

AFROS & AUDIO PODCAST FESTIVAL (Virtual Only)

Seasons, Sound, & Scripts: How to Increase Engagement & Monetization of Your Non-Fiction Podcast with Storytelling

DESCRIPTION:

How can you breathe new life into an existing podcast? Try changing up the format with seasons, sound effects, and scripts. In this session, you'll learn how a four-year-old, non-fiction business podcast that ranked in the top 2% took things to the next level. The results led to an increase in exposure, engagement, and...monetization! Join us to learn exactly how we did it. Specifically, you'll learn the process, people, and technological tools we used to radically transform the format of our podcast, distinguish it from traditional business podcasts, and make it a formidable contender in the non-fiction storytelling space. If you're willing to put in the work to monetize your podcast in an unconventional way, then you don't want to miss this session!

- Learn a proven process for telling a non-fiction audio story
- Receive a listing and demonstration of sound effect creation and editing technologies
- Gain insights for adding an original music score to your podcast



FACILITATORS:

Alicia Butler Pierre is the Founder & CEO of Equilibria, Inc. – a 17-year-old operations management firm specializing in business infrastructure for fast-growing small businesses. Her company is currently the world's largest and most comprehensive repository on business infrastructure for small businesses.

She's the author of the two-time Amazon bestseller *Behind the Façade: How to Structure Company Operations for Sustainable Success*. She's also the host and producer of the top 2% *Business Infrastructure: Curing Back-Office Blues* podcast with listeners in 60 countries. Her company recently leveraged this podcast to beta test a concept for a new online course in business infrastructure. This audio masterclass paved the way not only for the online course, but also for a new storytelling format for the podcast that's increased exposure, engagement, and monetization.

Alicia has produced over 500 articles, podcast episodes, case studies, videos, and white papers in the areas of business infrastructure, process improvement, and operational excellence. She is a sought-after global public speaker and lecturer with a successful LinkedIn newsletter called *The Smooth Operator*, where aspiring and seasoned entrepreneurs alike can access weekly tips and tactics for calming the chaos of fast, unmanageable growth. Combined, her online content has been viewed over 1M times.

A lifelong student of ancient civilizations, Alicia loves to travel internationally. One of her most memorable moments was volunteering on a restoration project of a 25th Dynasty priest in Luxor, Egypt. She holds a B.S. in Chemical Engineering from Louisiana State University and an MBA from Tulane University. She is also a Lean Six Sigma Black Belt and currently serves as an adjunct instructor of Lean Principles at Purdue University.

A chemical engineer turned entrepreneur, she's advised, designed, and optimized processes for companies including Shell Oil, Coca-Cola, and The Home Depot. Committed to doing the right things the right way, Alicia's mantra is "to leave it better than you found it."

Business Infrastructure - Curing Back-Office Blues. A weekly show where we give entrepreneurs and operators of fast-growing small businesses the resources to scale without chaos.

Don't pigeonhole **Elzie D. Flenard III**. Don't even try. Describe him this way, and he'll point out that one. Change your perspective, and he'll lead you down another path ... maybe without your even realizing. He's a creative dude, an entrepreneur, a family man, a business owner. No "box" fits. It doesn't exist. He's a man of original thoughts, all products of unique thinking.

Above all, Elzie is a storyteller. He unpacks topics from unexpected directions, weaving myriad influences into his music, speaking and podcasting. Society, business, current events – you can never predict his take. Suffice to say, it's probably different than you've encountered. Why do things happen? How do they drive behavior? Most importantly, what do YOU think? Elzie wants to know. Dialog and conversation are great teachers. Listening inspires Elzie. Yes, listening. Almost a forgotten skill, in an era of endless chatter and oversize bullhorns.

See, everyone has a voice. Everyone has something to say. Via the power of podcasting, Elzie partners with businesses to turn their "voice" into a powerful marketing tool. Podcasting creates, and cultivates, relationships with consumers. A story about how a business began, about its products or services, or even its missteps, resonates through a human voice. Via Enterprise NOW!, his podcasting company, Elzie helps businesses find their "voice." A voice doesn't have to be loud – just real. His clients repurpose their podcast content for blogs, or social media posts, or books. The ball rolls, and rolls.



Elzie's foray into Enterprise NOW! began not long after starting an Internet radio station. Its content tilted toward business, reflecting the founder's entrepreneurial bent. Even while working a decade in electrical engineering and electronics technology, Elzie had side gigs: a record label. A minor-league basketball team. A music production company. He's always been a tinkerer, going back to a childhood knack for taking things apart and putting them back together. Or writing his first song at age 5, a passion that continues today with multiple albums, EPs and singles under his belt. The holder of an MBA, and a B.S. in electronics systems technologies, you can always expect originality from Elzie. Just don't try to label him. No shoe fits ... and he wouldn't wear it anyhow.

Originally from Baton Rouge, Louisiana, **Clarence "Tre" Levy III**, is a new comer to the Podcast world. As owner of Sabor Music Enterprises, LLC, Clarence has spent the past decade building SME into a multi-faceted music business. With music production and composition at its core, Clarence is now leading Sabor Music Enterprises to identify and enter into new markets where music is needed. Podcast Sound Design is his most recent area of growth. Clarence has worked with Alicia Butler-Pierre and Equilibria Inc, providing Sound Design in both the video and audio mediums for its Business Parts Analysis Master Class and Podcast Series and is now looking forward to meeting, working, and collaborating with others.

