

Radio Personality Michael Baisden Announces Submission Details for his “Million Dollar Business Pitch” Campaign



Radio personality, Michael Baisden announced the details of his “Million Dollar Business Pitch” campaign during his nationally syndicated show, “The Michael Baisden Show,” on Monday, November 28, 2011. Last month, Baisden initially announced his plans to provide a half-million dollars to small businesses and non-profits via the campaign. Listeners were instructed to tune into the radio show, Twitter, or FaceBook on November 28th for submission details.

Since then, Baisden has been telling his listeners “There’s no such thing as luck in business, you have to be prepared when opportunity presents itself!”

That opportunity was revealed in a three-step process for entrepreneurs to submit their businesses for a chance at a portion of a \$500,000 small business investment, contributed solely by Baisden. Beginning January 2012, Baisden promises to begin cutting checks for businesses that can pitch their profit and non-profit companies the best. But there is a catch, he added, those selected must be committed to “Paying it Forward.”

“I want to support entrepreneurs who understand the importance of giving back,” states Baisden. “I started my business with \$3,000, which was loaned to me by two co-workers and my

mother. Once my business became profitable, I immediately started reaching back and paying it forward and I've been blessed ever since."

Michael also stated that the process of submitting a business is not an easy one, nor was it meant to be. "In order to achieve success you must be diligent, organized, and above all else, have integrity," he says. Entrepreneurs who are prepared for the challenge must go through three steps to get to the final round. Those step are as follows:

Step One – Read the Terms & Conditions then fill out the application online at <http://www.BaisdenLive.com>, include a brief description of your business and submit a one to three minute video pitch of your business.

Step Two – If you make it to "Step 2" you will be contacted to submit a complete a comprehensive questionnaire, submit your business plan, your business financials and tax returns.

Step Three – If selected for "Step 3" Michael Baisden will fly you to a city of his choice to pitch your business live in front of him, a live audience and other potential investors. (Airfare, ground transportation and hotel will be at his expense.)

The winners will receive an investment of \$10,000 to \$100,00 in accordance with the rules.

For more information log onto <http://www.Baisdenlive.com> and click the Million Dollar Pitch banner. You can also connect with the Michael Baisden Show on Twitter @baisdenlive, on Facebook at Baisdenlive, or <http://www.Minglecity.com>.

"Good luck and may the best business win!" says Baisden.

About Michael Baisden

Michael Baisden has been recognized as one of the most influential men in radio. He is also a TV talk show host,

filmmaker and New York Times best-selling author with nearly two million books in print. His “One Million Mentors: National Campaign To Save Our Kids,” implemented via his The Michael Baisden Foundation, lead to him being awarded the Martin Luther King Jr. Foundation “Keepers of The Dream” Award.

The Michael Baisden Show is an entertaining four-hour afternoon drive radio program airing Monday through Friday from 3:00 p.m. to 7:00 p.m. ET and combines the best in music, comedy and social commentary to inspire real change across America. Heard in 22 of the top 25 Urban radio markets, The Michael Baisden Show reaches more than seven million listeners each week and is syndicated by Cumulus Media Networks.