



Jason Cercone

HELPING BRANDS SIMPLIFY PODCASTING SINCE 2019

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 purpose-driven brands and professionals create engaging, impactful podcast content that builds meaningful connections and establishes authority. Jason is dedicated to leaving the podcast space better than he found it by helping you hone your hosting and guesting abilities with clarity and confidence.

MY BRAND EVOLUTION

The entrepreneurial bug bit me when I started selling 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 purpose-driven brands and 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

- When does it make sense for a brand to start a podcast?
- How to tap into your authentic story and tell it with confidence, clarity, and conviction via the podcast medium
- How to establish meaningful connections and establish authority via your podcast efforts
- What is the value of solo podcast content?
- The value of partnering with a seasoned podcast professional
- The game-changing benefits of podcast guesting and why this approach is the best way to build your audience

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?
- What should new, aspiring podcasters focus on first?
- 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 content with confidence?
- What are the biggest benefits of building an engaging, impactful podcast?
- Are there any advantages to focusing on a solo podcast format instead of featuring guests?
- What is the best way for podcasters to grow listenership for their show?
- When should podcasters begin sharing video clips from their episodes?
- Why should all podcasters reach out to fellow podcasters in their space to make impactful guest appearances?
- 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 podcast. Please visit jasoncercone.com/workwithme