

# ABOUT RADIOGURU

RADIOGURU is a consulting company and a production house that produces radio ads for national advertisers, as well as offering lectures and workshops for advertisers, agencies and radio stations wanting to improve the quality of their radio advertising.

Palle Bo is the the founder and owner of RADIOGURU, and one of the more experienced radio professionals in Europe, having worked 25+ years in the industry.

With a five year background in marketing at advertising agencies, he started out as radio host and went on to work as Local Direct Sales Manager, Copywriter, Producer, Director, and finally Group PD and Managing Director at a large Danish network, before founding RADIOGURU.

He's given 500+ speeches on radio advertising on conventions, at radio stations and at advertising agencies in Denmark and in many other countries. And sessions at:

- The NAB European Radio Conference, London
- The India Radio Forum, Mumbai, India
- The International Radio Forum, Tehran, Iran
- Rundfunk Tage, Nuremberg, Germany
- And at the convention, "Radio Days" in Copenhagen, Denmark, five years running.

As a production house, RADIOGURU won The Prix Radio Award for Best Danish Regional Radio Commercial of The Year, 2010.

Talk to RADIOGURU about doing workshops and/or lectures on radio advertising in your market.

**RADIOGURU**  
INTERNATIONAL





## THE 10 COMMANDMENTS:

1. Keep your focus on the benefit for the listener
2. Let the sales message be part of the story
3. The right way to use radio for call to action is in powerful bursts
4. The right way to use radio for brand building is as a foundation with a lot less impressions per day
5. Developing ad series is a great idea
6. Use the power of radio – be creative in the use
7. Think visually, paint pictures
8. Keep it real – rather than always just going for a cheap laugh
9. Tell me a story
10. Be brave! Dare to try something different

## THE 7 DEADLY SINS:

1. Failing to write and speak like a human being
2. Not taking the time you need to tell the story
3. Just talking about yourself – the listener couldn't care less!
4. Having more than one core message per commercial
5. Using music without a really good reason
6. Not taking time you need to do develop and produce the campaign
7. Stop using radio due to lack of response. Could it be because you violated one or more if the Sins above?

RADIOGURU PODCAST ON RADIO ADVERTISING  
Subscribe to the free podcast in iTunes or from [radioguru.co.uk](http://radioguru.co.uk)