



Let Our Knowledge Be Your Link To A Better Sound!

Take Your Talk and Play-by-Play Skills to New Heights

First Session:

- Essentials of every great talk-show host.
- How to become a communicator instead of a broadcaster.
- Why broadcasting is a one-on-one medium.
- Think of the microphone as an ear.
- Why it is essential to hit the hot buttons.
- Why it is essential to know what listeners do and do not want to hear.
- Why your opinion and passion are king.
- Why show prep is 24/7.
- Tips on building and connecting with an audience.

Second Session:

- Top three qualities of a successful talk-show host.
- What every host should and shouldn't do on-air.
- How to keep the show focused on the host.
- How to turn your program into a show.
- Why the host is a salesman.
- Why the host must be approachable.
- How to better organize your show.
- Why stats don't work.
- Sure ways of losing your listeners.
- Why forward momentum is key.

Third Session:

- Choosing and developing show topics.
- The most important word every host must know.
- Common on-air mistakes you must avoid.
- What to say at the beginning of your show.
- How and when to reset.
- How to tease into a break.
- Why the host must have a commanding presence.
- Yes, you can do a great show without calls.
- When is it time to move to a new topic.
- When and why you book a guest.
- Why talk-radio is not a lecture hall.
- How to practice when you are not on-air.
- Exercises for developing your voice.

Fourth Session:

- How to increase TSL (time spent listening).
- The importance of storytelling.
- Interviewing tips that you must know.
- Tips on effective sports writing.
- How to get the most out of your callers.
- Tips on where to find job leads.
- What material you should put on your demo.
- Where and how to network.
- How to write a more effective cover letter.
- How often should you call a PD.
- What to put in your thank you letter following the job interview.

All for just **\$280**



“David Brody is an ambassador for on-air talent and those who strive to have a career in sports broadcasting. At ESPN Radio, we look to people like David to not only identify future talent, but to help those potential personnel grow and excel in our business.”

- Bruce Gilbert, former General Manager, ESPN Radio Network

David Brody co-founded BMS in 2004. He is considered one of the nation's leading sports broadcasting talent coaches, and has hosted seminars and workshops around the country. David is a 3-time NJ Radio Sportscaster of the year and has over 25 years of on-air and talent coaching experience. David's national program on the Sports Byline Radio Network was heard in many of the nation's largest markets including Chicago, SF, Philadelphia, Boston, Miami, Detroit, Dallas, St. Louis, Denver, Phoenix and Seattle.

Call 1-877-888-1267 Today and Take Your Career to the Next Level!!!

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