

# Suc·cess·ful(ish)

adj: living between successes



202I



2021

# OVERVIEW

Successful(ish):

Living comfortably uncomfortably between successes

**Successful(ish) is a podcast and lifestyle brand designed to redefine success and celebrate the failure-fun-filled process of figuring it out.**

Successful(ish) consists of two content categories across 7 areas in life. Conversations address success and failure at their core, as well as specific conversations to help listeners become more successful in areas like fun, money, work, relationships, health, culture, and their overall identity. Episodes air weekly, Mondays at noon, and are currently hosted in Anchor which publishes directly to successfulish.com and plays through Anchor, Spotify, iTunes, IHeartRadio, Breaker, Google, Overcast, PocketCasts, and RadioPublic.

In addition to the podcast itself, there are social media channels presently in Facebook and Instagram, as well as an online swag store hosted through Pritify and Shopify.

## PROFILE

For decades success has been defined as the attainment of fame and affluence. But are those truly the only metrics that can make us successful?

Successful(ish) is a podcast that seeks to redefine success and consider all areas of life that require balance and attention- not just money and fame. We dive into the rooted beliefs behind success and failure and how those propel us forward or hold us back, and we talk to experts around the world about how we can become a little more successful every day.

We believe success is an attitude, not a destination, and that as long as we keep moving forward, we're just one step closer to figuring it out. Which is ultimately success. Successful(ish) is about living between successes. Having some things accomplished behind us, some unfulfilled ahead of us, and living comfortably uncomfortably inbetween.

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# MISSION

*Our mission is to redefine success and enjoy the failure-fun-filled process of figuring it out.*

Successful(ish) is about questioning success metrics and celebrating the successes that we experience every day. It is about reframing failure as a fun opportunity to figure something out. We exist to challenge, inspire, educate, motivate, and create success in the world.

## Contact

successfulish.com  
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@embraceheish

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# BRAND VALUES

01

Redefining Success so that we live a wholly successful life

02

Celebrating Failure and learning to enjoy the process of figuring it out. Fail big = win big.

03

Own your identity and be the best you.

04

Understand and appreciate your culture, while understanding and appreciating it's not the only one.

05

Prioritize your health-physically, emotionally, mentally, spiritually, sexually, financially, and in all aspects create a whole, healthy you.

06

Curate healthy and successful relationships. Bring your best self to the party.

07

Do your best to thrive in work that you love. Know that work isn't everything.

08

Money is awesome, but not everything. Strive for abundance, knowing abundance flows outside of the bank.

09

Is it really success if you don't enjoy it? Prioritize fun, try new things, and make your life yours. You have permission to play.

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# MESSAGING THEMES

01 Redefining  
Success

02 Celebrating  
Failure

03 Identity

04 Culture

05 Health

06 Relationships

07 Work

08 Money

09 Fun

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# POSTING.SCHEDULE

Facebook and Instagram are updated weekly. Once a week, a single recap post is pushed through Sarah Michelle FB/Insta/LI. Stories are updated regularly with quotes, sound clips, and audience engagement.

*Sunday*

Meet our next guest-  
promo post  
Define success, (ish), photo

*Monday*

New episode! -  
promo post  
Video Sound Clip

*Tuesday*

Did you catch yesterday? -  
promo post  
Quote

*Wednesday*

#WednesdayWins  
Win from guest,  
ask for audience wins

*Thursday*

#ThursdayThoughts  
Success Quote

*Saturday*

Catch up!  
promo post  
Quote, photo

## FRIDAY

#FigureItOutFriday How did our guest fail? Encourage audience to figure it out and celebrate failure

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# BRAND STORY

## **You kind of already are successful... (ish).**

**Successful(ish) came from founder/host Sarah Michelle's personal experience of struggling to redefine success and enjoy the process of figuring it out. The podcast concept was birthed in 2018 from Sarah's story. A work-centered podcast was created in 2019 before the concept expanded. Content was re-shot and the podcast launched officially in October 2020**

Sarah grew up in a critical deity-driven environment. Success was defined traditionally as fame and affluence, but also in moral perfection as defined by evangelical culture and societal norms. This created a root belief that success was equal to perfection, and anything less was failure.

In 2016, Sarah left corporate culture to start her own business. What began as a fun hobby, quickly needed to shift to a profitable business when she found herself unexpectedly single and broke. As she worked to pick up the pieces of a failed marriage, cancelled adoption, spiritual crisis and a giant pile of broken dreams, she felt as though she was treading water and struggling to survive. She was trying to grow a business to sustain a full salary without any support or resources, and as she wrestled through all the learning curves, she felt like a failure. She was making \$500/mo with one client, commuting an hour each day to work part time at a gym for minimum wage, sleeping on a cot in an elderly couples office, and she was alone without the support of her former faith-community. She was intimidated by other business owners who seemed to have it all figured out, and had a very negative mindset, comparing her beginnings to others' much more successful middles.

When someone noted how successful she was- based on her time freedom, the brand she had created, the media publicity she had recently received, and the huge steps she was taking to grow a business, Sarah realized she was kind of successful(ish). She realized she was putting a lot of pressure on herself based on the accepted definition that success was fame and affluence, and other passed-down metrics.

As she embraced this idea of being successful(ish) and enjoying the process of figuring it out, she began to enjoy the journey of building her business. And the fame and affluence followed naturally. She began to focus on other aspects of success such taking care of her physical, mental, and spiritual health with fitness and therapy, and curating healthier relationships. As she became a more successful Sarah, her business became more successful as well.

In 2018, Sarah decided to create a podcast to inspire other business owners. She found it impossible to speak about business success without addressing other areas of life, so the podcast expanded into the 7 life categories that currently exist. The podcast launched officially in October 2020.

## Global Goals

# BRAND PERSONALITY

- Raw
- Real
- Candid
- No Bullshit
- Fun
- Diverse
- Educational
- Inspiring
- Challenging
- Curious
- Conversational
- Ambitious
- Motivated
- Balanced
- Wholistic
- Not shy
- Vulnerable
- Willing to discuss hard things
- Learning is fun
- Counter-Cultural
- Helpful
- Resourceful
- Comfortable with controversy
- Well rounded perspective
- Bright
- Collegiate
- Invitational
- Inclusive
- High Standards
- Grace
- Accountability
- Casual
- No hierarchies
- Humorous
- Ok with mistakes
- Tenacious





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# BRAND POSITIONING

## The podcast for people who want to be successful, but also enjoy the process

Successful(ish) isn't about half-assing, or settling for (ish). It's about embracing the (ish). It's about knowing that there will always be new things to figure out. It's about changing our view of success from a destination, to an attitude. It's about living comfortably uncomfortably between successes, and stacking new successes every day. It's about knowing that even when we pick up a few failures, we are still successful.

1

### **COMMITTED TO REDEFINING SUCCESS**

If you aren't enjoying your success, is it really success? Evaluate your success metrics, and determine for yourself what success really looks like.

2

### **MORE SUCCESSFUL EVERY DAY**

Education and tangible tips on becoming more successful in all necessary areas in life.

3

### **CELEBRATING ALL STEPS TO SUCCESS- INCLUDING FAILURE**

Guests range in fame, affluence, and notoriety. Normalizing that success is not contingent on traditional metrics.

4

### **THE GO-TO FOR SUCCESS**

Successful(ish) is the go-to resource to learn how to be more successful. It is the 'Masterclass' of the Podcast world.

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# AUDIENCE

**There is a world of success stories waiting for permission to share.**



The Successful(ish) audience is diverse in demographics. They skew slightly higher female, though that is likely because of Sarah's social circles. The ages range from early 30s to late 50s. Other data is not available at this time.



## 1 SUCCESSFUL(ISH) EXPERTS

The primary listeners are the guests who share their expertise. This audience loves to learn as much as they love to teach. They are curious, conversational, and eager to hear from other successes.



## 2 GUEST NETWORKS

The secondary audience is the audience that already follows our guests. They love their role model, and seeing that their role model engaged with Successful(ish) gives them now another platform to add to their own growth library.

## PSYCHOGRAPHICS

The primary Successful(ish) audience understands what it means to live between successes. This message resonates with them as they know that their failures have made them the success stories that they are. They believe in trying, and experimenting, and figuring things out. They understand that success starts with a successful self, and they believe in the balance of living a well-rounded life. They devour personal and professional development, and love conversing with peers who 'get them.'

The secondary Successful(ish) audience also devours personal and professional development from the spectator seats. They love learning new things, they are open to considering new perspectives, and while they know on some level that success and failure go together, they are dependent on that reminder while they work to believe it fully for themselves. They learn from watching the primary audience prove that failure and success can still make you a successful person.

# BRAND GOALS

The ultimate goal is that more people would begin to consciously think about what it means to be successful- and then live every day between those successes.

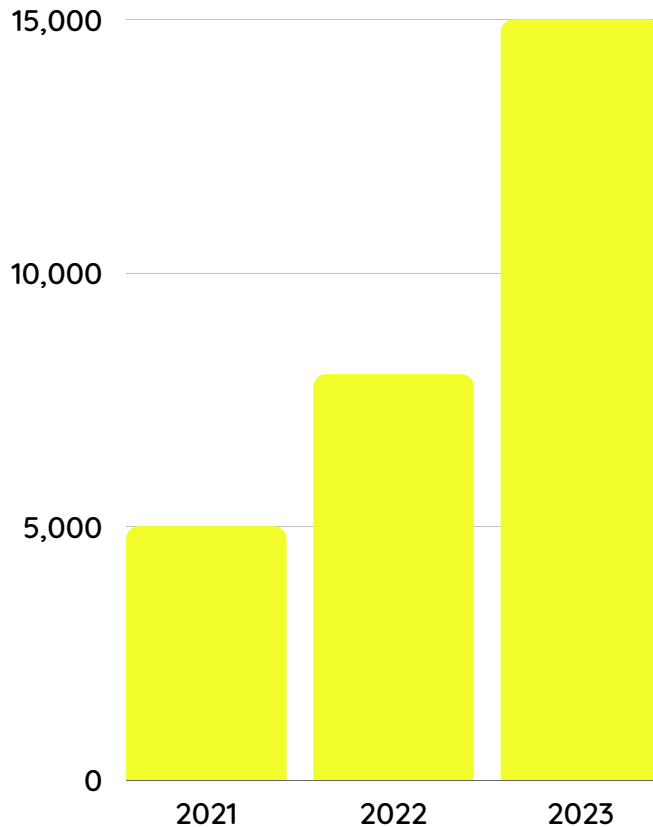
Because Successful(ish) is committed to the message that success is not measured in traditional metrics, we are committed to measuring success in the personal growth and enjoyment of our listeners. Numbers are a great gauge, but a small and deep network of committed listeners is far more successful than huge numbers of un-changed/impacted listeners.

Metric	Objective	Goals
Listeners	Engaged and in love-listeners who tune in every episode	<ul style="list-style-type: none"><li>• +10 week to week</li><li>• 100 consistent by 2022</li><li>• 1000 consistent by 2023</li></ul>
Purchases	Listeners who are excited to wear and share the heart of the brand messaging	<ul style="list-style-type: none"><li>• \$</li><li>• \$</li><li>• \$</li></ul>
Engagement	Listeners comment and dialogue on each episode	<ul style="list-style-type: none"><li>• 5-10 engagers 2021</li><li>• 20-50 engagers 2022</li><li>• 1000+ engagers 2023</li></ul>

There are multiple ways to make revenue in podcasting, including sponsorships, and the swag store. The primary objective is brand awareness. The overall goal is to increase the listener base, and with that, listener engagement. The vision is for Successful(ish) to become a household name, where regardless of podcast, the brand is represented. The core focus is on quality content, and increased listener base.

## Slow and Steady

Winning listeners one great conversation at a time.



2021 should be focused on engaging as many loyal listeners as possible, and securing quality guests. By creating listener buy-in, listeners and guests will do all of the marketing and sharing voluntarily. With a slow and steady growth, Successful(ish) can eventually become the go-to podcast in success education and inspiration- the Masterclass of podcasts.

**5k**

**Listeners by the end of  
2021**

**15k**

**Listeners by the end of  
2023**

**Quantity is great, but quality is better. We strive for 100% listener satisfaction.**

Listeners are consistently served inspiring and educational content that compels them to never miss a conversation, and inspires them to want to be on this podcast as a guest.

**100%**

## Global Goals

# VISUAL IDENTITY

The visual style of success uses highlighters and type to look like taking notes in school. The brand is all about learning, and becoming more successful each day. Highlights are bright and messy, fonts are typed and bold. Guest photos are professional quality and are paired with quotes to support their success.

#F6FF24

#F93E87

#65E724

#2DB1FF

#FF9D0F

#D3I4EB

## Season3

Scott Miller / Liza Lomax / Debbie Brosnan / Hana Dunham  
Sarah Michelle / Raylene Taskoski / Dr. Tina Schermer Sellers / Carmen Rosas  
Shalmal Rivera / Jo Luehmann / Nicole Giansanti / Angela Nummy



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Celebrate  
Failure

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"That act of  
getting dressed,  
really does set  
the tone for what  
you're doing in  
your life."

*Shirley Zaccheo*



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# MARKETING MIX

- Website
  - Website that shares the heart of the show, bios, media kit, podcast episodes, guest app, and swag store
- Swag Store
  - Branded swag related to show and brand
- Social Media
  - Instagram, Facebook, Research LinkedIn
  - Consider sponsored ads- research audience
- PR
  - Sarah speaking about Successful(ish)
- Conferences
  - Host a Successful(ish) conference with categorized breakout sessions, and speakers in each
- MasterMinds
  - Consider categorized masterminds for people wanting to be more successful
- Book
  - Publish a book about Successful(ish)
- Documentary
  - Consider a documentary about redefining success

**Create scaling strategy to shift  
from podcast to lifestyle brand.**