



Amplified³ Podcast

Uncovering trends in entrepreneurship, startups, emerging technologies and data science through unfiltered conversations with blockchain pioneers, AI engineers, robotics specialists, agency change-makers, risk-takers and just general badasses.



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www.amplifiedpodcast.com

What is Amplified³?

Amplified³ is a podcast series inspired by the trials and triumphs of today's industry leaders spearheading new phases of the digital evolution.

We spotlight the latest in:

- Industry pioneers & exceptional entrepreneurs
- Emerging tech leaders in AI, blockchain, robotics & more
- Future unicorn startups

You'll hear:

- Industry leaders discuss trends, problems, innovations, and lessons they've learned along the way
- Deep-dive perspectives on systems and processes driving business and mindset performance
- Plus the storied experiences derived from it all



Target Audience

We'll be talking to industry pioneers and leaders from diverse backgrounds ...



Intrapreneurs,
Corporate Executives,
& C-Suite Leaders



Entrepreneurs and
Start-Up Founders



Human Resources
Professionals



General Technologists



Between the ages of 18 and up
with an even male/female split



Seeking the performance mindset to
leverage latest tech, innovation
strategies, and research



With interest in the stories of how
experts used informative
challenges to propel to the fore of
their fields



Time Commitment

We'll need 90 minutes of your time to ramp-up, record, and ramp-down, during which Terry will guide you through a fun, personable conversation.

From this material, we edit and create our show and cross-promotional assets for you and your team to use—free of charge.



Interview Method

In-Person:

Our interview method takes a traditional yet fun approach to discuss fresh ideas. Discussion will revolve around hot topics and questions that highlight guest experiences and insights.

Google Hangouts:

We record both audio and video, which means you get a variety of media to use and share with your network. In the event that you can't join us in-person, we use Google Hangouts to record the session wherever you are.



What do You Need

You don't need much!

Remote podcast recording requires just a computer with a webcam and microphone or a phone capable of a video call. You will also need a reliable internet connection.



How Can You do it Better?

External Microphone:

Most computers and cellphones today have adequate microphones installed. However, if podcasting is something that you see yourself getting into, you may want to consider purchasing an external mic. There are very affordable options out there that will greatly increase the quality of your audio and also look great. Here are links to a few options:

Full Kit Setup

- [USB Microphone](#) (plugs into computer)
- [Desktop Arm Mount](#)
- [Professional Condenser Microphone](#)

Basic Mic Setup (Higher End)

- [Dual Output](#) for option to upgrade

Pop Filter

Podcasting Headphones

Show Format

Ramp Up - (15-20 minutes)

Refresher on key information, tech check, and any prepared Q&A to align on episode details

The 3 Acts of the Show

Act 1

ORIGINS

(10-15 minutes) - Your origin story & what shapes your perspective.

Act 2

INSIGHTS

(25-30 minutes) - Core questions of the episode (researched and tailored). Call To Action! Something cool you can leave our listeners with to generate awareness of your personal brand.

Act 3

RAPID FIRE

(5-10 minutes) - Fun popcorn-style questions & conclusion of episode.

Act 4

RAMP DOWN

(5-10 mins) - Next steps. Any feedback on the process leading up to the podcast or during the interview itself.

Maximizing Your Impact

How We Help

Applying the amplification effect, we provide all the necessary gear to make promotion easy — a complete social media kit with assets to help you unlock the full power of your Amplified³ experience.

The 4 Steps to Maximize Your Impact:

01

Prior to Launch

We schedule a 20-minute call to coordinate efforts and schedule your launch campaign.

02

The Right Message

We look into your social channels to deliver content types and messaging that are proven to resonate with your audience.

03

Build Momentum

We share the social kit with you and your team and plan the launch of assets to build momentum.

04

3-2-1 Launch

We execute the plan in tandem to drive results.



What You Can Do

1. Schedule a time that's convenient for you to record an interview with Terry using the link.
2. Create a special offer, white paper, etc. for the audience that we can use to drive awareness and traffic to your brand.
3. Reserve 30 minutes before your interview to review this deck as a refresher.



How We Help

Once you're confirmed and booked as a guest, our own background-research begins. We'll learn as much as we can about the specific path you've taken so far. We'll also explore your company and products in as much detail as possible — with focus on your interesting talents, rollouts, and successes.

You'll receive your interview topics in advance, giving you the opportunity to prepare, ask questions and provide any feedback before your scheduled conversation. This paves the way for a meaningful interview and a valuable episode for our listeners.

What you Get:

Production

At least a week prior to airing, we'll prepare and email the following custom assets fully produced and ready to share on your channels:

- A **landing page** and unique URL for your personal episode with links to the following:
 1. Video file
 2. Audio files
 3. Transcripts (accessibility feature)
 4. Video captioning (accessibility feature)
- **Episode highlights** and suggested resources
- **Socialkit** with links to make sharing via Facebook, Twitter, LinkedIn, Snapchat, and Instagram a breeze
- Your **custom-designed episode image** & personalized **social graphics** optimized for mobile feeds
- 15- and 30-second **sound-clips** / audio trailer that tee-up the episode (MP3 format)



National Distribution Methods

By signing up with Amplified³, your brand has the opportunity to be placed in front of an audience that gets distributed nationwide. Signup now, as spots are limited!



Manhattan

Newsletter Subscribers
19,300

Social Channel Audience
F: N/A.
IG: 11,600 Followers.
T: N/A.

Print Circulation
60,000 print distribution



Hamptons

Newsletter Subscribers
8,400

Social Channel Audience
F: 34,687 Followers.
IG: 72,100 Followers.
T: 21,700 Followers.

Print Circulation
40,000 print distribution



Gotham

Newsletter Subscribers
8,200

Social Channel Audience
F: 13,712 Followers.
IG: 23,100 Followers.
T: 12,900 Followers.

Print Circulation
395,000 print distribution



Socialfix

Newsletter Subscribers
50,000

Social Channel Audience
F: 11,140 Followers.
IG: 10,400 Followers.
T: 4,493 Followers.

Audience Circulation
N/A

International Distribution Methods

Do you feel that you can capitalize on other markets outside the United States? Amplified³ has partnered with DMWF Conference to help deliver rich evergreen content that can help reach an even larger audience set. Ask us for more details if you think this opportunity applies.



#DMWF is a digital and social marketing conference which brings together the worldwide digital marketing community to tackle the challenges that the digital future presents.

With series events in Amsterdam, London, Singapore and North America, topics covered at the show include: Digital strategy, customer experience, influencer marketing, content marketing, personalisation, data and analytics, measurement, digital and social branding, marketing technology trends, new digital channels, video, ecommerce, social commerce, social selling, mobile, SEO, social listening, reputation management, (social) storytelling, email marketing, marketing automation and much more.

Social Channel Audience

F: 8,884 Followers.

IG: 362 Followers.

T: 21,600 Followers.



London

Audience size:
1,200+ attendees



New York

Audience size:
1000+ attendees



Amsterdam

Audience size:
800+ attendees



Singapore

Audience size:
300+ attendees

The Host

Meet Terry



Terry Tateossian is an MIT Blockchain Technology and Artificial Intelligence certified advisor, emerging technology investor, thought leader, serial entrepreneur, speaker, and philanthropic activist. She comes from a fourth-generational background of entrepreneurship - launching multiple companies that have significantly contributed to digital transformation and the start-up ecosystem. She's a board member and advisor for several disruptive startups and has earned multiple recognitions and awards for innovations and leadership in technology, media and marketing.

Recent awards, recognitions and acknowledgments include recognition from Forbes Magazine as WPO 50 Fastest Growing Women-Owned/Led Companies, NJBIZ Top 40 Under 40, Future 50 Fastest Growing companies in NJ/NY by SmartCEO Magazine, Top 25 Leading Women Entrepreneurs, Top Female CEO Brava Award Winner by SmartCEO, Best Company Culture in NJ, Top Women to Watch by HudsonMOD Magazine, in addition to being featured in NJ Monthly Magazine, Professional Woman's Magazine, Silicon Review magazine, Social Life magazine and more.



6,620 views | May 2, 2019, 03:09pm

Lessons From The 50 Fastest-Growing Women-Owned/Led Companies



Geri Stengel Contributor

ForbesWomen

I write about the success factors of women entrepreneurs.



2019 WPO Annual Conference in Charlotte, NC. Day 2 and Fifty Fastest Growing Women-Owned/Led Companies luncheon, Thursday, May 02, 2019. JULIE FLETCHER PHOTOGRAPHY

Women make a significant impact on the economy. The 50 Fastest-Growing Women-Owned/Led Companies combined to generate \$5.9 billion, according to Women Presidents' Organization and Capital One's latest

Awards, Press & Recognition

As **Seen in** Forbes

[Read Article](#)

Women Presidents' Organization has named Terry Tateossian as one of the Top 50 Fastest Growing Women Owned/Led Companies in the United States for 2019.



**WOMEN PRESIDENTS'
ORGANIZATION.**
Reaching Farther. Together.



Awards, Press & Recognition

As **Seen in** **Inc.**

[Read Article](#)

We're excited to announce that Socialfix Media is one of @Inc's Best Workplaces of 2020! See the full list [here](#):
#IncBestWorkplaces.

Other Recent Awards

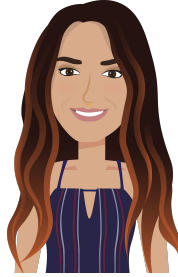


Award Winning Cast & Crew



Terry Tateossian

Amplified Host &
Socialfix Media Founder



Carolyn Portalatin

Executive Producer



Vic Ventura

Video Director &
Audio Engineer



Ken Krynski

Content Director



Marion Tateossian

Creative Director



Elizabeth Domashenko

Marketing Coordinator

Our Sponsors



Beverage Universe is the world's largest online beverage store for popular and rare drinks.

Family-run with heart and matchless selection, Beverage Universe provides national shipping, automatic reordering, and free shipping in the metro area. Get stocked-up, quenched, and refreshed all year round—BU is the best in bev.

Amplified³ is the AI-powered content platform for smart agencies and sophisticated marketers to optimize workflow and vitalize creativity. It builds dynamic collaboration, predicts content insights, organizes social plans, and provides one-click publishing, social listening, tracking & reporting - all while increasing ROI and streamlining internal compliance processes.



Socialfix Media is a technology and marketing agency focused on creating transformational results for change-maker brands, pioneering entrepreneurs, innovative startups, and risk takers in the field of emerging technology, AI, machine learning and more.

Social Moments



JOSH MCDERMITT
THE WALKING DEAD



ASIA KATE DILLON
BILLIONS



DIKEMBE MUTOMBO
NBA HALL OF FAME



MAURA TIERNEY
THE AFFAIR



BORIS BERIAN
OLYMPIC TRACK & FIELD ATHLETE



SHAWN BOOTH
THE BACHELORETTE



DEBRA MESSING
WILL & GRACE



RON THAL
GUNS N' ROSES

Thank You!



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