

# About IFYL Minutes

John Tesh  
**INTELLIGENCE**  
FOR YOUR  
**LIFE**



**INTELLIGENCE**  
*for your life*

MINUTES



**Sample  
Audio**

Monday

Tuesday

Wednesday

Thursday

Friday

## Intelligence For Your Life Minutes

Daily Vignettes A daily dose of great information... Family, Health, Finance, Relationships, and more - All in a daily vignette.

These daily vignettes (five days per week) are an opportunity for your station, and your advertisers to capitalize on John Tesh's instantly recognizable name and voice, and at the same time, providing your listeners with EXTREMELY COMPELLING CONTENT.

These are a great REVENUE GENERATING tool for your station!

Segment Sequence:

- o Quick "Tease" by John Tesh
- o Followed by a :30 national spot
- o Followed by YOUR LOCAL :30 or :60
- o Then the full "Intelligence" content "payoff" from earlier tease

The LOCAL :30 or :60 is an outstanding opportunity for your sales department to tie in a sponsorship to the whole *Intelligence For Your Life* brand!