

eSAX.ca

The Entrepreneur Social Advantage Experience



PODCAST



#eSAX Makes Networking Work!

Podcast

Thank you for your interest with getting involved in the [eSAX Podcast series](#)!

Produced and edited by Steve Roberts of [Barking Monkey Studio](#), the purpose of this Podcast is to promote entrepreneurship and networking, while offering inspiration, motivation and encouragement for small business. Entrepreneurs and business / community leaders will be invited to provide an approximate 10 minute interview hosted and moderated by eSAX founder [Jarrod Goldsmith](#).

What is a Podcast?

A podcast is an audio interview posted on-line that people listen to. To get an idea on what a Podcast actually is, check-out this episode featuring [Dylan Black](#) (but note that this clip has pictures included).

Content

To prepare for the Podcast, here are some discussion points:

- Who are you? What's your business/organization etc? (2 minutes)
- When did you decide to become an entrepreneur? (2 minutes)
e.g., Is there a defining moment? Were you 'born' for it? What's your story?
- What was it like starting-out? (2 minutes)
e.g., What was your mind frame? What kind of support did you have or were missing?
- Biggest challenge/ Biggest regret? (3 minutes)
e.g., Chat about some tactics that didn't work, failure(s) and/or lessons learned so others won't make similar mistakes. What would you do differently?
- How do you define success? (2 minutes)
- What does networking mean to you? Has eSAX helped? (2 minutes)
- Care to share any other tips or motivation for aspiring entrepreneurs? (1 – 2 minutes)
e.g., Nuggets of wisdom, knowledge, inspiration etc.
- How can people find out more about you?



Podcast

Additional Details

Podcasts will be done in-person at Jarrod's house when possible.
Address: 2016 Wildflower Drive, Orléans, Ontario. K1E 3T1

Please arrive at least fifteen minutes early for your scheduled appointment. The door will be unlocked so please enter. Note that recording will be in process upstairs so kindly keep noise to a minimum. Please put your phone on silent.

Refreshments are available in the kitchen so help yourself!

If you cannot attend in person, we can still record via Skype or telephone, but built in microphones on a computer should be avoided. For quality consistency, please use an external mic like the one attached to iPhone earbuds. Any technical details can be directed to [Steve Roberts](#). Tel: 613-863-8519

There is no cost to participate in the eSAX Podcast, although a sponsorship opportunity is available for \$400 + tax to bring added exposure to your company as follows:

Introduction of your business at the beginning of the podcast.
Up to 5 sentences of text provided by you and read by the host.

Call to action for your business at the end of the podcast.
Up to 5 sentences of text provided by you (preferably different than what was provided earlier) and read by the host.

Distribution

The eSAX Podcast Series will be shared across multiple platforms and be featured regularly on all eSAX social media channels. Hyperlinks for featured speakers and sponsors will be included when appropriate. Participants and sponsors are encouraged to also share and engage on social media for maximum exposure.



About

[eSAX \(The Entrepreneur Social Advantage Experience\)](#); is an entrepreneur networking community and tradeshow for small business. Events are held every 3 months (January, April, July and October).

Thank you for your participation in our eSAX Podcast Series and with helping to re-shape the entrepreneurial landscape in Ottawa.

eSAX would not be such a success without the commitment and dedication of community leaders such as yourself !

