. Your stream could play in the free section of your membership site to encourage memberships. Or you could fill your Internet station with valuable content to make the stream itself a benefit.



Go To the Next Page For Examples Of Our Branded Internet Stations. ➡



We invite you to listen to these examples of Wirewaves branded Internet radio stations.

The first is a medical clinic interested in sharing information about their doctors and treatments with prospective patients. The second example is our Community Branded model.

<http://www.HansaCenter.com> — This client is a clinic which specializes in chronic illness. A key focus for their patients is the treatment of Lyme disease. Their branded Internet station features commentary from the doctors, staff and success-based customer audio testimonials from some of their most passionate patients. They continue to add new content on a regular basis. If you listen more than once you'll discover a different sound with fresh audio each time you visit their site.

Please note: The first time you visit this site you'll hear a brief audio introduction that lets first time listeners know they are joining a program in progress, in case they are in the middle of a doctor's commentary. The founder of the clinic, Dr. David Jernigan felt a program intro was necessary to alert new listeners in case they joined the programming at a point in the doctor's commentary that might seem confusing to a potential patient. This type of intro is an option for a branded Internet station.

<http://www.MulvaneRadio.com> — Another station example is our Community Branded model which is part of a network of community stations which we are developing for towns all over the country. This station is for the town of Mulvane, Kansas, broadcasting information about city attractions, activities, historical features, schools, housing and anything a prospective resident might want to know when considering making Mulvane their next home town.

Once you've listened and begin to hear your business or website using your own branded Internet station please call us at 316-281-4232.

Please reference this Special Report: **Waves 84** when calling.

Warmly,



Michael Lamb
Executive Producer and Production Manager
Wirewaves, LLC