



# The Simple Reason Leaders Trust Inspiring Growth.

## **Results.**

Choose between *podcast* sponsorship and outsourcing your sales and marketing leadership or BOTH.

May 2019 began season 2 of the Inspiring Growth Podcast – where we inspire growth with leaders and their brands.

**Fans are raving with 5-star reviews.** The audience continues to grow with listeners in 41 states and 17 countries. (Clients have experienced 23%, 82%, and 98% growth.)

Hosted by Inspiring Growth’s CEO and Growth Strategist, Mark P. Fisher, the podcast showcases stories of struggle that have led to growth. From serial entrepreneurs, NY Times best-selling authors, movie producers, magicians, non-profit leaders and more.

### **The podcast follows a simple format.**

- Inspiring quote intro
- Personal endorsement by Mark P. Fisher of sponsor
- Story of growth (interview)
- Supporting the good work of: (sponsors – call to action)

Opportunity: Podcast Sponsorship Levels
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#### **Standard Growth**

\$600 episode

- Includes intro shout-out, midroll endorsed ad

#### **Deluxe Growth:**

\$2,800 month

- Includes intro shout-out, midroll endorsed ad (2 shows)
- Growth Coaching with Mark P. Fisher (2 times per month)

#### **VIP Growth:**

\$5,200 month

- Includes intro shout-out, midroll endorsed ad
- Business and leadership coaching (weekly)
- Outsourced sales and marketing director



## Stats & Figures

Mark is on a mission to inspire GROWTH with leaders and their companies.

As a seasoned CEO with a 26-year track record of organizational turnarounds, brand innovation, exceeding revenue targets while delivering 99% customer satisfaction he understands what leaders need.

Over the course of three  
years one client  
grew 82%

*In less than one year,  
in one revenue stream they grew 59%*

Another  
organization  
grew 98.7%

*When they thought they had  
no room for growth*

Another,  
brand  
grew 23%

*With a stunning  
customer satisfaction of 99%*

## Why Advertise on Podcasts?

- According to the results of a new comScore study, ads within a podcast were found to be the least intrusive when compared with other types of digital ads.
- And not only do listeners not mind hearing them—they act on them. The study of 2,000 U.S. respondents ages 18 to 49 found that 65% of listeners have acted on ads they heard in a podcast either by researching a product or service or by actually purchasing something they first heard about in an episode.
- The demographics of listeners should also be appealing for advertisers: Listeners tend to have a college education, \$100,000 or more in household income and describe themselves as early adopters.



### Mark P. Fisher is a growth specialist.

Mark led from the CEO chair for eight years before a major life-change in 2013 launched his unexpected quest to **inspire growth WITH leaders.**

Mark has consulted for 126 different organizations. Most recently shepherding a unique, red-carpet strategy for the Paramount Pictures movie, *Same Kind of Different as Me*. In addition, he has provided market research for AT&T, Nissan, Red Lobster, Nestle, Speedstick, Office Depot and Citi Bank.

Featured in *Entrepreneur Magazine*, Mark is an entrepreneur, marketing strategist, executive mentor, booking agent, speaker, storyteller, amateur travel writer.

Mark is insatiably curious. As such he has a knack for knowing the probing questions that lead to growth. He works with leaders to develop a personalized process to increase revenues, organizational leadership, and overall joy.

Mark is married to Lori, his 31-year partner in building an amazing family with three married adult children, two in college and four granddaughters who call him Papa.

**Mark P. Fisher** | *Inspiring Growth with Leaders and their Brands*

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