



Joe Takash

Behavior Strategist

Smart Behaviors Radio Show With Host Joe Takash

Internet Talk Radio Statistics

(source: Infinite Dial Report)

- An Estimated 69 Million Americans Listened to Online Radio in the Last Month
- Weekly Online Radio Audience Up by Nearly One-Third in Last Year
- Online Radio Reaches One in Five 25- to 54-Year-Olds per Week
- Online Radio Attracts an Upscale, Well-Educated and Employed Audience
- "Variety" and "Control" Are Top Reasons for Listening to Online Radio
- An Estimated 27 Million Americans Have Listened to a Podcast in the Last Month

A Dynamic Audience

- 42% of VoiceAmerica listeners are female and 58% of our listeners are male
- 57% of female listeners are between the ages of 25-49
- 43% of male listeners are between the ages of 25-55

Expanding Your Reach & Building Your Brand (source: National Public Radio)

Delivers Return on Your Investment

66% of listeners would choose to buy a product from a company that supports successful business strategies.

Builds Brand Loyalty and Trust

57% of listeners agree that sponsors are industry leaders

Shows Your Good Corporate Citizenship

68% feel that companies that fund programs have a commitment to quality and excellence

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Smart Behaviors Radio Show, with host Joe Takash, drills deep with a variety of business professionals' approach to success and lessons learned from their mistakes. With high energy and healthy doses of humor and entertainment, Joe discusses a wide spectrum of behavior strategies to improve professional and personal outcomes, including: thriving behaviors in a turbulent economy, building trust with clients, leading and influencing staff, developing higher performing teams, selling with candor, the contagiousness of confidence and attitude and many more. Smart Behaviors Radio Show airs every Friday @ 8am PST / 10am CST / 11am EST on the VoiceAmerica Business Network.

About Joe Takash

As a behavior strategist and executive presentation consultant, Joe has helped clients secure more than one billion dollars of new business. He is a keynote speaker, business author and the president of Victory Consulting. Joe is also a sought after media resource and has been interviewed on national outlets such as **ABC News, Fox Business News, MSNBC, Investor's Business Daily, Entrepreneur Magazine, Career Builder, CBS Radio, USA Today, BusinessWeek and The Associated Press.**

VoiceAmerica

The VoiceAmerica Talk Radio Network is the single largest producer of original Internet talk radio programming in the world.



Requirements To Maximize Your Guest Spot Exposure

A week in advance of your guest spot, all guests must:

1. Provide your headshot in JPG format to Joe for your eCard (a digital brochure that you can email to your clients, vendors, business partners, colleagues and friends).
2. Your interview will be between 30 and 45 minutes; Provide 5-8 questions that you would like Joe to ask you.
3. Given that the show is about winning and successful behaviors, prepare 2-4 behaviors/actions you would impart so listeners have something tangible to take away. This value enhances attraction to you/your products and services.
4. Provide a bio on you/your business (be sure to clarify how your name is pronounced if it is difficult).
5. Provide a brief description of your products/services and website address that you would like Joe to plug, including your preferred method for listeners to contact you.

Above & Beyond Benefits Provided By Joe

- ✓ Given that Joe has been a guest on numerous national media outlets, he knows the importance of being rightfully promoted. You are guaranteed he will do this for you. Submitting the information above in a timely manner assures you this will take place.
- ✓ Joe will keep energy high and asks you to do the same. This positive contagiousness will attract more listeners to you and your business.
- ✓ Joe promotes all of his shows to his media contacts (see his bio above to name a few), clients, vendors and business colleagues. When you're a guest on Smart Behavior Strategies, you will be promoted and exposed to these thousands of contacts throughout the week leading up to the show.
- ✓ Your show will rebroadcast 12 hours later; it has a global reach where anyone with a computer can listen, and Joe will remind listeners that your show can be downloaded as a podcast on iTunes.
- ✓ A digital file will be sent to you in less than a week after your interview, which you can repurpose for your own marketing efforts.