



# Jason Cercone

**HELPING STORYTELLERS TELL BETTER STORIES SINCE 2015**

## QUICK BIO (for podcast intros)

With nearly a decade of experience in the podcast world, Jason Cercone has built his brand around the consumptive power of storytelling and simplifying podcast guesting. He helps leaders craft their authentic story and tell it with confidence as podcast guests while simultaneously maximizing the value of each guest appearance and establishing thought leadership in their niche. You'll also find him hosting Evolution of Brand, a podcast featuring stories and strategies for building an authentic personal brand.

## 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 episodes hosted, produced, and guested on
- Over 20 years in sales, marketing, content creation, and brand management
- Believes the podcast medium is the best stage for authentic storytelling, increasing brand awareness, and building relationships

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

## [IMAGE GALLERY](#)

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

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



## KEY FOCUS TOPICS

- Why your authentic story is the key to your brand's success
- How to tap into your authentic story and tell it with confidence, clarity, and conviction
- Why podcasts are the world's greatest networking platform
- How to leverage the podcast medium without starting your own show
- 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 do leaders need to tap into their authentic story and tell it confidently to the world?
- How can PR agencies leverage podcast guesting in an impactful fashion for their clients?
- 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.
- Why do podcast hosts AND guests need to work collaboratively to build chemistry and generate compelling content that captivates listeners?
- 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

Listeners can join me on my website and set up a free 30-minute Discovery Session to learn more about authentic storytelling and simplifying the podcast guesting process. Please visit [podcastguestingsimplified.com](http://podcastguestingsimplified.com)