

AFROS & AUDIO PODCAST FESTIVAL

Monetizing, Marketing, and Merchandising: I Be Looking for the Money

DESCRIPTION:

Not making money from your podcast? Just can't seem to figure out how to monetize your passion? You started a podcast because of your passion but you also hoped to make money from it; what if we told you that you could make money from day one, without a lot of downloads or subscribers.? We've managed to scale our Surviving Marriage Podcast from hundreds to thousands in just four seasons and will share those tips so that you can do it too. This session, geared towards the newbies and those who are established but are not making money from their podcasts, will educate on the abstract ways to monetize besides for brand sponsorships or hot incentives.

- Where to look for monetization opportunities no matter how many downloads you have
- Easy ways to monetize thru merchandising
- Ways to market to get to the money



FACILITATOR:

Rufus and Jenny are one of the very few professional husband and wife teams who do just about everything together, while surviving over thirty plus years of marriage being attached at the hip. Honored as Ebony Magazine's Couple of the Year in 2012, and one of the 14 most Inspiring Couples in 2013, they are known for their motivation, empowerment, and healthy examples of happily ever after. Mr. & Mrs. Triplett have traveled extensively and seem to draw attention wherever they appear. With their young look and laid-back personalities, they are never far from an intelligent conversation. Their list of accomplishments is long but are highlighted with being military veterans (Marine Corps and Navy respectively) and co-authors of the bestselling book, *Surviving Marriage in the 21st Century*.

The Triplett's co-own Dawah International, LLC, a multimedia company, which published Prisonworld Magazine for 10 years, are co-hosts of *Surviving Marriage Podcast*, and are requested keynote and session speakers for various platforms which include corporations, wellness retreats, correctional facilities, non-profit organizations, schools, radio shows and print magazines.

Always adding to their media personalities resume, they were credentialed as Marriage Experts by HuffPost Live, as well as frequently invited guests that always provides a marriage message that resonates with humor and reality. Their appearances on Family Court with Judge Penny and Dr. Phil garnered rave reviews as to their parenting philosophies. Jenny's appearance on The Mike & Juliet Morning show was phenomenal, as she gave The Real Housewives of Atlanta a little wisdom. Jenny was a featured blogger for the Huffington Post and has provided comments for CNN, Black Enterprise Magazine, Ebony Magazine, MSN.com, The LA Times, The American Prospect Magazine, Google News, Lagos Times (Nigeria), International Entrepreneurs Club, and a host of other magazine and radio shows. The Triplett's are googalicious and can be found across social media @rufusandjenny

Surviving Marriage Podcast - A Top 100 international relationship podcast discussing all things relationships.

Dawah International, LLC

