



**I AM CEO Podcast**

<http://iamceo.co>

IG: @iamceo.co:

<http://instagram.com/iamceo.co>

Twitter: <http://twitter.com/iamceopod>

**Facebook Group:**

<https://www.facebook.com/groups/iamceocommunity/>



[If you prefer, you can listen to the breakdown of everything by clicking HERE:](http://ceoblognation.com/iamceointrointerview)  
(<http://ceoblognation.com/iamceointrointerview>)

**Who:** Season 4 will feature a combination of the different focuses below. Season 3 featured: # 1 – previous contributors to CBNation sites, #2 – B2B (entrepreneurs that provide products and services that help support other businesses, and #3 – DMV CEOs (entrepreneurs in the Washington D.C., Maryland & Virginia area). Season 2 featured: #1 - previous contributors to our CEO Blog Nation sites, #2 - PodCEOs (entrepreneurs with a Podcast and/or a YouTube Channel) and #3 - Healthy CEOs (entrepreneurs with businesses in the health, sports, fitness and wellness industries). Season 1 (pilot) featured a majority of Healthy CEOs. The rest of the interviews will be a mix of other CEOs, entrepreneurs and business owners with really great stories and/or resources for the business community. We expect a couple hundred downloads to start as the podcast matures.

**What:** The I AM CEO Podcast is a shorter, laser-focused, daily podcast (around 16 minutes or less) featuring and providing information for CEOs, entrepreneurs, startups and business owners. Even though the podcast is short there are 2 parts of the show—the first to learn a little more about the guest and what they do and the second “Pay it forward” section is more for the listeners and readers to learn more about how each guest is effective and efficient.

The goal of the show is to spark a conversation around what it means to be a CEO, entrepreneur or business owner. My belief [Gresh] is that being a CEO is not something solely for one type of executive or business owner or even employee but those entrepreneurial or “CEO skills” will be necessary for everyone to be successful in the future. It could be building a personal brand to get hired or a solopreneur or a small business owner or the head of a billion-dollar company that has to answer to shareholders and hundreds of thousands of employees, but we hope to have different “types of CEOs” on the show and have a conversation around that definition and possibly redefine what that means.

Most interviews will be around 10-15 minutes. **There's no cost for being on the podcast.** Here are the questions we will ask from:

1. CEO Story: Can you give us a quick peak into your story and why you started your business?
2. Serving Clients: Tell us about your business/organization and what product and services you provide?
3. Secret Sauce: What makes you and/or your organization unique? Your Unique Selling Proposition (USP)? Your distinguisher or differentiator?
4. CEO Hack: What's your one favorite business resource or life/business hack that has helped you as a CEO? (e.g., book, app, habit) **We are really looking for something that is not widely known or used. If you have something that helps other business owners. Even better 😊**
5. CEO Nugget: What golden nugget do you have that you would give to entrepreneurs and business owners? What would you tell your younger business self? (e.g., word of wisdom or piece of advice) **Especially if you work with other business owners, we would like you to speak from your zone of genius. If you are a marketer, what marketing nugget do you have? If you are a HR professional, what hiring nugget or piece of advice do you have? Did you write a book, what nugget can we get from it?**
6. CEO Definition: What does being a CEO mean to you? Take a look at what some guests have said [HERE \(https://www.instagram.com/iamceo.co/\)](https://www.instagram.com/iamceo.co/) OR the podcast Mashups here: <https://ceochat.co/category/i-am-ceo/>
7. Anything additional?
8. What's the best way to get in contact with you?
9. Offline on the form: I AM CEO Tribe advice. This info will go only to our members of our Tribe (new members only site). So, this could be the best of the best advice, info or insight that would go to our group: <https://www.facebook.com/groups/iamceocommunity/>
10. Offline on the form: Recommendation of one person it would be great to interview? This person will also receive notification about being on the show.
11. Offline on the form: We will send you your website score and audit, if you would send us your URL.

**Where:** Zoom. You will call in to a number but for higher quality interviews, you can also join online via your computer. **I usually take the lead from the guests on the show so if you want to do just audio, that's fine. If you want to do audio and video, that's fine as well.** I have a few backup options just in case we have any issues.

**When:** The interviews will take place on Mondays and Fridays. Each scheduled block will be for 30 minutes but the interview itself will be 10-15 minutes. I believe the best interviews are around 15-20 minutes but very super conversational. The podcast officially launched July 16, 2018. Interview will start in April of 2018. Typically, during the interview, we can give you an approximate date, but we are usually booked 1-2 months in advance so after you interview, it may not go live for 6-8 weeks from the date of recording.

**How:** Online via Zoom. We will record the interview. (1) The first step is you probably received some outreach about featuring you on the podcast via e-mail, LinkedIn, etc. (2) If interested, we will have an **optional** 10-15-minute connection/brainstorming session. You can schedule here: <http://iamgresh.com/introcall>. (3) You will complete the form (you may have to scroll down) and after you complete the form, you will schedule a time available for you on the calendar: <https://ceoblognation.com/i-am-ceo-podcast/>. We will also distribute the podcast on the major podcast directories (e.g., Apple Podcasts, Spotify & Google Play), it will be distributed through our CBNation properties, newsletters and social media.

**Why:** My name is Gresham (Gresh) Harkless, and I manage CBNation--a Business to Business (B2B) Brand focusing on increasing the visibility of and proving resources for CEOs, entrepreneurs and business owners. CBNation consists of blogs (CEOBlognation.com), podcasts (CEOPodcasts.com) and videos (CBNation.tv). In 2018, I have managed a podcast called CEO Chat which is a 30 minute to an hour-long podcast. In 2020 this podcast will feature special episodes and previous guests of the I AM CEO Podcast. I found that as much as I love listening to and hosting the interviews, it's sometimes too long even of me or even other business professions to listen to in one sitting. So, I wanted to create something more laser focused. Here's more from our media kit (<http://cbnation.co/media-kit>)

I also manage a digital marketing company called Blue 16 Media. The I AM CEO podcast is a way for me to network, connect and tell the stories of entrepreneurs and business owners. It is laser focused for those busy professional (our weekly CEO Chat podcast is typically 30-45 min). Typically, you can complete an episode between a client meeting, before you go to sleep when you are walking the dog, etc.

Updated by Gresham: 1/12/21 @ 10:20 AM

Also, it's a great opportunity to feature more entrepreneurs and business owners on our CBNation.co community and explore additional ways (e.g., e-mail interviews, guest posts, book reviews, longer podcast interviews, video interviews, etc.). In addition, I get hope to support a good cause by promote entrepreneurship amongst the youth (www.dr1ven.co) and help support business owners with their digital marketing (Blue 16 Media-www.blue16media.com).

Lastly, we are starting to create more premium and sponsored content on our site (blogs, podcasts and video), so if you might want to do a longer form or more custom interview you can check it out at <https://ceoblognation.com/advertise>.

**Anything additional?** Yes, if this is of interest, please complete the form when you sign up, you will receive a gift from us and a complimentary website audit/score from Blue 16 Media.

If this sounds like it's of interest, you can book a time here:  
<http://www.iamgresh.com/scheduleiamceo>