


Case Study 1

	<p>Who Better To Write The Radio Commercials Than The Guy Who Has Experience And Loves To Do Them</p>
<p>Keith Smiley www.ksmileycopywriter.com</p>	

The Problem

When WXIR hired Jeff Robbins as their new program director, they knew they were getting someone with a solid radio programming background. Since WXIR was a small Christian radio station, Jeff had to take on various responsibilities. Not only was he responsible for managing the stations programming and on air staff, he had to write, produce and voice radio commercials and prepare for his own four hour afternoon drive time radio show.

Jeff had no problem with his workload, except that he wasn't very comfortable writing radio commercials. He was adept at producing commercials with multiple voices complete with sound effects and a music bed. However writing commercials was something that he just really didn't care to do too much of.

Another problem was that Jeff's work just kept piling up. He kept receiving more and more production orders which meant more scripts that needed to be written. Much of the work he couldn't get to until after 6PM when his radio show was over. This required him to work extra long hours to complete the assignments especially if the order was for an ad that started the next day or on Monday if the production order didn't come in until Friday.

For Jeff to cut down on his workload he needed someone to help him with the task that he least liked to do-and that was writing ad copy. He wanted someone who could write clear concise copy for 30 or 60 seconds that could persuade the target audience to act.

The Solution

As luck would have it, he found the man who has the skills to write solid ad copy: Keith Smiley. Keith was the operations manager at WXIR's sister station WBRI. Keith is a highly effective copywriter. He was previously a staff copywriter at another local radio station. So he knew how to write radio commercials.

Keith had hands on experience writing radio commercials for a wide variety of industries including restaurants, automobile dealerships, banks, hospitals and



financial services.

He agreed to help Jeff with writing some of the ad copy for him.

His formula for writing powerful commercials for WXIR was to lead off each ad with a strong attention-grabbing opening sentence, then mention the name of the product or service, describe the benefits of the product or service in a way that keeps the audience listening, and then provide a call to action...a phone number or address or both for the listener to respond to.

Keith used this proven formula to write ads for Christian Bookstores, real estate agents, dentists, doctors and more.

The Result

Every commercial Keith wrote was produced and aired with client approval and satisfaction. There was rarely ever any editing done to a script that Keith wrote.

Keith's copy even got raves within the station.

WBRI/WXIR General Manager Steve White was very pleased...

"You write good solid copy Keith," said White.

Would you like to have powerful effective results producing copy for your company? Keith Smiley can do the same for you that he did for the clients at WXIR.

Keith is the copywriter who can write targeted benefit oriented copy that gets more prospects to engage with you. You can reach him at (317) 625-8505. Or visit his website at www.ksmileycopywriter.com.

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