



Dear Partner,

Business Builders Radio (BBR) is an exciting and intellectually stimulating, motivational internet radio show. The creators and hosts, Oriel Ross of O. Ross Enterprises, Inc. and “Action” J. Jackson of The Factory of Dreams are two successful entrepreneurs who combined their experiences and industry lessons to launch this forum. Simply stated, BBR provides real, not leading information to encourage and support entrepreneurship! Counter-intuitive to what you commonly hear, we tap in to real questions, concerns, and growth.

As an internet show, we have the **distinct benefit** of providing live shows and on-demand downloads to our listeners. Our programs are living resources to keep business people motivated.

An interactive show where we talk about everything for today’s entrepreneur and aspiring entrepreneur, we know that unlocking talent is much more than a desire. You have to know what it takes, be able to assess your ideas, and claim your niche. What will you hear? Great debate and a platform to focus your business dreams!

#### **What listeners and partners are saying...**

- “I can tell you guys really care about helping people figure out business”
- “I had so much fun on your show, can’t wait to come back”
- “Fantastic show”
- “There is a clear difference between your show and others. You provide real information. I always tune in and download”
- “You are my new first choice for business information”





## Hosts

### **Oriel Ross, O. Ross Enterprises, Inc. – <http://www.rossenterprises.com>**

Originally from New York City, **Oriel Ross** is a successful businesswoman, entrepreneur, public speaker, and professional writer. With 15 years of corporate experience, she's managed up to \$9 Billion in portfolio assets and receivables. As the Visionary Founder and Director of O. Ross Enterprises, Inc., Ms. Ross built her consultancy on the premise of her unique branding concepts, individualized business strategies, & professionalism. Interconnected by three divisions - Business Consulting, Seminars, & Real Estate, O. Ross' signature services include Conceptual Consulting, Biographies, Business Plans, Professional Writing, Strategic Development, and other business development requests. Ms. Ross connects with clients throughout the United States and continues to foster relationships within several regions.

The O. Ross vision is "to be continually recognized by our customers, associates, and community as **The Small Business Engine™** – daily building our intellectual originality and innovations to help small businesses attain their goals and root ourselves as a reliable source in the business community." O. Ross Seminars & Webinars are vigorous, engrossing, & informative. Leadership Training and "Entrepreneurship: From Concept to Completion" are requested several times a year! The **O. Ross Outbox™** compliments all engagements and is an on-demand strategy session designed to enthuse and teach strategic thinking. Ms. Ross is most satisfied when participants walk away with bona fide ideas for action!

When taking a breather, Oriel enjoys reading, traveling, and volunteer work. She's a member of many professional organizations and connects with people every chance possible.

A strong proponent of sharing information and strong networks, Ms. Ross routinely blogs for several outlets and shares her business experiences and perspective. eBooks are currently available through the O. Ross website. There's always something in the works, so stay connected at <http://www.rossenterprises.com>

### **"Action" J. Jackson, The Factory of Dreams – <http://www.thefactoryofdreams.com>**

**"Action" J. Jackson Sr.**, is an Orlando native and an accomplished serial entrepreneur with close to 15 years in business management and ownership. Also known by many as *Action J. Jackson*, he is the President and CEO of Pure Platinum Enterprises, Inc. A Central Florida based company with subsidiary companies in the field(s) of real estate, health and beauty, and business consulting and coaching.

Jackson's entrepreneurial expertise has been featured in various news and business publications to include The Orlando Business Journal, The Orlando Times and he has also been featured on various radio shows and Fox News as a small business expert. He received numerous awards throughout his career. "Action" was recently honored as the 2009 Entrepreneur of the Year by The African American Chamber of Commerce and named in the 2010 Top 40 Under 40 in The Orlando Business Journal.

Jackson has recently taken his passion for business & his love of helping others and merged them to create **The Words of Action** (<http://www.thewordsofaction.com/>). The Words of Action is a business start-up consulting firm where books, seminars, and one on one coaching/consulting, is provided. They offer guidance to individuals looking to launch their entrepreneurial dreams. Through **The Words of Action**, Mr. Jackson, published two books, "Cubicle to CEO" and "Wake Up and Start Dreaming".

An accomplished professional speaker, Jackson's engaging and vigorous style has energized a variety of audiences ranging from colleges to national organizations to events for youth. Jackson's presentations and panel discussions have included topics such as: Business Start up, Leadership Development, Financial Independence through Homeownership, Next Generation Entrepreneurs, and entrepreneurial and leadership development programs for the youth.

Whatever the discussion, the solid, earth shaking message is always clear. *"We all have the power to dream, we all have the ability to take action toward our dreams and we all possess the talent inside to successfully achieve our dreams."* – "Action" J. Jackson, Sr.





### **Previous Show Platforms (Sampling)**

Download FREE on iTunes - <http://itunes.apple.com/us/podcast/business-builders-radio-blog/id376230702>

May 22, 2010 10AM EST: The Best Business Resources You Can't Afford to Miss

Back to the basics – we always provide what entrepreneurs need to get started. Invaluable resources from the latest technological must haves to the most cost effective methods.

April 24, 2010: Bad Money Management is Bad Business

Bad Money Management is Bad Business. Special Guest Industry Expert - Mitchell Vicknair - CEO American Finasco, Inc - Houston Based Commercial Debt Management Company! We believe prevention is better than cure. This episode offers a peak under the curtain of healthy debt management.

April 10, 2010: Media Know-How for your Business: A Journalist's Perspective

Explode Your Business: Media Know-How: A Journalist's Perspective 10AM EST with Special Guest Journalist Mr. Devin Heflin of The Orlando Times. Mr. Heflin very knowledge feature writer and political commentator exposes our listeners on the media fundamentals

March13, 2010: Debate: Married or Single: Who has the Entrepreneurial Edge?

Hosts, Jay and O' debated which entrepreneur has the edge. From the simple time factors of management to the emotional connections affected, a true battle of the sexes ensued. Special Guest, Keesha O'Galdez, The Gourmet Diva weighed in!

February 20, 2010: Debate: The Best Characteristic of an Entrepreneurs

Inspired from our experiences of what attributes provide us the most leverage, we engaged our first debate. The mind of an entrepreneur is the basis for their success. This episode is as much about knowledge as it is about self awareness and discovery.





## 2010 Demographic Breakdown



### Gender:

- Female: 54%
- Male: 46%

### Age:

- 13 – 17: 1%
- 18 – 24: 1%
- 25 – 34: 45%
- 35 – 44: 37%
- 45 – 54: 9%
- 55+: 7%

### Live Listenership (LL):

- Average: 113
- Max: 150
- Min: 47

### Downloads per show (DPS):

- Average: 135
- Max: 252
- Min: 75

### Social Media Interactions:

- Facebook
- Twitter
- LinkedIn
- Digg

### Affiliate Companies:

- O. Ross Enterprises, Inc.
- The Factory of Dreams
- The Words of Action





## 2010 – 2011 Advertising Levels (\*)

### **Corporate Partner**

**\$1,000**

- (4) – 20 minute show slots (*not in the same month*)
- (8) – 20 second audio commercial played during the show after your appearance show (partner provided)
- 4 week Banner Ad on Business Builders Radio website (partner provided)
- Blog submission on your business (partner provided)
- Listed as a BBR Partner for 1 year (websites, events, show advertising)
- Copy of O. Ross eBook – Simple Process and Quick Tips to Write Your Business Plan by Oriel Ross
- Copy of Cubicle to CEO by “Action” J. Jackson
- \$100 voucher toward O. Ross Business Consulting Service
- \$100 voucher toward The Words of Action Service

### **Business Partner**

**\$750**

- (3) – 15 minute show slots (*not in the same month*)
- (4) – 20 second audio commercial played during the show after your appearance show (partner provided)
- 2 week Banner Ad on Business Builders Radio website (partner provided)
- Blog submission on your business (partner provided)
- Listed as a BBR Partner for 9 months (websites, events, show advertising)
- \$75 voucher toward O. Ross Business Consulting Service
- \$75 voucher toward The Words of Action Service

### **Plus Partner**

**\$500**

- (2) – 15 minute show slot (*not in the same month*)
- (2) – 20 second audio commercial played during the show after your appearance show (partner provided)
- 1 week Banner Ad on Business Builders Radio website (partner provided)
- Listed as a BBR Partner for 6 months (website, events, show advertising)
- \$40 voucher toward O. Ross Business Consulting Service
- \$40 voucher toward The Words of Action Service

### **A la Carte (*Customize Your Package*)**

- |   |                       |
|---|-----------------------|
| • Blog submission to all of our premium outlets (partner provided)        | \$25                  |
| • Blog submission to all of our premium outlets (written by O. Ross)      | \$100                 |
| • (4) – 20 second audio commercial played during the show (various shows) | \$100                 |
| • (4) – 20 second host endorsed live commercial (various shows)           | \$149                 |
| • 15 minute show slot   | \$30                  |
| • 20 minute show slot   | \$50                  |
| • 1 month Banner Ad on Business Builders Radio website (partner provided) | \$250                 |
| • Florida Special - Plan and host your corporate mixer                    | Call for consultation |

#### **\*Call for long term commitment and special arrangement prices**

\* Banner Sizes - 728 x 90 Leader Banner; 300 x 100 Rectangle; 468 x 60 Rectangle; 120 x 125 Square Logo Button

\* Packaged Commercials do not occur in the same show

\* Prices subject to change at BBR discretion

\* All ads are subject to BBR approval

\* No offers can be combined with other offers of BBR or affiliate companies





## Partner Response Form

Date: \_\_\_\_\_

### Sponsor Information (Or attach business card)

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Bus Num: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Advertising Method: Please indicate your advertising method(s)

#### Packages:

BBR Corporate Partner                       BBR Business Partner                       BBR Plus Partner

#### BBR A La Carte:

- BBR Radio Show Guest (20 min)    BBR Radio Show Guest (15 min)    20 second audio commercial  
 20 second host endorsed commercial    Website Banner (customer supplied)    Blog submission (partner provided)  
 Other (In the spirit of partnership, we welcome your support suggestions, please describe below)

\_\_\_\_\_  
\_\_\_\_\_

Total \$ \_\_\_\_\_

- Make check payable to O. Ross Enterprises, Inc.  
 Pay via PayPal at [http://www.orosenterprises.com/payment\\_center.html](http://www.orosenterprises.com/payment_center.html)

Ads must be submitted by **2 weeks before the expected broadcast date – broadcast schedule available online**

**Send to: Business Builders Radio                      P.O. Box 780484                      Orlando, FL 32878**

Priority contact: Email: [info@businessbuildersradio](mailto:info@businessbuildersradio)

Contact: O. Ross Consulting - [info@orosenterprises.com](mailto:info@orosenterprises.com)  
Phone: 718-490-8039

Contact: The Words of Action  
Phone: 321 239 0037

\*Business Builders Radio reserves the sole right to decline certain ads that are not in line with the overall mission of the company, its owners, or its affiliates.

