

★ FIVE STAR HOUR



PERSONALITY

One to one connection
Individual point of view
Make everything yours



ENGAGEMENT

Interesting: mental stimulation
Entertaining: emotional connection
Useful: practical help



HERE

Sense of place
All life through a lens from here
Relevant to your listener here



NOW

Sense of day
Think today
Current target passions & interests



CROSS PROMOTION

Forward-sell everything
Make clear appointments
Use social media

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