

JASON CERCONE

founder & ceo of bombtrack media



quick bio (for podcast intros)

Jason Cercone is the Founder & CEO of Bombtrack Media and focuses on helping busy professionals leverage podcasting in a strategic, dynamic way. By emphasizing a seasonal format and maximizing content repurposing, creators save time, stay engaged with their creation efforts, and produce content that impacts listeners on multiple levels.

facts about jason

- Hosts two podcasts: Let's Blow This Up & Podcast Theory
- Been part of the podcast world since 2015
- Over 20 years experience in sales, marketing, content creation, brand management, and operations
- Loves golf, poker, football, hockey, smooth bourbon, and fine cigars
- Believes the podcast medium is the best platform for connection, collaboration, and creativity
- Wants leaders and professionals to leverage podcasting in a way that helps them succeed

key focus topics

- Why is seasonal podcasting a better approach for busy professionals?
- How to maximize podcast content and use it to significantly impact your brand
- 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 maximize podcasting for reach, connection, collaboration, and authority
- The value of partnering with a seasoned podcast production pro

about bombtrack media

At Bombtrack Media, Jason's mission is to help brands and professionals create engaging, impactful podcast content that fosters meaningful connections, builds trust and loyalty with current and potential customers, and establishes undeniable thought leadership in their respective niche.

Partnering with Bombtrack Media allows you to create, grow, and utilize brand-bolstering podcast content across numerous digital platforms on the World Wide Web while simultaneously saving time, reducing expense, and creating a long-term resource that serves your brand in perpetuity.

Instead of weekly podcast production, Jason focuses on building podcast seasons dedicated to your specialties and expertise combined with repurposing that content for maximum reach and exposure.

conversation-starting questions

- Why should busy leaders and professionals consider seasonal podcast production over weekly?
- What is one aspect of podcast production creators need to put more emphasis on?
- Why is repurposing podcast content vital to a show's reach and visibility?
- How do speaking skills developed via podcasting translate to other areas of life and business?
- What is the best way for an aspiring podcaster to overcome any fears potentially holding them back?
- Why is it critical for brands to plan out their podcasting efforts before ever pressing record?
- Why are download numbers a skewed vanity metric?



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"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**

