



## Grow Your Business & Support a Friend

Become an EXCLUSIVE  
Inspiring Growth Podcast Sponsor

May 2019 begins season 2 of Inspiring Growth - where we inspire growth with leaders and their brands.

**Fans are raving with 5-star reviews.** The audience continues to grow with listeners in 35 states and 11 countries.

Hosted by Inspiring Growth's Chief Encourager, 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

<b>Standard Growth</b>	\$600 episode
- Includes intro shout-out, midroll endorsed ad	
<b>Deluxe Growth:</b>	\$2,800 month
- Includes intro shout-out, midroll endorsed ad (2 shows)	
- Growth Coaching with Mark P. Fisher (2 times per month)	
<b>VIP Growth:</b>	\$5,200 month
- Includes intro shout-out, midroll endorsed ad	
- Podcast website placement of your business	
- Business and leadership coaching (weekly)	
- Embedded sales and marketing leadership	

## 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 for-profit and non-profit organizations. Most recently shepherding a unique, red-carpet strategy for the release of Paramount Pictures movie, *Same Kind of Different as Me*. In addition, he has provided market research (code for feedback on advertising strategies) for AT&T, Nissan, Red Lobster, Nestle, Speedstick, Office Depot and Citi's Olympic ads featuring Gabby Douglas.

Featured in *Entrepreneur Magazine*, Mark is a social entrepreneur, marketing strategist, executive mentor, booking agent, speaker, copywriter, storyteller, amateur travel writer and senior contributor with TripAdvisor.

Mark is insatiably curious and a life-long learner. 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 Organizations**

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