

Website Copy

Home Page

[The homepage should be bold. The whole concept of this podcast is highlighting people who have lived bold lives whether professionally or personally. I want this to be reflected from the get-go].

Copy: "Two arborists sharing stories and drinking beers."

Bio Page

Photo of both Phil and Jared

Phil Copy:

A certified arborist with over 11 years of experience within the tree-care world, Phil Rogacki co-founded the Academy-Trained to promote safe arboricultural practices across the industry. Phil's dedication to tree-care propelled Atlas into the 21st century with record growth and ingenious expansion, positioning Atlas to be the agent of change in transforming and elevating the industry.

Jared Copy:

Jared is a 9-time WCTCC climbing champ, co-owner of Evergreen Tree Care, and head instructor at Academy-Trained with 23 years of experience. His passion for the arboricultural industry, as well as expertise, has preceded him.

About Us

Copy: We are two tree guys on a mission to learn from the best of the best within various industries while drinking some delicious beer!

[INCLUDE PHOTO]

Listen In!

Copy: You've heard about us, now watch us in action! Be sure to visit our Youtube page and subscribe!

[The youtube link]

<https://www.youtube.com/channel/UC3lUxLHpCygw1CGhc-1qx9Q>

Drink With Us!

Copy: In order to be the best, you must drink the best. Most of our choices come from local breweries within Sonoma County. Be sure to check them out.

[I will be personally uploading bios and photos here about the beer. I just need a page created with that capacity].

Meet the Masters

Copy: They are blazing their own trail within their respective fields, and we've got the chance to meet with them. Get to know what makes these masters the best-of-the-best.

[I will be personally uploading bios and photos here about the beer. I just need a page created with that capacity].

For our Guests

Copy: We are so excited to have you on our show. Your expertise and success proceed you, and for that we are hyped to have you as our guest! Below is a checklist and a few questions to get to know you a little better. We want to make sure that this experience is as smooth as it is fun.

Checklist

1. Fill out the Preliminary Questionnaire.

Attached to this email is a preliminary questionnaire. We want to ask a few questions to utilize your time best and make this experience as insightful as possible.

2. Schedule a Phone call & Recording Date.

Once you have submitted the questionnaire, you will receive a phone call about how to prepare and schedule a time to record/interview.

3. Submit & Approve Bio & Photo

After our call, you will send over a short bio of yourself as well as a high-quality photo.

4. Podcast Recording!

During our call, you will learn about our recording process as well as what we expect from everyone. Our shows range from 45 minutes to 3+ hours. Some come hydrated and prepared!

5. Post Recording Survey & Link

Once you have finished your recording, expect an email with a quick survey about your experience; our podcast can only improve through your honest feedback!

If you have any questions, feel free to reach out to sharne.lazarus@atlas-tree.com

WE CANNOT WAIT TO INTERVIEW YOU!

(EMBEDDED THE QUESTIONNAIRE HERE)

<https://dw4ow5lgfny.typeform.com/to/uVq9nWam>

Questions? Reach out to 2tg@twotreeguys.com