



# Radio Presenter's Handbook: Make Radio Presenting Your Business

*Andy Johnson*

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## **Radio Presenter's Handbook: Make Radio Presenting Your Business** Andy Johnson

Being a presenter today is so much more than linking songs on the radio. In this modern era, where literally anyone with a PC and an internet connection can create their own radio station, presenters need to become more entrepreneurial. The Radio Presenter's Handbook encourages you to think of yourself as a company and in doing so take on the roles of Product Manager, Sales Director and Managing Director. The aim of this book is to become a great presenter, to make a reasonable amount of money and expand your business beyond a daily three-hour show.

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