

**Before you book radio or television advertising ask yourself:**

- 1. Who is the market I want to reach?**
- 2. Very specifically what is my offer to them?**
- 3. What do I want them to do when they see / hear my commercial?**
- 4. How do I measure the success of the advertising?**
- 5. How do I ensure that my team members will convert enquiries into sales?**