



Latest Episode

The Nuts and Bolts of Podcasting with Max Branstetter, MaxPodcasting



## Insight of The Week

### The nuts and bolts of podcasting

Podcasting has grown a TON as a business-building tool over the past couple decades. We're entering our 3rd year of podcasting, and we continue to find it to be an interesting point of discussion for most people. But what does it take to start - and continue - an awesome podcast for your business or personal brand? A few things to keep in mind if you are considering or have already ventured down the podcasting road.

- How do you know when it is time to give podcasting a go?
- What are the absolute musts and best practices of setting up your podcast space?
- What makes a show successful?
- What excuses hold people back? And how do people get over them?
- What are the ideal markets/businesses for podcasting?



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## FRp Spotlight

Max Branstetter, Founder & Podcast Producer,  
**MaxPodcasting**

“Hands down, the biggest roadblock holding people up to get started - or continue podcasting - is time.”



**FIRST COHORT POWER HOUR**

**Tracey Ireland**  
VP, Marketing, Rhinegeist Brewery

Hear the importance of  
“Getting Out of Your Own Way”  
and prioritizing your value  
in order to achieve your vision.

12 PM EST  
Virtual Session

Tuesday,  
January 16,  
2024

## ForthRight Women's Cohort

Announcing our first **ForthRight Women Cohort** “Power Hour” Speaker: Tracey Ireland!! Mark your calendars for **Jan 16 at 12:00 pm EST** for this virtual event. As the Vice President of Marketing at **Rhinegeist Brewery** and mom to 16 year old twin daughters, she knows the importance of “Getting Out of Your Own Way” in order to achieve your vision. Essential to this is learning how to prioritize your value, a hard endeavor for many of us who feel pulled in different directions. Be one of the founding 30

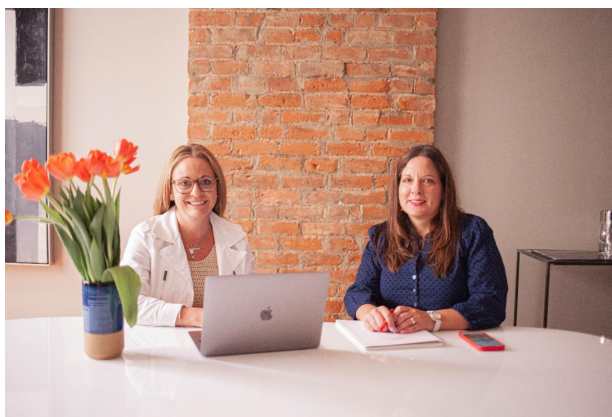
of The Cohort and your first month, including this discussion with Tracey, is FREE!

The first 30 members can enjoy this special introductory offer:

- First month is FREE
- Special rate of \$25 per month for 6 months\*
- 3 Personal Growth Modules (valued at \$165)
- No obligation. Cancel at anytime\*

\*After 6 months, the rate increases to the going rate of \$45/month. Payment will terminate upon canceling, but reimbursements will not be given for the current month.

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## ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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