

Here's an efficient way to attract Time Capsule sponsors. Send your prospects an email that includes a link directly to [a presentation tailored precisely to advertisers](#). In the privacy of their offices, or on their tablets or smartphones — without a salesperson looming over their shoulders — they'll see:

- An interactive Time Capsule quiz, from the decade of their choice
- Why “The Moment Before The Answer” is a terrific platform for their message
- How to attract first-time customers by offering a prize
- Why they can afford to begin a radio campaign... even on a limited budget

It's easy. It really works. And all you need to do... is follow a few basic guidelines...

Email etiquette

We all get too many junky emails. So instead of just firing off another “incoming” for the spam filter, please take a moment to phone first — and let Lisa know you've got something special for her to see. Would she mind if you e-mailed it along? Once Lisa provides her email address, she's granted permission to you.

How to begin the email

For your “Subject:” line, avoid using your call letters — any word that's ALL-CAPS can trigger spam filters. Your own name should be OK (unless your parents named you “Viagra”).

Subject: Matt Markham's idea for Vandelay Cleaners

Subject: Sunny 101's idea for Wyatt's Urp Remover

Try to begin with something personal and specific, so it doesn't have that “spam smell”. Some (fictional) examples:

Hi Sal,

I remember the great response you got from your Primo's Pizza radio promotion last summer.

And I've just come across something I think would be perfect for you on Classic Country 105.5...

Dear Ellen,

I'm so glad we had a chance to chat after church on Sunday!

Today something came across my desk that made me think of you and the Quilt Shoppe...

Bonjour Colette,

What a wonderful meal Tom and I had at your restaurant last Friday. I'd never tried Lamb Bouvier before – and you know how Tom loves his porridge!

If everyone could try Café Olé just once, I know they'd always come back. And that's why I'm so excited about this.

I think I've just found a great way to bring lots of new feet through your door...

Now link 'em

The rest of the email should engage their curiosity. Use the following box as your guide. Just make sure you type in your actual call letters and your real name!

I've just come across something that I think would be perfect for you on WXXX.

Would you do me a favor? Next time you've got five minutes, please click over to https://radio.tcapsule.com/?page_id=2304 -- and then let me know if you agree.

Thanks,
Rocco Gibraltar
(201) 744-1011

P.S. Our sales staff plans to showcase this in the next few weeks. But I wanted you to get a "first peek" so you can reserve a slot (there are only five) before they're all taken.

How to follow-up with your prospects

Ready for that follow-up visit or email? Remember that we'll gladly create & email you a free, customized One Sheet— featuring your station logo and your Time Capsule sponsorship rates — as a colorful PDF document.

So without any further effort, you'll have a classy, street-ready rate sheet, too!

That's all there is to it!

Each time one of these accounts reserves a weekday, you've just sold 200 more ads. And you've given that client an excellent opportunity to succeed on your station.