



PODCAST

**SUCCESS**  
THRU CONNECTIONS



WITH  
**ZELDA**



**Honest  
Conversations.**

**Powerful Ideas.**

**Insights That  
That Drive  
Business Success**





## WHAT'S IT ALL ABOUT

Success Thru Connections is a podcast designed for ambitious entrepreneurs and professionals seeking real growth. Each episode features thought leaders, authors, and influencers who share wisdom, actionable advice, and the latest trends. With candid conversations that inspire and inform, the show is built to spark ideas and move the needle for listeners ready to level up.

## WHY IT MATTERS

Success Thru Connections delivers more than conversation - it delivers credibility. Each episode features proven leaders who openly share real stories of success, failure, purpose, and resilience. Sponsors gain the advantage of aligning with trusted voices and powerful insights that listeners can immediately apply to their own businesses. It's authentic, relatable, and designed to influence a highly engaged audience of ambitious professionals ready to act on what they learn.

## WHO'S LISTENING

68%

MALE LISTENERS, 35+

78%

USA LISTENERS

132,000

VIEWS & LISTENERS

## CORE THEMES

 Building Relationships

 Leadership & Legacy

 Health & Life Shifts

 Prosperity & Mindset

 Technology for Growth

 Resiliency & Change

## MEET YOUR HOST

**Zelda Greenberg** is an award-winning entrepreneur with more than 35 years of experience building, scaling, and revitalizing businesses. She has launched companies from the ground up, successfully sold businesses, and even rebuilt a family enterprise after it was devastated by a tornado. Her achievements include authoring three books, earning the U.S. Family-Owned Business of the Year Award for an eight-state region, and serving as president of two prominent women's organizations. Today, Zelda is co-owner of a thriving real estate firm she runs alongside her son.

Beyond business, Zelda is a creative spirit who finds joy in her art studio crafting stained glass sun catchers. She is equally at home reading by the water, boating with loved ones, or enjoying time with her family and her Westie, Poppy, who happily responds to both her name and the promise of a treat.

"I created Success Thru Connections to amplify the wisdom of the extraordinary people in my network. I believe that the stories of resilience, growth, and innovation that inspire me will inspire others too - and it seems I'm right!"

## BUSINESS ACUMEN

Zelda Greenberg is a proven entrepreneur with \*35+ years of experience founding and \*scaling three businesses across multiple industries. She has \*led companies to multi-million-dollar growth, \*rebuilt a family business after crisis, \*authored three books, and was honored with the \*U.S. Family-Owned Business of the Year Award for an eight-state region.

A recognized leader and \*past president of two women's business organizations, Zelda combines financial results with lasting community impact.

# BRAND COMPATABILITY

The Success Thru Connections audience aligns with brands that empower growth, innovation, and professional success. Ideal partners include:

- **Entrepreneurship & Small Business Brands** – tools, platforms, and services that help entrepreneurs launch, grow, and scale
- **Executive & Leadership Development** – coaching, training, and corporate education programs
- **Sales & Marketing Solutions** – CRM platforms, sales enablement tools, branding, and digital marketing services
- **Technology & Innovation** – AI solutions, SaaS platforms, and productivity tools designed for business growth
- **Financial Services & Wealth Management** – banking, investment, insurance, and retirement planning tailored to professionals
- **Health & Workplace Wellness** – wellness programs, fitness, and mental health resources for entrepreneurs and executives
- **Professional Networking & Events** – conferences, masterminds, and membership organizations that connect leaders
- **Publishing & Learning Platforms** – business books, online courses, and e-learning solutions for ongoing career development

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## PERSONALLY

### Zelda isn't just about business

— she brings joy, humor, and heart into everything she does.

- 🚤 Can dock a boat with minimal dock touching (skill meets style!)
- 🤝 Loves introducing people and watching new connections spark
- 💕 Showers her grandchildren with endless love and attention
- 🐾 A devoted pet lover — especially to those who proudly say “woof”

# WHY IT WORKS

Each episode shares real stories from top executives on navigating trends, growth, setbacks, and success — offering listeners what works, what doesn't, and why.

## REAL CONVERSATIONS



**Marques Ogden**  
Former NFL Player Resilience



**Bob Burg**  
Author- The Go-Giver



**Randy Gage**  
Prosperity



**Terry Brock**  
AI Expert



**Katie Nelson**  
Sales



**Andy Masters**  
Customer Experience



**Snowden McFall**  
Stress & Burnout



**Scott Simson**  
YouTube Success



**Katherine Way**  
Strategy to Scale



**Tracey Currell**  
Building Connections



**High Impact**



**Unrehearsed, Unscripted Interviews**



**Expert Guests**

# Speak to Decision-Makers in the Workplace.

Our audience is made up of business owners, executives, and ambitious professionals who influence decisions and drive growth inside their organizations. Sponsors gain direct visibility with leaders actively seeking fresh ideas, innovative solutions, and meaningful connections to move their companies forward.

## Why Sponsor *Success Thru Connections*



**Align your brand with an ambitious, business-savvy audience** of entrepreneurs, executives, and decision-makers.



**Reinforce values of authenticity, innovation, and high performance** by associating with thought-provoking conversations.



**Position your brand at the center of today's most relevant discussions** shaping the next generation of leadership and growth.



Success in Brand Awareness



Listeners Take Action



Positive Outcome



Increase in Podcast Ad Spend in 2025



Podcast Ad Market Projection in 2025 & growing

Does your brand stand for *leadership, impact, and growth*? Ours does too. **Let's build influence together.**



On-air Host Mentions and/or Custom Segment Integration



Episode Brought-To-You-By



Web & Social Placement

**Let's Start A Connection**

# PODCAST SPONSORSHIP TIERS

## Tier 1: Supporting Sponsor – \$250/month.

The entry option for brands who want visibility without a big commitment.

- Mention in the intro/outro of 1 episode per month
- Logo placement in YouTube description
- Logo graphic on Podcast website page for the month
- 1 social media shoutout the same week as your sponsored episode

## Tier 2: Featured Sponsor – \$500/month

A powerful way to be in front of listeners every week. This is the “sweet spot” for consistent visibility.

- Mid-roll ad (30–45 sec host-read) in all 4 weekly episodes
- Logo featured in show notes.
- 2 social media mentions per month.
- Logo Recognition on the Podcast Page of my website for the month.
- **BONUS:** A custom 30-second sponsorship clip shared on my social media as an extra thank-you, giving you wider exposure beyond the podcast audience

## Tier 3: Presenting Sponsor – \$1,000/month (exclusive per month)

Own the spotlight. Your brand becomes the face of the show for the entire month.

- “Presented by [Your Brand]” credit at the start of all 4 episodes.
- Intro/Outro + mid-roll ads in every episode that month
- Spotlight feature (2-minute segment) in 1 of the 4 episodes
- Recognition Description in my email newsletter
- 3 branded social media reels showcasing your sponsorship.
- Clickable logo/link on the Podcast Page of my website
- Featured mention in my private Facebook group.
- **BONUS:** A custom 30-second sponsorship clip

