



THE
CORNERSTONE
GROUP



C² BIZ
GROWTH
IRON SHARPENS IRON

Partnership for Business Growth

A premium partnership proposal for companies seeking to connect with entrepreneurs and C-level decision-makers through authentic conversations about business growth.

**If your product or service targets
decision-makers, this is your audience.**

**Your Ideal Customer Listens To This Show.
C2 Biz Growth Reaches:**

Founders, CEOs, and revenue leaders

Growth-focused businesses across
services, construction, manufacturing,
and tech-enabled sectors



WHAT THIS PODCAST DELIVERS

Real conversations with operators, not theory

Practical growth, capital, and leadership insights

Trusted voice hosted by John Hale III

DISTRIBUTED ACROSS ALL LEADING PLATFORMS



PERFORMANCE SNAPSHOT



625,000+
total YouTube views



8,000+ YouTube
Subscribers



6,000+ social and
email audience



1,000+ audio
downloads



2 episodes
per month



8-10 short videos
per episode

More important than size: high-intent, business-focused listeners.

AUDIENCE FEEDBACK

"This resonates. Real growth often comes after challenges, not before. Appreciate you sharing Travis's story"

"Real leadership shows in how you handle disruption! Staying flexible makes all the difference! Appreciate this!"

"The interview with Eric Broyles was fantastic. Thanks for sharing this. What an impressive guy."

"Wow wow wow. I just love this sooo much about how important it is for founders to ensure that we spend our time scaling with the capital we have received. Thank you, sir, this is a great insight for real."

"These clips are gold for young folks. Keep posting!"

"What an incredible and insightful philosophy on building leaders and its relationship to sustainable business success!"

"Just heard your podcast interview with Nasir Qadree with Zeal. Great job - He's an awesome guy"

"Great podcast! I really appreciated Sophia's expertise and her recommendation that when adapting AI you need to focus equal attention, and perhaps a bit more attention, on the people adapting the AI not just the technology itself."

KEYWORDS AND PHRASES

COMMUNITY CAPITAL SCALING PURPOSE
STARTUP GROWTH INVESTMENT
MENTORSHIP ENTREPRENEURSHIP
INCLUSION
LEADERSHIP AI TECHNOLOGY FOUNDER
MENTAL HEALTH IMPACT INNOVATION DIVERSITY
RESILIENCE BUSINESS CULTURE EQUITY STRATEGY FAITH

WHY PARTNER WITH US



Direct access to
business decision-
makers



Integrated into
trusted conversations,
not ad slots



Multi-channel exposure
across video, social, and
email



Opportunities to
position your team as
thought leaders

CAPACITY BUILDING: BUSINESS GROWTH & SCALING PLATFORM

3 PILLARS

Borrower
Ready

Vertical
Growth Navigator

CEO
Value Builder

Each pillar runs a 1-day intensive, a monthly cohort, or a cohort of up to one year.

HOW WE DRIVE ROI

We focus on pipeline and revenue, not impressions.

We Track:

Partner-specific URLs and UTMs

Unique promo codes

CRM attribution (“Heard via C2 Biz Growth”)

Engagement to opportunity tracking

PARTNERSHIP OPTIONS OVERVIEW

Title Partner

- ✓ “Powered by [Partner]” branding
- ✓ Integrated segments + content collaboration
- ✓ Quarterly events and thought leadership
- ✓ Full ROI tracking

\$25,000 - \$30,000 per year

Premier Partner

- ✓ Pre-roll + mid-roll host-read ads
- ✓ Monthly featured segment
- ✓ Social + email amplification

\$12,000 - \$15,000 per year

Associate Partner

- ✓ Pre-roll mentions
- ✓ Show notes + link placement
- ✓ Social exposure

\$8,000 - \$10,000 per year

All packages customizable based on goals.

WHAT MAKES THIS DIFFERENT

Most podcasts sell impressions.

We build growth partnerships tied to revenue outcomes.

More qualified pipeline

Stronger brand authority with decision-makers

Measurable ROI from content

CONTACT US

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Let's explore a tailored partnership.

THANK YOU



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www.thecornerstonegroup.us/podcast



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