

Our Mission

To turn podcasting into the best marketing channel for B2B companies

The Vision

It is December 31st, 2025. Our entire team is ecstatic that we've succeeded in fulfilling our vision. We're more than simply a well-known podcasting company - we have turned podcasting into the best marketing channel for B2B companies.

We are undeniably a major success. "Success" does not need to be further defined - we embody success in every sense of the word. We dominate every market that we choose to enter.

We never settle for less than what we set our sights on. We turn our dreams into reality and then dream higher.

Core Values

As a company we live and breathe our core values daily, which are:

- 1+1=3
- Growth Mindset
- Challenges = Opportunities
- Make it Fun
- Compassion
- Enthusiasm

Our team members, customers and vendors are never in direct conflict with our core values - our brand image and culture are too important to us. We pro-actively refund customers, even at a loss if they detract from our core values and vision.

Our communication, both internally and externally is exceptional. Internally we communicate clearly, never siloed and with full transparency. Externally we communicate in a professional but light manner, always making the other party feel valued and understood, while never compromising on our values.

Team

Our team has made our vision possible. They love working with us and we love having every single one of them on this journey.

Our team grows with us, and we provide a clear career path to everyone. We are a fully remote team that sometimes meets in-person. In-person time is not for work, but for strategy and team-building. All team members have attended at least one in-person retreat.

Everyone is an amazing culture fit, and personifies our core values. Everyone knows what their role entails and how it contributes to helping us achieve our vision.

Our recruiting process is top-notch and we pay above-market wages for exceptional talent, as well as provide a generous PTO policy. Our customers frequently comment on the high quality of our team and ask us for hiring tips.

The work we do allows our team to live a life that is happier, healthier, more rewarding and more abundant than each year before it.

Our leadership team meets in-person at least once per year for an annual planning session. The leadership team also holds monthly review meetings and quarterly strategy sessions. They spend the majority of their time on strategy and moving us closer to reaching our vision than on management.

What We Do and Who It's For

We offer a mix of high-value services and self-serve tools within the podcasting industry.

Our customers are primarily small to medium-sized businesses, under \$100M in revenue. Our customers are growth-minded companies who prioritize long-term solutions over quick fixes and hacks. We are so clear on who we want to work with, we can often instantly feel if someone is a good fit.

Podcasting is why most people find us, but we help our customers transcend into other areas and opportunities beyond podcasting.

We help our customers to take their message to a wider audience, connect them with other amazing individuals and elevate their brand image and reputation well beyond what they ever believed to be possible.

Our superpower is in connecting and facilitating excellence and making the seemingly impossible possible.

Operations

Our operations and fulfillment process are based around creating raving fans, repeat customers and excited referrals. Less than 25% our annual revenue is from new, non-referred sales. Our customers comment positively that working with us “feels different” even from their very first interactions with us. We are structured to work with our customers for the long-term and lose less than 10% prior year revenue to attrition.

We make decisions based on data and our core values. We never make decisions reactively or based on ego. We think strategically for the long-term - we’ve weathered storms before and can get through anything, but only with a long-term mindset.

We are masters of systems and numbers, using them to guide us at every step. Our systems for sales, marketing, project management and customer service are tightly integrated with one another. All information is readily available to whoever needs it.

Nothing is ever urgent. We plan ahead and always have time to do things right. If something ever feels urgent, we step back to examine how it became urgent in the first place.

Marketing

Our main forms of marketing are through word of mouth and referrals - people love working with us so much they talk about us enthusiastically and recommend us frequently. As such, our most important marketing activities are centered around the customer experience, our brand image and PR. We also use our superpower of being expert connectors and facilitators to boost all of our marketing efforts.

We also frequently test out new marketing channels by keeping our finger on the pulse of emerging trends.

We DO NOT allow others to white-label our services. We provide such an exceptional customer experience that we cannot allow an outside party to alter it. Our brand and reputation are of the utmost importance to us, and we are in charge of leading the customer experience.

We have deep and fruitful partnerships with 5+ incredible companies to expand our reach, increase our profits and multiply our joy of doing business.

Sales

We have a small (3-8 person), but robust sales team, focused on finding the best customers over simply finding more customers.

We only sell to customers who we are fully confident we can help increase their success and only sell them what’s right for them.

Sales and marketing have great synergy, always working together, helping the other to continuously improve.

Our sales process is highly systemitized and predictable. We are masters of using our CRM and our sales team knows it like the back of their hands.

Finance

We have just crossed \$6M in revenue for the year with over \$2M in profit. We have doubled our revenue and profits every year for the last 3 years.

As a company, we are highly profitable (35+%). We have a world-class finance team keeping track of our finances and advising future financial decisions. Our profit margins are significant, but also clear. We can always make an educated prediction of our profit margins before starting any new engagement or endeavor.

We have a large line of credit to be utilized if needed, but debt is not a part of how we operate. The only exceptions are if the terms are more favorable than paying upfront, or is done very strategically. An example would be an acquisition - and we have made at least one acquisition of an adjacent business to improve our positioning in the marketplace.

Our customers pay well for our services and tools but are happy to do so because the value we provide far outpaces the price.

We are priced and structured in such a way that our customers love paying us, and we are never chasing them to get paid.

We increase billings to current customers by 20% per year on average, by continually providing higher quality services and new offerings.

IT

We use the best technology available to us, knowing that price is only one of many considerations to be made. We highly value our tools but never become so attached that we can't switch.

Automation and AI are a major function within our company, but never at the sacrifice of a genuine human interaction.

We employ experts to run our tech and AI and use tech and AI to find our experts. We embrace new technologies and have a role on our team to test, review, and apply new tech solutions.

Media/PR

We have been featured in 5+ well-known publications for innovations in our industry and for being a great place to work. We have at least one full-time person managing our media and PR.

We have several (4-6) well-known brand ambassadors and run multiple events per year, in-person and virtually, to support and expand our industry and everyone in it.

Our founder, Dana Lindahl, is the public face of the company, but the brand is not reliant on him for continued growth and media exposure.