

The Transformation Radio Network™

*The New Mainstream in Conscious Talk Radio & Podcasting.
Reaching hearts & minds to transform the world.*

Accelerate
YOUR
Expansiveness

Contact Us Today to Get Started!

855-393-3742

host@transformationtalkradio.com

ON AIR

“Whatever you think we are, we are more than that.”

Our Mission

To inspire, educate, and transform the world through powerful programming, providing solutions and options for living a positive and transformative lifestyle.

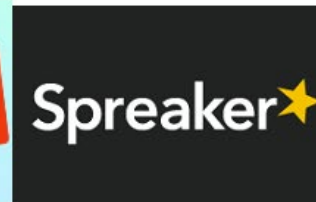
Roadmap

We achieve this by providing programming presented by world renowned experts. Each show contains core wisdom and specifics in areas of Mind, Body and Spirit that are needed to improve every facet of a modern individual's life.

What We Do!

Elevating YOUR Visibility – Content Creation - Making an Impact Reaching Target Demographics

- ❖ **Award winning creative team** – supporting YOU in developing your message.
- ❖ **Coaching for success** – no experience? No problem. We guide you through the entire process to set you apart from the crowd.
- ❖ **Professional production team** – you just have to show up! We do the rest.
- ❖ **Live Radio** – streamed through TransformationTalkRadio.com online, mobile app, and in-home devices such as Google or Alexa.
- ❖ **Podcasts** – distributed to ALL major outlets including Spotify, iHeart, iTunes, SoundCloud & more!
- ❖ **Facebook Live Video** – connecting your with social media & growing your existing audience
- ❖ **Banner Ads** – click through rate 7x national average. Call to actions for growing your business.
- ❖ **Commercials** – rotating through both AM/FM and digital for maximum exposure to promote your show and your business.
- ❖ **Content Repurposing** – turn your show into blogs, social media posts, book chapters, YouTube videos, online classes & more!



More Than Radio... An Experience

Together we are stimulating and supporting individual and collective growth, positive cultural shifts, and making a meaningful difference in the world.

Our hosts, co-hosts and sponsors are experts in the fields of human potential, spirituality, health & wellness, women, families, conscious business, marketing, energy healing and more. As Dr. Pat says *“we talk about everything from sex to spirituality with a vibration that honors the dignity of the human spirit.”*

**We guarantee more visibility for you, your brand, and your message.
We guarantee we will be ALL-IN to support you however we can as long as you are all-in too.
We guarantee an expansive energy and mindset approach to everything we do together.**

“I just connected with an old colleague to be on my radio show. After talking we’ve decided to co-write a book together! So many things have shifted for me and my mindset about what’s possible and I’ve only done 3 shows with you!” Peggy

“I was talking with my book agent about my new publishing deal. They said I didn’t have to worry about my “marketing” approach because they’ve worked with you before and know that you’ve got it covered.” Laura

Our Story

At The Transformation Radio Network we believe we exist because of 'divine intervention' and this belief is the foundation of everything we do here at the network. In 2003, *Dr. Pat* dialed a wrong phone number and rather than hang up, she listened to her intuition and said **'YES'** to the unexpected offer that was presented to her that day.

It was in that moment she purchased her first hour of air time and "*Positive Talk*" was created. Fast forward to today, we went from 1 hour, to 14, to a syndicated #1 show, to a new network, a media company, and the fastest growing "Positive Talk" network in the world with our new launch this year; The Transformation Network which is broadcast globally on **hundreds of AM/FM/Digital Radio stations.**

Celebrating **15** Years

Called the "Oprah of radio" by her listeners, Dr. Pat is "blowing the doors off" of traditional talk radio. Dr. Pat is well-respected in her various roles in the human potential field – as coach, teacher, adviser, inspirational speaker, consultant, and internationally acclaimed radio personality.



Dr. Pat Baccili

Host of The Dr. Pat Show

Owner of The Transformation Radio Network™

Our Reach

50+ Ways to Listen

Our network sends shows to over 50+ outlets digitally. Your message is linked to each place for every show aired. (Total listeners unknown)



10,000

Our network tracks over 10,000 podcast downloads each month. (doesn't include streaming without download)

Web Hits

Transformation Talk Radio receives over 5 million pageviews monthly which is equal to approximately 300,000 – 500,000 unique visitors each month.

AM/FM/Cable

Your commercials are rotated through ALL of our partner networks. Reaching over 200 stations. This is equal to **11 Million homes in the US.**

Who's Listening?

The Transformation Radio Network is designed to attract the Cultural Creatives, a mass multi-generational cultural and lifestyle market unparalleled in U.S. history.

Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the Cultural Creatives, with about 80-90 million in the European Union.

These individuals are now instituting a wave of progressive social, environmental, spiritual, and economic change.

Their power as a consumer market remains virtually untapped.

LOHAS describes a conservative estimate of these people to spend **\$228.9 billion and growing.**

80% Women

*Varies slightly depending on format & platform of delivery

Top 6 Topics of Interest

- Alternative Health
- Self Improvement
- Women's Issues
- Psychic Phenomenon
- Relationships
- Spirituality

Age Range

- 25-35 30%
- 35+ 70%

*Varies slightly depending on format & platform of delivery

Finance & Education

- College Grads 63%
- Earn over 150K 36%
- Employed Outside Home 51%

Success Stories

Angela Watson Robertson www.angelawatsonrobertson.com

Angela has a big vision and mission to reach more people. When we first started talking to her she was thinking she was too busy to take on any more projects. She was in the middle of writing her book, creating new coaching platforms, managing her other blog site in conjunction with her current site, putting out weekly YouTube videos, and trying to market herself and get more visibility.

We stepped in to help get a few of these things off of her plate.

1. We helped come up with a brand to encompass all that she was trying to do under one umbrella. “The Reinvention Warrior” and
2. We launched a radio series where her shows go live to Facebook and then we edit them into 4 segments for YouTube which she can share on her channel.
3. We took on marketing her platform through our social media channels, on Dr. Pat’s show, our websites, and email blasts to 10k subscribers to help her with visibility and getting the word out.
4. We also introduced her to our book agent partner who is currently working with her on her book, but also booking her on other radio shows and getting her featured in magazines for her work.
5. We did all of the graphic design elements for her website and marketing material to launch her radio show and her new programs.

She is utilizing her radio shows to interview people strategically to put together a book with stories about reinvention based on her new brand and concepts.

Sarah Mane www.sarahmane.com **Conscious Confidence**

Sarah built a new brand. She went from Sarah Mane Coaching to Conscious Confidence. This brand did not exist in the world yet. In less than a year, we built a new website, created a radio show, got a #1 google ranking, and introduced Sarah to a book agent who got her a publishing deal.

Year 2 is about expanding the brand, getting the book out, and building her client base with clear call to actions for her coaching and speaking platforms.

The radio show and our team’s support helped her accelerate a 4 year plan into 2 years.

Claudette Rowley www.culturalbrilliance.com

Claudette started as she was rebranding. She wanted to take a new narrative out to the world about Organizational Culture. She works within organizations to help them function with more authenticity. Dr. Pat worked with her on the brand for nearly 3-4 months and they not only came up with Cultural Brilliance, but Claudette put into motion plans for her book.

We built her website, helped coach her on how to do radio and introduced her to an agent for her book. After 18 months with us she has a publishing deal and best-seller on Amazon, and is expanding her business to include more speaking, and high level corporate clients.

She uses her radio show as a tool for networking with high-level guests to build her own credibility as well as gain potential new clients.

What People Are Saying...

I love working with Dr Pat Baccili and the The Dr. Pat Show - her team is amazing. If you have a desire to share your voice, you need to work with this amazing group of people!

Megan Edge

Dr. Pat and her team took my words, my ideas and my business and brought it to life. It was everything I had dreamed about and so much more. I will forever be grateful to Dr. Pat and her team and will never forget the beautiful gift they have given me....my platform for my soul's message.

Jen Zelop

"I just finished a session with a person from the UK. I asked how she found me. She had done some searches, and then said she listened to some podcasts from the Dr. Pat Show. She loves you! And, that's how she found me. Wow!"

Leslie Fonteyne

"When I started working with Transformation Talk Radio, things really shot up to the next level! The coaching I've received from Dr. Pat has been invaluable, and I appreciate the many outlets to support and promote my message. I've made connections with guests, publicists, and other industry professionals, and some great working relationships have come from that. My on-air experience has been fabulous! I enjoy the challenge of crafting a good interview and making sure we are entertaining and enlightening listeners at the same time. The confidence and connection I've gained from my association with Transformation Talk Radio has helped me expand my business, and take my work to new heights."

Karen Hager

"The TTR family has helped me immeasurably through the launch of the Cultural Brilliance brand, development of a social media platform, and access to a whole new level of people and resources. They've opened the door to a new world that has allowed me to broadcast the heart and soul of my message out into the world. Best of all, they are an amazing group of people: genuine, caring, creative, integrous, and fun. They are "can do" people and I can't say enough about them. I am truly grateful and would highly recommend the TTR network."

Claudette Rowley – Cultural Brilliance



Contact Us Today

To Expand YOUR reach and become part of our Radio Family!

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