

The Optimist's Manifesto

Unfiltered Conversations with Unsinkable People

"The greatest glory in living lies not in
never falling,
but in rising every time we fall."

Nelson Mandela

Hi

I am Saurabh.

Do you ever wonder what fuels the human spirit to not just survive, but thrive? The Optimist's Manifesto explores exactly that.

We dig into the inspiring stories of folks who've faced adversity head-on and emerged stronger, wiser, and more determined than ever. We believe that behind every success story, there's a whole lot of resilience, grit, and an unwavering spirit.

This is a conversation with *the unsinkable*.

We sit down with individuals from all walks of life – entrepreneurs, artists, athletes, everyday heroes – and get their real, unfiltered and uncensored stories. Things beyond the polished highlight reels.

We want to hear about the stumbles, the setbacks, the moments where they thought, "How am I going to get through this?" And then how they found their way through.

Brought to you by [C4E](#), The Optimist's Manifesto offers a platform for our guests to share their personal journeys with 100% authenticity.

We're passionate about sharing stories that showcase the incredible strength and resilience of the human spirit. We believe that by highlighting how others have overcome challenges, we can inspire *you* to navigate your own, unlock your full potential, and embrace the power of optimism. Because even when things get tough, there's always a reason to believe in a brighter future.

Meet the Host: Saurabh Garg

I'm Saurabh Garg – a cheerleader of movement/action/*harkat*. I've seen firsthand the rollercoaster of life and business. Comfortable jobs, the exhilarating rush of startups, the sting of failed ventures – I've experienced the full spectrum. And through all this *harkat*, I've learnt a fundamental truth: resilience is the bedrock of success.

Some people quip on the Internet – Every fallen climber on Everest was once a highly motivated person. I choose to focus on those who reached the summit. I've been a survivor, a builder, a "cockroach" as my mentor says, for two decades.

I have been a globetrotting events man; I've been broke; I've been a marketing professional; I've been a startups dude; I've been at what felt like a dead-end and I've come back. With my spine or *Meru* straight. Today, I am one of the partners at C4E and a co-founder at Meru Life.

I've repeatedly reinvented myself, picking up the pieces, learning from every setback, and starting anew. It's this very experience, this understanding of the human capacity to overcome, that makes me want to create The Optimist's Manifesto.

Know More About the Host: saurabhgarg.com | [LinkedIn](#) | [Twitter](#)

Info for PR and Marketing Teams:

1. Target Audience: Individuals seeking inspiration, motivation, and practical strategies for overcoming challenges. Our listeners are interested in personal growth, resilience, and the power of the human spirit.
2. Promotional Reach: The episode will be published on YouTube and promoted across all our social media platforms. In addition to that, we shall be sharing it across Saurabh's social media channels with 17k followers combined on Instagram, LinkedIn and Twitter.
3. Recording Format: This is a remotely recorded, AV podcast. We only require you to ensure you are in a well-lit, quiet place and are using a laptop with a good quality microphone (Airpods/Bluetooth/wired earphones work well).
4. Time Commitment: We require a 90-minute time block from you to record. The final edited episode will be approximately 60 minutes long.

Prepare for the Recording:

1. This will be an audio-video podcast.
2. We will record it remotely via Zoom. As long as you have good Wi-Fi, your laptop and a good quality microphone, we'd be alright. (Airpods/Bluetooth/wired earphones work well).
3. Sit in a well-lit, silent place and use a good quality microphone.
4. Conversation Flow:
 - o Self-introduction and an overview of your journey in life.
 - o Sharing pivotal moments of challenge and triumph in your life.
 - o Reflections on the impact of these moments and the lessons learned.
 - o Strategies and mindsets that helped you navigate adversity.
 - o A "cheers" moment to celebrate your resilience (Have a drink of your choice ready!).

Connect with Saurabh:

Lastly, [here](#) is a page where I have listed my ethos, quirks values and other such things. I take them VERY seriously and it's imperative that anyone I work with is in complete agreement with them. That's about it.

Should this seem interesting, you may write to me on sg@c4e.in.

saurabhgarg.com | [LinkedIn](#) | [Twitter](#)

Gratitude,

SG