

GELLER MEDIA INTERNATIONAL'S

Quick Start Pages



The Powerful Communicator Principles

- ▶ Tell the truth.
- ▶ Make it matter.
- ▶ Never be boring.
- ▶ Speak visually, in terms your audience can “picture.”
- ▶ Start with your best material.
- ▶ Address the individual, use “You” — talk to ONE person at a time.
- ▶ Do engaging transitions.
- ▶ Promote.
- ▶ Promote the work of others.
- ▶ Be who you are on the radio.
- ▶ Take risks.
- ▶ Dare to be great.



Beyond Powerful Radio: An Audio Communicator's Guide to the Digital World

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