IF I'M A GUEST

Thank you for having me on your Podcast. It truly is an honor. I'll be using my Podcast mic from Audio-Technica for my audio feed.

My Story

My career path originally started in IT, but after the fourth company buyout and both the culture and Management went from bad to worse, I quit my job at the end of 2001 and started my own IT business full time in 2002 for nine years. I went back into the work force in different Management and Operations roles and kept working my business as a side hustle, not in IT, but as a small business startup coach, earning both active and passive income.

I created 'The Seven Building Blocks For a Strong Foundation' framework and use this as the basis for my coaching and video training.

My wife and I moved from upstate NY to Virginia in 2019 where I can now ride my bike for a few more months out of the year. Goodbye snow and ice.

Fun fact: I married a nuclear physicist and we both love to watch The Big Bang Theory show.

A brief business bio:

I offer coaching for new, later in life Entrepreneurs that are looking for clarity in purpose and strategy on how to start their own personal brand business and have free tools you can use immediately to help you on your journey to self employment.

Why? Try to build anything without a plan. Try to build anything alone.

I want to see you reach your business goals and you'll need a solid plan to accomplish that.

I'll walk you through my '7 Building Blocks For a Solid Foundation' framework so that when you launch your business you'll be more profitable quicker.

Here is a list of possible topics to discuss:

- My story

- Later in life pivot

- Obstacles people may put in front of themselves that prevent them from pursuing their dream

- Retiring with purpose

- Believing in yourself and why it's so hard

- The '7 Building Blocks For a Solid Foundation' framework

Please send me a confirmation link in advance and how to connect to the interview session.

I'd like to know in advance if it will be both audio and video, or just audio?

Again, thanks for having me on your show.

Thomas Clairmont
c. 518-469-7029
Website:www.tomclairmont.com
Podcast: www.tomclairmont.com/podcast

IF YOU'RE A GUEST

Thank you very much for taking the time out of your busy schedule to be a guest on the podcast. I'm looking forward to promoting you and your business through the Podcast and on social media.

Guest Bio Info for Episode Introduction

Before our interview, if possible, please provide the text you'll want me to use for your introduction as well as a promotion picture for the website episode. You can send all information to: tom@tomclairmont.com

If a bio is not submitted (no problem), I'll look through your content on your website and LinkedIn profile and pass it by you for your approval.

Show Notes

Show notes will be created before the episode is uploaded to the hosting server and before distribution.

General Questions and Topics You Can Expect

Please be prepared to talk about the general topics of:

- Describing your business

- Why you wanted to start your business-what was motivating you?

- Some problems you had to overcome along the way

- If you had any assistance (mentor, coach etc.)

- Other questions that come up in the conversation

- Ending with your contact information

In general terms, the Podcast touches on the three different phases of the small business startup process as conversation allows; Dream Phase, Planning Phase, Launch Phase.

The interview itself would be about 20-25 minutes long and the questions will be laced into the conversation. I don't ask the same questions to everyone but the theme of the questions will be based on the theme of the podcast. We'll have a brief chat before I hit the 'record' button and then we'll talk as if it was a radio interview. I'll then stop the recording and we can talk for a bit more if you're able.

I prefer to do this in one take but if, for some reason something went significantly wrong, we can try again if you're able.

If you need to reschedule for some reason at the last minute, please call or text me to my cell phone number.

Tech Details for Recording

Audio Quality

Podcast listeners expect and deserve the best audio quality possible. Extensive audio editing is performed for every episode to try to meet and exceed that expectation.

1. For the best audio quality, please be in a smaller room to reduce echo and background interference, use headphones in order to hear us both clearly and the best microphone available. Below is the order of microphone preferences:

- An external mic is always the preferable, first option

- If you don't have an external mic, then a headset mic would be preferable. Here is a suggested option as a reference on Amazon.com www.amazon.com/dp/B000UXZQ42/?coliid=I1G44PYI9KGQO3&colid=2ISPJHV650ZHF&psc=0&ref_=lv_ov_lig_dp_it_im

- The final option would be to use the built in mic to a laptop or video cam but the audio quality is reduced significantly and requires a lot more audio editing. If you're using a built in computer mic, please sit very close to the mic.

2. A wired Internet connection will also improve the audio quality and reduce fluctuations in quality.

Publishing Schedule
Currently, new episodes are published on average, once a week with plans in the near future to be twice a week.

Media Kit

Episode Link

I'll provide the link to the interview once the audio has been edited and it's uploaded to the hosting platform for automatic distribution.

I currently post access to all the episodes on the website www.tomclairmont.com/podcast page as well as a promotional picture and introduction to the episode below it on the same page.

Future plans involve a separate website for the podcast with more ways for people to be engaged.

Host Bio/Pics/Logo

Thomas Clairmont is the CEO of NET Essentials Inc. and Podcast Host of Small Biz Startup Essentials. NET Essentials Inc. was formed in 2002 and has been helping small businesses or small business owners to launch and grow their businesses and how to be profitable with multiple income streams.

Initially starting as an IT products and services provider, the company expanded to include coaching for new Entrepreneurs that want to launch their business with a solid plan, increasing their chances of success and profitability.

Links to Images of Host
PNG Format
https://www.tomclairmont.com/wp-content/uploads/Tom_Clairmont_Podcast_Host_.png

JPG Format
https://www.tomclairmont.com/wp-content/uploads/Tom_Clairmont_Podcast_Host_.jpg

Links to Podcast Logo
 PNG Image
https://www.tomclairmont.com/wp-content/uploads/SBSE_Podcast_Logo_PNG-M.png

JPG Image
https://www.tomclairmont.com/wp-content/uploads/SBSE_Podcast_Logo_JPG-M.jpg

Podcast Creation Date
7/25/2020

Genre
Small Business

Distribution Links

Public Podcast Page Provided by RedCircle (Host)
https://redcircle.com/shows/small-biz-essentials

RSS Feed
https://feeds.redcircle.com/021fc527-3641-44b1-80dd-8865052c48f0

Stitcher
https://www.stitcher.com/show/small-biz-startup-essentials

Pandora
https://www.pandora.com/podcast/all-episodes/small-biz-startup-essentials/PC:56285

Apple Podcasts
https://podcasts.apple.com/us/podcast/small-biz-startup-essentials/id1545675371

TuneIn
https://tunein.com/podcasts/Business--Economics-Podcasts/Small-Biz-Startup-Essentials-p1392442/

Spotify
https://open.spotify.com/show/5SsppA4B4fxeu7Filv1ymw?si=P5x-_TLCRAyf8DajN0N9qA&nd=1

Google Podcasts
https://podcasts.google.com/feed/aHR0cHM6Ly9mZWVkcy5yZWRjaXJjbGUuY29tLzAyMWZjNTI3LTM2NDEtNDRiMS04MGRkLTg4NjUwNTJjNDhmMA?sa=X&ved=2ahUKEwiW6c6ouOztAhViGFkFHcDFAsYQ9sEGegQIARAC

Radio Public
https://radiopublic.com/small-biz-startup-essentials-WJVN0z

Player FM
https://player.fm/series/small-biz-startup-essentials