

# AFROS & AUDIO PODCAST FESTIVAL

## "To Thine Own Self Be True": A Lesson in Authenticity!

### DESCRIPTION:

Explaining In this session, we will discuss the ways in which podcasters can show up fully themselves for their audience and bring their full authenticity to the forefront.

When you speak on your platform, does your voice showcase what your platform represents? As content creators, we use social media to market and promote ourselves. Does what you say on social media help or hurt your podcast?

A podcast just like a business works best with a defined niche. That niche helps you to find your target audience, allows you to capitalize on your topic, and monetize your passion.

We will also review the why, who, and how of a podcast niche.



## FACILITATORS:

**Leo Ra'Chel** is a Creative Goddess and CEO of The Phat Girl Chronicles blog and podcast, author of her first published project, The Phat Girl Commandments. She is also an amazing artist and founder of Royal Outkast Artistry and the Lead Stylist of Royal Outkast Styling Academy fashion and wardrobe styling company.

She was blessed with a mission to help those around her to embrace their bodies where they are, while teaching the importance of LIVING OUT LOUD!!! Seeing people being their truest self, looking their best, and accomplishing their goals successfully is her passion. She is a Speaker, Podcast host, Producer, Radio Personality, Author/Writer, Designer, Artist, Mentor, Coach, and Fashion Stylist Extraordinaire.

She started her business as a stylist because as a full-figured woman clothing was minimal, and that left us with no way to express our true individuality through style. As she has grown.....so have her businesses which made her dig deeper into her life's purpose and what she would be able to provide to the world. She expanded her business to provide a plethora of services that was not only about the clothing but about the transformative emotional and spiritual power that clothing, and the arts can provide.

Leo began her journey as a podcast host in which she decided to speak from the perspective of a plus size woman on all aspects of life from finances to relationships, to travel and fitness, and she's a major advocate for mental health awareness.... Her goal is to always give a voice to those who feel unheard, underappreciated, and left out!

Her artistry began initially as an outlet for herself to deal with grief, depression, and anxiety and as she continued to create the more, she wanted to share it with the world. She creates intuitive paintings, fashionable one-of-a-kind fashion pieces, and she also helps others to create and publish their stories which in turn helps people to find their freedom through books.

**Stephanie Williams** is the host and producer of the Mocha Minutes Podcast. She is a native of Baltimore City, a proud Towson University graduate, a beloved daughter, sister, aunt, and friend. She has a gift of discussing various topics in a nuanced and empathetic fashion. She is a gifted singer, keen observer and someone who always stands up for what she believes in. For fun, she hones her exemplary make-up, event planning and design skills. She works as a Human Resources professional in the private sector.

**Tamara Paylor** is an entrepreneur turned podcaster. After being told there were no resources for her industry, spending several years searching for resources, and spending a lot of money, she became determined to make sure other minorities do not go through that experience. Her mission is to help other entrepreneurs, specifically, minorities, get the information and resources needed to start, maintain, and scale their businesses beyond the 3 to 5-year failure mark.

Through her clothing line, Entrepreneur Life Apparel, its subscription box service N.O.V8, the online community, newsletter, and podcast, Tamara is on her way to becoming one of the top resources she wished she had when she started her entrepreneurial journey.

Tamara is also a published writer and author, plus model, brand strategist, graphic designer, and a single mom who resides in North Carolina.



