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## **I AM CEO PODCAST**

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*Powered by CBNation & Blue16 Media*

We're focused on increasing business success.  
Our belief is that visibility + resources x connections = success.

**TLDR:** Thanks for your interest in being on the show. The I AM CEO Podcast is a daily, laser focused business podcast. We have interviewed over 1,000 CEOs, entrepreneurs and business owners and are looking for guests that can help us increase the business success rate by sharing their journey, hacks, nuggets, and experiences with our audience (< 5 years in business). We record on Zoom on Monday & Friday. You can get started by completing the form here and booking a time (60 block of time for a 20–30-minute interview): <http://iamceo.co/guest>. You can read more about everything else about the show.

Thank you for your interest in being a guest on the show!

The I AM CEO Podcast is a daily laser focused podcast for **driven** startup CEOs who are within their first 5 years of business and want to **build** their organization to the next level while transforming themselves in their **own** unique way to step into their role. In each episode access and learn about **resources** that will help you become more effective and efficient, **connect** to the stories of guests that remind us that we aren't alone along on the journey and **learn** from those successful CEOs further along the path that are **architecting** success. Listen to the show for interviews, stories, conversations hacks, nuggets, different perspectives on what it means to be a CEO and so much more.

We have interviewed over 1,000 guests and we work to continually improve it.

**Who:** Those more than 5 years along the journey that have architected success in their own way and want to share their story, journey, and the pearls of wisdom. We often will call them "Architects or CBNation Architects." We are especially excited to have guests based in the Washington DC, Maryland & Virginia areas, creators, and previous contributors to our sites, but we are always looking for

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remarkable stories and great insights that will help our "Builders or CBNation Builders" "level up along the journey.

- Listeners of the show (CBNation Builders): **Driven** startup CEOs who are within their first 5 years of business and want to **build** their organization to the next level while transforming themselves in their **own** unique way.
- Guests of the show (CBNation Architects): Those more than 5 years along the journey that have **architected** their success.

**What:** The I AM CEO Podcast is a shorter, laser-focused, daily podcast (around 16 minutes or less) featuring and providing information for startup 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 (CBNation Architect), 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 (CBNation Builder) 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).

We believe that success leave clues and the goal of the show is to help these CBNation Builders succeed and level up in their own unique way.

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 15-30 minutes, but we will have 60 minutes, and the final episode will go live around 16 minutes (audio) and close to as-is for the video at a later date.

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**There is no cost for being on the podcast & we average a couple hundred downloads per episode.**

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 advice do you have? Are you an author, what nugget can we get from your book?**
6. CEO Definition (Our Big Question): 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. Bonus section - 5-10-minute-deep dive on something from the interview and/or something mentioned during the show.
9. Offline on the form: Have someone to recommend being on the show? This person will also receive notification about being on the show.
10. Offline on the form

**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

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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 60 minutes (you can add a deep dive conversation for 10 minutes too) but for the interview itself we will shoot for 15-25 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 4-12 weeks from the date of recording.

Here's a general outline

- 5-10 minutes: Reconnection, questions, mic check, etc
- 15-30 minutes: Interview
- 5-10 minutes: Bonus Section (Optional)
- 5-10 minutes: Final connections details

**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: <https://iamceo.co/guest/introcall15>.
- (3) You will enter the password given and 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: <http://iamceo.co/guest>.

We will also distribute the podcast on the major podcast directories (e.g., Apple Podcasts, Spotify & Google Podcast), it will also be distributed through our CBNation properties, newsletters, and social media.

**Why:** My name is Gresham (Gresh) Harkless Jr. You can check out my site <http://iamgresh.com> but my personal mission is to help create, connect, and collect to help people and organizations WIN. I do that in different ways but I manage, with a team, CBNation--a Business to Business (B2B) Brand/Global Content

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Based Chamber of Commerce with LOTS of content in blogs, videos, and podcasts. Our goal is to increase the business success rate. CBNation consists a lot of content--niche blogs ([CEOBlognation.com](http://CEOBlognation.com)), podcasts ([CEOPodcasts.com](http://CEOPodcasts.com)) and videos ([CBNation.tv](http://CBNation.tv)). In 2018, I managed a podcast called CEO Chat which is a 30 minute to an hour-long podcast. Currently it features special episodes and information. 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 professionals (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., joint-ventures, 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 especially website support and maintenance Blue16 Marketing (<http://blue16marketing>).

Be sure to check out our newsletters (FREE: <http://cbnation.co/newsletter>) & (PAID: <http://ceohack.co/buzz>) and efficiency and productivity hacks at [CEOHack.co](http://CEOHack.co)

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