



**I AM CEO Podcast - <http://iamceo.co>**  
*Powered by CBNation & Blue16 Media*



**CBNation Community Group:**  
<http://cbnation.co/join>

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

**Who:** In the past, we have focused on a mix of CEOs, entrepreneurs, and business owners with really remarkable stories and/or resources or insight for the business community. These are some of what kinds of guests we have done direct outreach to:

- Previous contributors to CBNation sites,
- B2B (entrepreneurs that provide products and services that help support other businesses, and
- DMV CEOs (CEOs in the Washington D.C., Maryland & Virginia area).
- Previous contributors to our CEO Blog Nation sites
- PodCEOs (entrepreneurs with a Podcast and/or a YouTube Channel) and
- Healthy CEOs (entrepreneurs with businesses in the health, sports, fitness, and wellness industries).

However, our goal is to have remarkable guests with great stories and background and/or insight that can help our community to “Level Up.”

We expect a couple hundred downloads to start as the podcast continues to mature.

**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 3 parts of the show that aligns with our CBNation equation (Success = Visibility + Resources X Connections) —the first part of the show is to learn a little more about the guest, what they do and how they do it (Visibility), the second part of the show (I call it the “Pay it forward”) section is more for the listeners and readers to learn more about how each guest is effective and efficient and pearls of wisdom that we can learn (Resources) and the last part is about how people can get in contact or take some type of action (Connections).

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To chat more, book a time here: <http://cbnation.co/schedule>  
Schedule the interview here: <https://ceoblognation.com/i-am-ceo-podcast/>  
Our media kit: <http://cbnation.co/media-kit>

The goal of the show is to disrupt and 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 someone that is building a personal brand to get hired as an employee or a solopreneur or a small business owner or an executive at a non-profit organization 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 what that means and possibly disrupt and redefine the definition of what it means to be a “CEO.”

Most interviews will be around 15-20 minutes but we will have 30 minutes, and the final episode will go live around 16 minutes (audio) and as-is for the video.

There is no cost for being on the podcast.

Here are the questions I will ask:

1. CEO Story: Can you give us a quick peak into your story, background and what led you to begin with everything you are working on?
2. Serving Clients: Tell us about your business/organization and what products and services you provide? Sometimes you can touch on your process too.
3. Secret Sauce: What makes you and/or your organization unique? Your Unique Selling Proposition (USP)? Your distinguisher or differentiator?
4. CEO Hack: What is your one favorite business resource or life/business hack that has helped you as a CEO? (Tangible thing 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? What would you tell your favorite client? (e.g., word of wisdom or piece of advice, thing you wish went differently) **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**

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**advice do you have? Are you an author, what nugget can we get from your book?**

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? AND What is the best way to get in contact with you?
8. Offline on the form: CBNation advice. This info will go only to our members of our CBNation (new members only site). So, this could be the best of the best advice, info or insight that would go to our group:  
<http://cbnation.co/join>
9. Offline on the form: Have someone to recommend to be on the show? This person will also receive notification about being on the show.
10. Offline on the form: We will send you your website score and audit if you would send us your URL.

**Where:** Zoom. You can call in to a number but for higher quality interviews, we would recommend you to 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 is fine as well. I have backup options just in case we have any issues.

**When:** The interviews will take place on Mondays afternoon or Fridays. Each scheduled block will be for 30 minutes (you can add a deep dive conversation for 10 minutes too) but for the interview itself we will shoot for 15-20 minutes. The best interviews are around 15-20 minutes and super conversational. The podcast officially launched July 16, 2018. Interviews started in April of 2018. Typically, during the interview, we can give you an approximate date, but sometimes 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, social media, etc. (2) If interested, we will have an optional 10-15-minute connection/brainstorming session. You can schedule here: <http://cbnation.co/schedule>. (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,

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Spotify & Google Play), it will also 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/Global Content Based Chamber of Commerce with LOTS of content in blogs, videos, and podcasts. Our goal is to help enterprising individuals and organizations to succeed. 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, they can sometimes be too long for me or others. So, I wanted to create something more laser focused.

I also manage a digital marketing company called Blue16 Marketing (<http://blue16marketing>) under the umbrella of Blue16 Media (<http://blue16media.com>).

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 CEO Chat podcast is typically 30-45 min). Typically, you can complete an episode between a client meeting, before you go to sleep or when you are walking the dog, etc.

Also, it is a great opportunity to feature more entrepreneurs and business owners in our community and explore additional ways to collaborate (e.g., e-mail interviews, guest posts, book reviews, longer podcast interviews, video interviews, etc.).

In addition, I get hope to help support CEOs, entrepreneurs, and business owners with their digital marketing (Blue 16 Media- <http://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 Blue16 Media.

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