

# Mad House Podcast Brief

## 1. Podcast Overview

- **Name:** Mad House Podcast
- **Tagline:** Where creativity, business, and purpose collide.
- **Description:** The Mad House Podcast is a deep-dive, conversation-driven show exploring how creatives, entrepreneurs, and visionaries build sustainable careers and unconventional businesses. Each episode features bold thinkers, industry disruptors, and passionate creators who are breaking old systems and designing new ones—on their own terms.

## 2. Purpose of the Podcast

- **Goal:** To give listeners real, unfiltered insights into what it takes to make a creative career sustainable, build businesses outside of traditional models, and create meaningful work that lasts.
- **Audience:** Creatives, entrepreneurs, and independent thinkers who want to turn passion into a career, break free from outdated systems, and redefine what success looks like for them.

## 3. Format & Structure

- **Episode Length:** 30-45 minutes
- **Structure:** Each episode follows a Story-Strategy-Impact format:
  - **Story:** Where did you start? What moments shaped your journey?
  - **Strategy:** How are you making it work today? What have you figured out that others need to hear?
  - **Impact:** What comes next? How are you shaping the future of creative work and business?
- **Tone:** Casual, honest, and immersive—conversations that go beyond the surface and into real challenges, breakthroughs, and lessons learned.

## 4. Interview Flow

- **Interview Style:** Conversational and free-flowing but structured enough to keep the dialogue engaging.
- **Focus:** Guests are encouraged to share both personal stories and practical insights, keeping it real, raw, and valuable for listeners.

## 5. Sample Question List

**Your Story:** The Creative & Business Journey

1. What first pulled you into this world of creativity, entrepreneurship, or impact-driven work?
2. Was there a moment where you realized this was something you had to build, no matter what?
3. What challenges early on made you question everything, and how did you push through them?

## **Making It Work:** Lessons & Strategies

4. Let's talk about what you're building now. What does your work or business look like today?
5. What's one unconventional strategy or mindset shift that has made the biggest difference in your success?
6. How do you balance creativity, sustainability, and the realities of making money in this space?

## **The Bigger Picture:** Legacy & What's Next

7. What does the future of creative work, entrepreneurship, or business look like to you?
8. What's one thing you're working on right now that feels like the next big move?
9. If someone listening wanted to carve out their own path, what's the one piece of advice you would give them?

## 6. Benefits for Guests

- **Visibility:** Share your story and insights with an engaged audience of creatives and entrepreneurs.
- **High-Value Content:** We'll provide social-ready video clips so you can share key moments from the episode.
- **Authentic, Impactful Conversations:** No fluff, no generic interviews—this is a space for real dialogue that matters.

## 7. Recording Logistics

- **Recording Platform:** Zoom (video podcast format for social media content).
- **Scheduling:** Choose a recording slot that fits your schedule.
- **Preparation:** No scripted responses, just your story, your insights, and an honest conversation.

## 8. Next Steps to Join

If you're ready to be part of the conversation, let's make it happen. Reply to our last email if you have any questions or **click here** to pick a recording time. From there, we'll lock in the details and broadcast the revolution!