



## Media & Sponsorship Kit

**The Podcast That Makes Sales Sexy Again.**  
Debuted January 10, 2019. Weekly Format.  
Stitcher. iTunes. Overcast.

### SHOW DESCRIPTION



**[Women Your Mother Warned You About™](#) podcast makes sales sexy again.** Co-hosted by [Gina Trimarco](#) and [Rachel Tipton](#), the show blends best business and sales practices, “real life” hacks, humor, practical advice, irreverence “done well” and some serious moments. Add in occasional guests and special segments, such as “*That’s What He Said*” (featuring the male point of view from [Keith Walters](#) and others).

Gina and Rachel stress, “We love men.” The show is for women and men, while embracing all things female – from body image issues and mom challenges to how to show value in a sales conversation while wearing the best shade of lipstick. The podcast breaks down barriers in business and life, helps everyone make money while making others happy ... and laugh as much as possible. Join Gina and Rachel, two sales pros who are smart, real, vivacious, bold, not bad to look at, and not afraid to say what they think ... sometimes saying things BEFORE they think.

They came together when Gina was Rachel's business coach and became instant friends as their dynamic personalities raise the energy in a room together and, also, take some people by surprise. They've traveled parallel journeys as performers and business women having both lived interesting lives, with amazing wins and losses along the way. What makes them so similar is their resilience and optimism, sharing a desire to lift others up while telling them to put on their big girl (or boy) panties. Their show will, *usually*, make you laugh so hard at their commentary, that you'll most likely need some new panties (or boxer briefs)!

### Why Listen?

- Gain practical, real-life business & sales strategies, not a cookie-cutter playbook
- Peek into what most women really think, but don't always say about business, life and being a woman
- Access a male perspective to Gina & Rachel's points of view
- Have fun -- because life and business can be too serious

# WOMEN Your Mother WARNED You About

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### THE HOSTS



**Gina Trimarco.** A native of Chicago and CEO/Founder of [Pivot10 Results](#) and [Carolina Improv Company](#) (CIC), Gina brings 25+ years of experience in marketing, sales, operations and people training. She combines street smarts and improv comedy skills with her experience in the corporate and entrepreneurial worlds, which sets her apart from the masses.

When the economy crashed in 2008, she started an unproven concept business in Myrtle Beach, South Carolina. That business, Carolina Improv Company, has been #1 on TripAdvisor for Nightlife Attractions since 2010, offering improv classes and shows (similar to Second City where Gina took classes while at DePaul University). CIC birthed a second company, Pivot10 Results, a training and strategy company that helps businesses and executives shift from people problems to performance results, using improv as a training tool for sales and engagement skills.

Gina produces and hosts *The Pivotal Leader* podcast, is a Vistage Worldwide speaker, and a member of the Forbes Coaches Council. She is a contributor to publications including *Forbes* and *Training Magazine*.

**Rachel Tipton.** “Before anything else, I’m Roxie’s mom.” Her most exciting current endeavor is building a real estate software called [The Closing Curve](#), launching in 2019.

Born into a large family in Martinsville, Virginia, Rachel dreamed of being a dancer. Her first dance class led her to an exciting career on television, screen, and stage that took her to different countries and on endless crazy adventures. Her motto is: “Entertain. Inform. Inspire.” Before Facebook, she posted inspirational notes outside her door at her performing arts high school.

Always holding at least one outside job, she fell in love with business, sales and marketing early on. Rachel decided to “grow up” and get a “real job” by gaining her real estate license in 2009. She’s owned a fitness business and works as Social Media Marketing Manager at JVZoo, an affiliate marketing platform named to Inc. 5000 Fastest Growing Companies list. She plays piano and guitar, speaks French, and was a magician’s assistant.





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### STRATEGIC ADVISOR (aka *That's What Keith Said*)



**Keith Walters.** On a quest to build GREAT companies and to raise the bar of business, turning ideas into vision and vision into results. As a fan, contributor and mentor of the *Women Your Mother Warned You About*, Keith attempts to be the male point of view with his "That's What Keith Said" segment on occasional episodes ... if he can get a word in edgewise between Gina and Rachel.

Keith has spent more than 30 years using a strong entrepreneurial focus to lead, advise and grow very successful businesses. He brings an ability to create innovative yet workable business strategy, turn that strategy into well executed tactics. creating optimal business results.

As Managing Principal of Walters Dev Group, LLC, Keith assists companies via board and advisory roles. The last company he led and transformed, Axiometrics, grew from a small, lifestyle company to a nationally recognized industry leader. He's honored to have Axiometrics' growth stories included in a recent book, *Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business*, by Gino Wickman and Mark C. Winters.

Keith is active in the business leadership community through organizations such as Vistage Worldwide, Conscious Capitalism and others. As a voracious reader, Keith incorporates and blends the best growth and leadership strategies into the companies he works with. When he is not working to build great companies, you'll find Keith in the outdoors, cranking out miles on his bicycle, summiting high peaks or just hiking through the earth's wondrous beauty.



### SELL OR DIE PODCAST NETWORK

We're part of the Sell Or Die Podcast Network, led by the "King of Sales" **Jeffrey Gitomer** and Sales In A New York Minute's **Jennifer Gluckow**. In addition to our direct promotions, each episode is released and promoted on this syndicated network with in excess of 300,000 listeners.



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### Our Direct Channels:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

**Social Media Combined Reach:** The power of two co-hosts gives advertisers multiple platforms and audiences, including the podcast's social media platforms PLUS the personal and business platforms of Gina Trimarco, Rachel Tipton, the *Sell Or Die Network*, Pivot10 Results, Carolina Improv, The Pivotal Leader and The Closing Curve.



**Combined Email List Reach:** 6,000 direct, plus show exposure to 300,000 *Sell Or Die Network* Listeners.

**Frequency:** we publish weekly shows (Thursdays) that are 30-60 minutes in length

**Our Target Listeners:** Primarily women in business/sales (sales managers, sales people, sales directors, CEOs, presidents, owners), ages 35-60; college educated or self-starters from the School of Hard Knocks. Our goal is to have a diverse audience, with 80% female listeners. Also targeting business owners/decision makers. HHI of \$75k+

**What Our Listeners Buy:** Business products and tools, cosmetics, food, clothing, shoes, jewelry, purses

**Online/Tech Use of Listeners:** Amazon, Audible, Zappos, Smart Speakers, Smart Phones



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### PROJECTED METRICS

**Number of Downloads:** 100,000+ per month; as a member of the Sell Or Die (Jeffrey Gitomer) Network, this podcast will be exposed to the network's current audience of 100,000 downloads per month, while building our audience.

**Monthly Unique Website Visitors:** 2,500 per month through March 2019

**Number of RSS Subscribers:** 5,000 by March 2019

**Projected Rating on iTunes:** 4.5

#### Feedback/Reviews:

*"Gina Trimarco and Rachel Tipton have added the dimension of creativity to the selling process in a way that no one has. Their style is professional fun, their concept is on the money, and their information is compelling. Your mother may have warned you, but I am challenging you to take their podcast to the bank." –*

*Jeffrey Gitomer, author of The Little Red Book of Selling and The Sales Manifesto*

*"These guys are the best! I have worked with both of them on different projects and they have the best and most infectious energy around. Get ready for a wild ride." –*

*John Hilliard, Attorney, Facebook Review*

*"This podcast makes my commute more bearable. The banter between Gina and Rachel is both entertaining and enlightening with great tips and real life examples. Can't wait for the next episode!" –*

*Jennifer MP, iTunes Review*

*"Enjoyed this immensely and learned something, which is becoming increasingly rare in the podcast explosion. It is time well spent. My wife is especially looking forward to hearing more from Gina and Rachel." –*

*Willcoul123, iTunes Review*



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### FOUNDERS SPONSOR PACKAGE

*Women Your Mother Warned You About* offers a refreshingly pragmatic, sensible, irreverent and useful alternative to the yelling and divisiveness in the podcast and talk radio spaces; a position that is highly appealing to the masses.

For a limited time, through February 28, 2019, we are offering the **Founders Sponsor Package** as a ground floor opportunity for early adopter sponsors. Founding Sponsors will have the option to lock into this price for the rest of 2019 after seeing show results.

What's most exciting about investing in a new venture is the opportunity to be part of the buzz and PR around a new show. iTunes features new shows for the first eight weeks. In addition, we will have the assistance of a PR agency promoting the show, plus Facebook ads, a "launch team" sharing our early episodes and promotional support from the *Sell Or Die Network*.

#### Investment includes:

- **Total of 12 (1 per episode) :60 second spots** over three (3) months
- **Live Show Mentions** – Sponsor will be mentioned in passing in the podcast dialog by host and guests. These mentions will be captured in the show notes
- **Show Notes Mention & Link** – Sponsor company name and link to website included in show notes in perpetuity and on show website for the episodes recorded during contracted period
- **Social Media Mentions** (Facebook, Twitter, Instagram, LinkedIn) – Sponsor mentioned when episodes are promoted on social media channels
- **Website Banner Ad** (1400x1400) – banner ad (provided by sponsor) placed on Partners page of podcast website during contracted period
- **Email Newsletter Ad (400x200)** – banner ad (provided by sponsor) placed in weekly email newsletter with mention of "This episode sponsored by ..."

#### More About Podcast Listeners



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- 44% of US adults (124M) have listened to a podcast
- 26% (73M) listen to podcasts monthly
- Listenership has nearly doubled since 2014 (podcasting began in 2006)
- 52% are men; growth was flat in 2018
- 48% are women; growth of female listeners continues
- 36% are age 35-54
- 51% have household incomes over \$75k
- 61% have a four-year college degree or higher
- Social media usage:
  - 70% Facebook
  - 54% Instagram
  - 48% Pinterest
  - 43% Snapchat
  - 34% Twitter
  - 34% LinkedIn
- 76% listen to podcasts on a smart phone or tablet
- 50% listen up to five hours of podcasts per week

## LET'S TALK

If you are interested in becoming a sponsor, interviewing Gina and Rachel, sharing a podcast idea or just want to laugh, please get in touch with us.

**Gina Trimarco**  
[gina@pivot10results.com](mailto:gina@pivot10results.com)  
**843.597.6393**

*Updated as of 1.14.19.*