1. **Play the hits**: Address stories that are of most interest to most of your audience.
2. **Opinions**: Have them, research them, support them, defend them.
3. **Preparation**: Support your opinions with facts.
4. **Go inside the issues**: Tell your listeners what’s new, what’s next and what is possible.
5. **Make it relatable**: Give context to issues by drawing parallels to similar situations in other sports, pop culture, your personal life, etc.
6. **Storytelling**: Drive your point home by sharing first-hand experience & observation. Give listeners something they can’t get anywhere else. Every segment should include at least one story.
7. **Production value**: Use audio elements to enhance your spoken presentation.
8. **Get to the point**: Grab listeners within the first 30-seconds of each segment.
9. **Teasing**: Build Time Spent Listening (TSL) by enticing listeners to listen longer or tune in later.
10. **Personality**: Be one. Traits might include being genuine, opinionated, self-deprecating, insightful, thought-provoking, observant, curious, witty and well rounded.
11. **Branding**: Repeat the name of your show and station call letters. It’s advertising.