



-  Every Impression Counts
-  @EIC_Agency
-  @everyimpressioncounts

RISE, GRIND, REPEAT



EIC is a cross functional marketing agency based in Tempe, AZ. Visit our website for more information or to request a free assessment.

ABOUT

Rise, Grind, Repeat is a podcast that highlights innovative business owners and marketers and the path they are taking to grow their brands using technology and creativity.

OUR MISSION

To equip our audience of entrepreneurs with tangible examples of how other business owners are utilizing marketing successfully. Our chief aim is to have listeners walk away with actionable marketing advice that they can apply to their brands, projects, and side hustles.

REACH

Youtube channel views:

45,800

Instagram Following:

750

Podcast downloads:

1,300

Podcast email newsletter list:

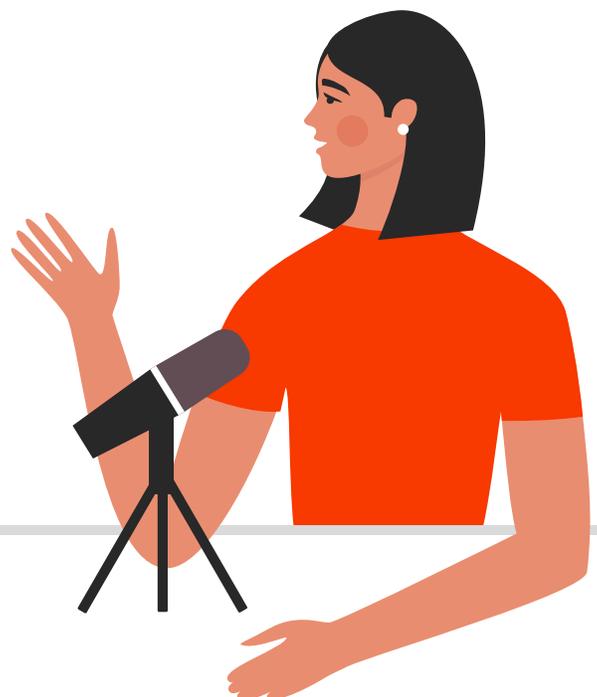
1,400

Average monthly site visits are

between 2,000 - 4,000 sessions per month

AUDIENCE DEMOGRAPHICS

The majority of our audience is comprised of 30-45 year old male and female business owners and marketing professionals based predominantly in Arizona, California, Nevada and Utah.



IN-STUDIO EXPECTATION

Please come prepared with marketing stories and energy!

Address: **2210 S Mill Ave, Suite #7,
Tempe, AZ 85282**



VIRTUAL EXPECTATION

Please be sure to arrange yourself in a space with good / natural lighting, a clean and clutter-free background, and away from interfering noise.



TESTIMONIALS

“Thanks to the EIC team for having me on. I really enjoyed this conversation!”

-Aaron Walker of Iron Sharpens Iron Mastermind Group

“Thanks for having me on the show! It’s been a lot of fun and I appreciate the platform for telling our story!”

-Tim Fitzpatrick of Rialto Marketing





FEATURED GUESTS



WHY PODCASTS?

- A podcast is a great way to share information in a casual and engaging way
- Today, 37% of Americans are monthly podcast listeners, making it a great way to reach further audiences
- How can the content from a podcast be re-utilized? Blog post, social media content, website additions, email newsletters, etc.

WEBCAM CHECKLIST

- Check framing: Avoid being too close or too far
- Check lighting: Ideally have a natural indirect light source in front of the speaker
- Be sure to look at the camera from time to time
- Posture is important
- Send a head-shot prior to podcast, if possible



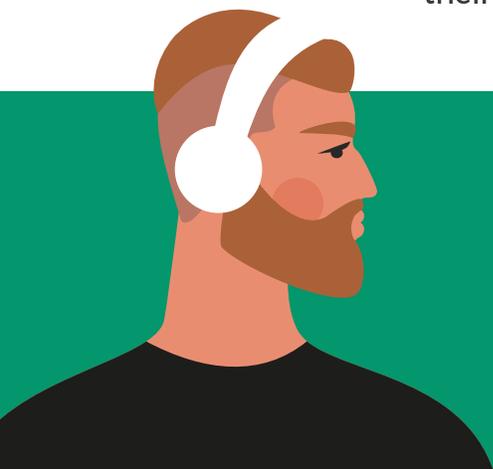
AS A GUEST YOU WILL RECEIVE

- Professional video of full interview
- Social media vertical video clips of interview highlights
- Social media images from interview
- Professional audio of full interview
- Backlink on EIC's website showcasing business



GENERAL QUESTIONS

- **Q:** Who will I speak with?
 - **A:** Your conversation will be a one-on-one with the owner of EIC Agency, Dustin Trout. Dustin has been working in the marketing industry for more than 8 years and started EIC Agency in 2018. Originally from Phoenix, AZ, Dustin enjoys golfing, off-roading, dirt biking, "staycations" with his wife, and pretty much anything outdoors. Last November they welcomed their first born, Capri Trout, into the EIC family!
- **Q:** Is the podcast in person or via webcam?
 - **A:** You will have the option to let us know if you prefer an in-person or virtual podcast. We will send you a scheduling invite to select your date and time of preference.
- **Q:** What equipment do I need if it is a virtual podcast?
 - **A:** A functional camera and microphone. If your computer is not equipped with either of these, you may join the Skype call on your smartphone.
- **Q:** If it's a virtual podcast, how long prior to the podcast will we need to set up and troubleshoot?
 - **A:** We will troubleshoot 10-15 minutes prior to the podcast start time.
- **Q:** What will we talk about?
 - **A:** You will have the opportunity to give some background on yourself and your business. From there, we like to focus on the successes you have had (as it relates to marketing), as well as, how you are adjusting your strategy to find success this year. Because our audience primarily consists of entrepreneurs and business owners, we want them to walk away with tangible advice that they can apply to their projects.



Apple podcast:

<https://podcasts.apple.com/us/podcast/rise-grind-repeat/id1431963257>

Youtube channel:

<https://www.youtube.com/channel/UCPAFWEQJeLI1ODMqrXFJ53Q>

Spotify podcast:

<https://open.spotify.com/show/1GO7SdrzTxDtti56xDxh12>