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# Insiders' Journal

The latest on the information marketing business • The official publication of the Information Marketing Association

**BEST BUSINESS PRACTICES OF THE MOST SUCCESSFUL INFO-MARKETERS AROUND THE WORLD**

## Unique Ways To Reach The Top



**Diverse  
Businesses  
Prove Universal  
Info-Marketing  
Truths**

# Harmony Tenney Combines Natural Sales Ability With Radio Advertising Know-How to Build a Super Income

When Harmony Tenney realized she had been in sales her entire life—and sales was what she was made to do—her income increased 1,000-fold.

“I’ve always had little businesses,” she says, “and I do mean little. Even at age 11, I was going door to door selling scraps of paper that I found at my house, calling them stationery and telling neighbors I would like to sell them this because we wanted to buy a farm.”

Sales anxieties? Not for Harmony. “I have been extroverted my whole life,” she laughs.

It’s not surprising that an extrovert would end up in the world of communications. Harmony is one of the most successful radio station advertising sales representatives in the country. She built that success by creating a how-to kit for her customers so they would know how to get the results they wanted from their ads. When the results poured in, so did the customers’ testimonials, and Harmony was on her way to building an info-business.

Today, Harmony has info-products that target different niches: lawyers, business owners, government and nonprofits. Her products teach her clients how to use radio advertising to grow their businesses and programs “like wild fire,” she says. Not only does she teach how to create ads that get results, she helps



*Harmony Tenney’s success with info-marketing allows her the flexibility to spend time with her children, and her husband has been able to retire, so he can help her within the info-business.*

her clients not get caught up in some rep’s “sale of the week.”

Harmony has been in radio for 10 years, so she knows the ins and outs of the business. She describes one of her bad habits this way: “I always try to make the path behind me easier for someone else to climb.” But sometimes a “bad habit” can be turned into a profitable product. Harmony began work on a book on how to sell radio advertising better, but then, she says, “I got into Dan Kennedy’s world and realized that the bigger market is how to buy

radio advertising. I got to work on developing that product and also the power of leverage. Now, when I speak to groups about radio advertising, I always get a copy, either audio or video.” She adds those transcriptions to the large box of materials she delivers to prospective radio advertising buyers.

Harmony’s radio advertising info-product began as a \$9.95 audio book in 2001, and then she expanded the book into a six-CD audio book with transcript that sold for \$99.95. “As I

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**\$\$\$ Harmony Tenney's Profitable Radio Advertising System \$\$\$**  
Everything You Need to Make More Money and Work Less Hard Using Profitable Radio Advertising

“My client’s sales increased by 130% last year. They are 146% over for the Current Year-To-Date. Their sales are 600% that of the nearest franchisee. All in a “flat” industry nationally. Harmony Tenney’s strategies are powerful indeed !!”  
- Hal Dubois, President, Excel Arts

Option A: \_\_\_\_\_ **“YES Harmony, I want to maximize my profits and growth; please send me your Special Radio Advertising Strategies, Techniques and Systems, which includes *all* the resources below, for just ~~\$1997~~” **\$1497** Special Price !!**

**YES!** Activate my 418 day, unconditional money-back guarantee to implement your system and see **amazing** results where they count – in my bank account. If I’m not 100% satisfied, I can return the system anytime during the 418 days for a prompt, courteous refund.

- \* Your Own Radio Advertising Success BLUEPRINT in a Binder (with pullouts)
- \* Complete AUDIO CDs of all BLUEPRINT materials
- \* “One Sheets” detailing vital points for quick reference
- \* EASY Templates and Worksheets (proven ads, sample schedules, timelines)
- \* How to drive the radio advertising process (rather than be taken along for a ride)
- \* Landmines to avoid
- \* Points on how to “freshen” ads while maintaining image, relevance and call to action

- FREE BONUS #1 *Way Super*** Audio CD: “7 Secrets to Radio Advertising as a Growth Strategy” \$297 value  
**FREE BONUS #2 *Awesome*** Free Report: “Insider Secrets, Tips and Tricks to Profitable Radio Advertising” \$149 value  
**FREE BONUS #3 *Awesome*** Free Report: “Why YOU Should Take Advantage of Radio Station Promotions” \$149 value  
**FREE BONUS #4 *Free Trial*** Subscription to “Profit Panther Pointers” E-zine (\$39.95 / mo) 6 Months Free \$240 value  
**FREE BONUS #5 *Exclusive*** AudioCD: “How to Get (& Best Leverage) Your Own 1/2 Hour Radio Talk Show” \$997 value

Option B: \_\_\_\_\_ **“Harmony, I’d rather have you personally evaluate my business, my goals and the radio station opportunities in my area, then construct a campaign using “The Tenney 7 Step Proven Formula” – and compose an ad that will direct the benefits of Powerfully Profitable Done 4 You Radio Advertising to my business and my wallet!” just ~~\$3997~~” **\$2497** (includes all the *bonuses* listed above) Information Marketing Association Special Price !!**

“Several times, you saved us thousands of dollars... you showed us the “ropes” of radio so that we could maximize our dollars in ways we hadn’t known about prior to working with you.”  
- Scott Widener, Moneywise Payroll

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**Mail to:** Harmony Tenney, IBEC, Inc, 511 Robin St, Staunton, VA 24401 or  
**E-Mail:** Harmony@BusinessEmpowerment.com or **FAX to:** 866-453-8702

*The order form for Harmony Tenney’s radio advertising training materials features a client testimonial and her guarantee. The form builds the value for her product and explains the bonuses customers will receive for ordering.*

## ***Harmony is one of the most successful radio station advertising sales representatives in the country. She built that success by creating a how-to kit for her customers so they would know how to get the results they wanted from their ads.***

learned more from Dan Kennedy and Bill Glazer, I realized I could develop my book into an info-product,” she says. “I also realized that while there are many radio reps out there, the ‘inverse’ market of small business owners that need to learn how to buy radio (so that they drive the process rather than a rep that may not have a clue) is much greater. That’s when I developed my small business info-product.”

Harmony has niched her small business product for lawyers and is working to roll out a version for restaurant owners. She has watched Larry Conn’s success with his Yellow Pages products and “hopes to be as successful.” (You can read about Larry’s business in the March 2008 Information Marketing *Insiders’ Journal*.)

She also has smaller, front-end products to drive continuity, including *Radio Advertising for Governments* and *Radio Advertising for Nonprofits*.

Harmony is looking forward to some great press about her business in *Main Street News* when a feature article called “Radio Advertising for Main Street Communities” comes out in July. The article, which features Harmony’s interviews with her successful radio advertising clients, came about when a journalist for *TD Monthly* began searching for someone with retail experience to contribute to an article. “Everyone they called said they weren’t really able to speak to what the reporter was researching,” Harmony explains. “One source mentioned me, and I was able to give the journalist the needed quote. The associate editor

of *Model Retailer* saw my citation and asked to interview me. What I provided was so in-depth and prolific (including other sources to interview) that he approached me about writing on the ‘business’ side of retailing, specific to his niche of model railroads.”

Life is funny sometimes. While Harmony’s business experience certainly was the reason for her getting into *Model Retailer*, her role as mom to twins had a big role to play as well. “I had tons of experience shopping in hobby stores, since I had purchased the entire Thomas Railroad system twice (a total of \$4,000.00 in \$100.00 increments) for my twins,” she laughs.

With the expenses that come with twins, it is a good thing that Harmony is able to build her business primarily through joint ventures. This has helped her to launch her business quickly and without a huge marketing investment. Other info-marketers have helped their members learn to create effective radio advertising and make more money for themselves by hosting Harmony as a guest expert. She has already done a teleseminar with Ben Glass (read his profile in last month’s *Journal*) and will appear in person at The Ben Glass Legal Marketing Event set for June 20 and 21 in Reston, Virginia. “I’m also speaking for another lawyer, Ken Hardison, in September,” she says. “This is new territory for me,” she says, so she is anxious to see what the final results will be.

If the past is any indicator, Harmony will successfully negotiate this new territory and turn each

opportunity into another way to promote her products. “I’m blessed with the ability to make a road for those coming after me, and for those traveling now. Being able to chart the path of successful radio implementation will aid multitudes of businesses, governments and organizations—I’m happy to help!”

And while she no longer cold calls to sell ads for her radio station, “Every now and then I’ll see a business that I want to do business with, and I’ll approach them,” she says.

### **Joint Venture Opportunities**

Info-marketers who are interested in having Harmony as a guest on a teleseminar or a program to talk to their members about how they can improve their radio advertising can send an email to [Harmony@RadioAdvertisingGenius.com](mailto:Harmony@RadioAdvertisingGenius.com).

<http://Members.Info-Marketing.org>

#### **More on the Web**

Harmony Tenney has sold her products within several niches by doing joint venture interviews with other info-marketers. Listen to Harmony’s call with Ben Glass of Great Legal Marketing, talking about more effective radio advertising for attorneys.

