



# Jason Cercone

## HELPING BRAND LEADERS STAND OUT AS SOLO PODCASTERS

### 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 initiatives. He helps results-driven business leaders and professionals create engaging, impactful solo podcasts. Solo podcasts are a great way to emphasize knowledge and expertise on a specific subject and Jason wants to help you build yours with confidence and clarity. He believes podcasts are the world's best stage for making undeniable connections and establishing thought leadership.

### 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
- 1,000+ lifetime combined podcast episodes hosted, produced, and guested on
- Over 20 years in sales, marketing, content creation, and brand management
- Loves golf, smooth bourbon, and fine cigars
- Believes the podcast medium is the best stage for authentic connection, communication, and collaboration

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

### [IMAGE GALLERY](#)

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

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



### KEY FOCUS TOPICS

- The pros and cons of producing a solo podcast
- How to tap into your authentic story and tell it with confidence, clarity, and conviction as a solo podcaster
- How to establish meaningful connections with your solo podcast efforts
- The greatest benefit to hosting a solo podcast
- Tips and strategies for marketing your solo podcast
- How to inject solo episodes into your content structure if you host a podcast that features guests

### CONVERSATION STARTERS

- Why do brand leaders and professionals in all fields need to focus on positioning themselves as a thought leader?
- Why do leaders need to tap into their authentic story and tell it confidently to the world?
- Why should new, aspiring podcasters start by launching a solo podcast?
- How do speaking skills developed and utilized on podcasts translate to other areas of life and business?
- What is the best way for a podcaster to overcome any fears that prevent them from producing solo content?
- What are the biggest benefits of building an engaging, impactful solo podcast?
- Are there any disadvantages to focusing on a solo podcast format instead of featuring guests?
- What is the best way for solo podcasters to grow listenership for their show?
- When should solo podcasters begin sharing video clips from their audio episodes?
- What's a simple strategy solo podcasters can implement immediately?
- Can a solo podcast ever feature guests or collaborators?
- Why are download numbers a skewed vanity metric?
- When launching a new podcast, how long should you wait until you look at your download numbers?

### 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 how I can help them create and grow an engaging, impactful solo podcast. Please visit [jasoncercone.com/workwithme](http://jasoncercone.com/workwithme)