



# The Transformation Network™

**The New Mainstream in Conscious Radio, Marketing, Branding, & Business Development**



## Our Commitment...

*“ We strive to produce unprecedented results for our clients using a distinctive blend of live talk radio interviews with a mix of uplifting and intelligent news, educational and practical information. Topics range from personal development to critical issues relevant to a rapidly changing world.”*



Call Us Today!

855-393-3742

[host@transformationtalkradio.com](mailto:host@transformationtalkradio.com)

ON AIR

AUDIO  
VIDEO  
NEWS

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





# Our Story

**At The Transformation 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.**



Dr. Pat Baccili – Host of The Dr. Pat Show -  
Talk Radio to Thrive By! Owner of  
The Transformation Network™

## **Host Your Own Show With Us!**

**We give you Unique Features that most networks charge for Creative Mentoring and Concept Development by Dr. Pat and Team**

- Professional producers
- Podcast editing
- Live call in shows
- Distribution to over 90 outlets
- Facebook live & YouTube videos
- Social media marketing
- Email marketing
- Radio commercial advertising
- Digital advertising through banner ads
- Interviews with Dr. Pat - #1 rated show for 10 Years!
- SEO back-linking
- Show transcripts for blogs or books
- Radio & technical coaching by Award Winning Team



# *More Than Radio... An Experience*

***Connecting is at the Heart of what we do!  
Making a difference is what you do!***

***Its about how we can integrate one message and deliver to as many platforms as possible for an expansive reach!***

People listen and connect with an emotionally related message. In other words, heart to heart connection. Not email. Not text. You need to connect! For communicating at an emotional level, there is simply nothing like the power of the human voice. Your VOICE! That's why Dr. Pat Baccili launched one of the fastest growing positive talk radio networks and podcasting platforms.

That's why for all of the offerings in the digital realm that you will see later in this book, at TTN, we still believe most strongly in our core values:

- **Quality spoken-word programming** that connects with your message and audience one-on-one in their cars, their homes, their places of business and on their mobile devices.
- **Carefully written and well-produced conscious** commercial messages that are designed to reach those people on both an conscious intellectual and an emotional level toward the goal of helping you achieve your vision.

## ***Online Radio & Podcasting Done Differently***



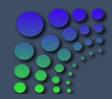
# *Our 10 Unique Channels*

Our hosts 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.”*

You will find some of the world’s most:  
preeminent visionaries ~ change makers ~ best-selling authors ~ motivational speakers ~ ~leading-edge scientists ~ futurists, world-renowned spiritual leaders ~ environmentalists ~ educators, ~ inventors ~ filmmakers ~ artists ~ mystics ~ and healers ~ that are stimulating and supporting individual and collective growth, positive cultural shifts, and making a meaningful difference in the world.



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# Who is our audience?

[Click Here for more demographics](#)

# 51%

of those surveyed considered or ***purchased a product advertised*** during their favorite personality's show

63%  
College  
Grads

36%  
Earn over  
150K

51%  
Employed  
outside home

69%  
Listen Online



- Transformation Talk Radio 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.

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# World Wide Distribution!

[Click Here for our Full Station List](#)

RECIVA  
INTERNET RADIO

podcast  
chart

PlayerFM

Streema  
Radio

aha  
by HARMAN

RADIO-LIVE

ROKU

You Tube

XBOX 360

DC

blogtalkradio

AUDIONOW

iTunes

SOUNDCLOUD

iheartradio

DeliCast

TiVo

Spreaker

In Partnership with:

iheartradio  
talk

WEB RADIO  
CENTRAL

Zeno Radio

StreamFinder

iTunes Radio

TUNES

nobex  
radio

WunderRadio

CX RADIO

vTuner

Dirble

LIVE  
ONLINE RADIO

Pocket Casts

Castbox

Clamrr

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## For more than two decades,

Dr. Pat Baccili has partnered with thought leaders, inspirational mentors, spiritual and business game changers around the world. We believe in the work you do and your vision for accelerating your visibility and impact worldwide. We are eager to work alongside you to enhance your visibility and prestige among target audiences, and pave the way for enhanced engagement with your client communities through partnerships, development activity, and other forms of outreach.

YOUR value proposition will be fortified by our hands-on marketing services work, including market research and analysis. Armed with specific and data-informed strategies, and our nationwide knowledge of best practices, we are prepared to develop a brand plan and collateral design framework, including key brand platforms and messaging that deliver powerful ideas across appropriate channels.





# Marketing Your Message



## Social Media Management (SMM)

- Setup and create themes for selected social media accounts
- Create a social network communications plan/strategy

## Email Marketing Automation

- Design and program eNewsletter template(s)
- Setup email delivery platform (Mail Chimp)
- Set up and monitor E-Mail Marketing Campaigns

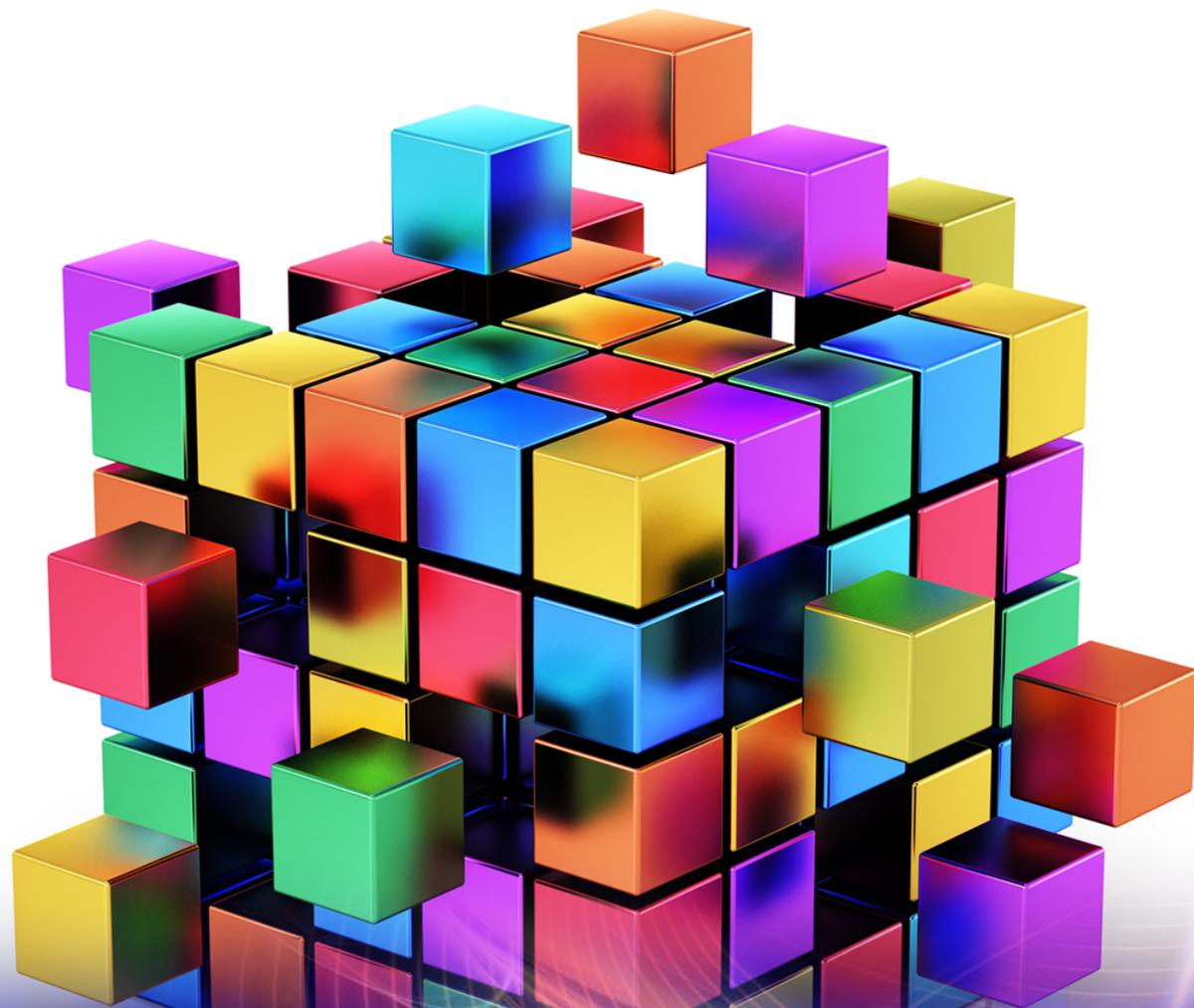
## Search Engine Marketing (SEM)

- Research keyword/phrase glossary for pay-per-click (PPC)
- Develop and setup AdWords campaigns
- Design and program landing pages
- Setup/transfer digital display advertising accounts (e.g.: Google AdWords, Bing, etc...)





# Building OR Creating Your Unique Brand



## **Search Engine Optimization (SEO)**

- Google Analytics set up
- Website analysis
- Google webmaster tool setup
- Review and recommend organic keywords

## **Content Development**

- Blogging / Press Releases
- Social Network Engagement
- Articles / stories for digital, print and broadcast media platforms

## **Online Reputation Management**

- Verify listings and improve search ranking
- Pull in results from major review sites to review overall scores
- Which keywords customers are using to describe your business

## **Brand Identity, Awareness, and Graphic Design**

- Assess current brand clarity
- Determine revenue stream and brand alignment
- Identify creative design options for brand
- Determine multiple streams of revenue





# What People Are Saying...

*"As the host Silver Gaia Radio, I am so grateful to TTR it has been a life changing event. Through my years of broadcasting, I have never met such professional and compassionate people in this industry as the whole TTR Team. Dr. Pat and her team of very intuitive producers and graphic designers have helped build a show with substance to educate others on Ancient Goddess Wisdom. TTR is like an amethyst crystal with many points to help you embrace your own personal journey. I was looking for a new website and Dr. Pat offered to build a website that would represent The Mother Goddess and other Goddesses. The whole team at TTR built a beautiful Goddess website that fit my vision. I am so grateful for Transformation Talk Radio."*

*Goddess Blessings*  
**Dr. Brie Gibbs**

*"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**

*"Dr. Pat Baccili and the entire staff have done everything possible to welcome and support us in the preparation, pre-production and post-production of The Sandy Brewer Show. From day one they assisted us in the promotion of Sandy and her show. In addition to Dr. Pat interviewing Sandy on Seattle's #1 talk radio Dr. Pat Show, they professionally created a video for on-line, business and personal social media, and web site support. They have also professionally produced on-air commercials for the show as well as assisting in the production of other commercial spots for use on the show and elsewhere. The production of these on-air promotions, video and web presence have immeasurably enhanced our visibility. And this is just a part of the full package assistance they have provided - at no additional cost to us. Further, the association with 1230 AM WBLQ, Westerly, Rhode Island, through which the Show is broadcast, results in a polished, professional live, on-air presence. We are truly grateful for the opportunity to partner with The Dr. Pat Show, Transformation Talk Radio and WBLQ. They all do whatever they can to make our show a success. It has truly been a win-win-win association."*

**Sandy Brewer**



*Creating A Better World Through Positive Messaging*

# **The Transformation Network™**

Conscious Communication & Action for a Better World

**Contact Us Today**

*Become Part of Our Network  
Family!*

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