



# Jason Cercone

**HELPING YOUR BRAND GO FROM UNKNOWN TO UNDENIABLE**

## QUICK BIO (for podcast intros)

Jason Cercone is a podcast branding strategist, author, and experienced podcaster. He helps value-driven coaches and consultants establish authority, become thought leaders in their niche, and take their brands from unknown to undeniable. He is also The Voice of Evolution of Brand, a podcast featuring authentic entrepreneurs and professionals sharing inspirational stories and tactical brand-building strategies to help you succeed in your professional pursuits.

## MY BRAND EVOLUTION

The entrepreneurial bug bit me when I started flipping sports cards to friends and at local collectors shows when I was just 13 years old and I never looked back. The path has most definitely been winding - filled with obstacles, pivots, and the unexpected loss of my last corporate job. But throughout that time, I've also experienced growth, evolution, victories, and the privilege of partnering and collaborating with like-minded professionals who share my passions and beliefs.

## QUICK FACTS

- Jason has been podcasting since 2015
- Currently hosts Evolution of Brand
- 1,000+ lifetime combined podcast appearances and episodes produced
- Over 20 years in sales, marketing, content creation, and brand management
- Believes the podcast medium is the best stage to increase brand awareness, build lucrative relationships, and tell your story

## [CHECK OUT MY PODCAST APPEARANCES](#)

## [IMAGE GALLERY](#)

## [EMAIL ME FOR ALL GUEST INQUIRIES](#)

## [QUESTIONS? CALL ME AT 412.965.8428](#)



## KEY FOCUS TOPICS

- The best way to attract clients, increase profits, and take your brand from unknown to undeniable
- Why podcasts are the world's greatest digital networking platform
- Why you don't need to start your own podcast to leverage the medium for brand growth
- Why effective podcast guest appearances simplify the sales process
- How to sell your products, services, and offers on podcasts without actually selling

## CONVERSATION STARTERS

- Why do professionals in any space need to focus on their authority and elevating their thought leadership status?
- Why should ALL entrepreneurs and professionals utilize the podcast platform to grow their brand and establish their thought leader status?
- What are the most important benefits to building your brand in the podcast space?
- How do speaking skills developed and utilized on podcasts translate to other areas of life and business?
- Do you need your own podcast in order to maximize ROI on the podcast platform?
- What are some aspects of podcast guesting where people drop the ball?
- What is the most powerful benefit of podcast guesting that many, many people overlook and ignore?
- Why do most guest pitches, presentations, and outreach strategies suck?
- Explain why podcast guesting is more than just showing up for an interview and talking.
- What is the fastest way to improve any podcast?
- Why are download numbers a skewed vanity metric?

## HIGH PRAISE

"Jason is what I would call a Platinum Podcast Guest. He put together a great idea for a collaborative interview, showed up on time, had great technology, and didn't leave anything on the table. If you're looking for a guest who will truly bring value to your audience, this is the guy. I typically say no to 95% of the pitches I get for guests. But Jason's preparation and pitch blew my mind! It was a no-brainer addition to my content." --- **Travis Brown, Founder of Social Boom and Content Creator Club**

## WHERE TO SEND LISTENERS

I invite you to take the first step towards establishing authority, becoming a thought leader in your niche, and taking your brand from unknown to undeniable! Pick up *The Absolute Guide to Authority Enhancement* at [enhanceyourauthority.com](http://enhanceyourauthority.com)