



LEARNING
COMMUNITY
INSPIRATION
EXPLORATION

LEARN
EXPERIENCE
ENGAGE
TRANSFORM

Force & Friction Podcast Showbook

Your go to show for SaaS & Tech founders origin stories, GTM and RevOps discussions.

forceandfrictionpodcast.com



Welcome To The Force & Friction Podcast.

Our mission is to provide our listeners with inspiring SaaS and Tech founders origin stories, sharing journeys, the latest insights and trends, and we couldn't do it without the help of brilliant guest contributors like you.

With your experience and expertise, we can empower our audience with the knowledge they need to succeed in the world of SaaS tech and GTM RevOps.

Our Podcast Is Not Just A Resource For Information It's A Platform For Inspiration And Education.

We are passionate about cultivating a community of like-minded professionals who are committed to driving growth and innovation in their organizations. And we believe that your unique perspective can help us achieve that goal.

As a guest contributor on our show, you will have the opportunity to share you origin story, and real-world, insights, and real-world experiences with our audience. Whether you are an industry expert, a thought leader, or a practitioner in the RevOps field, we want to hear from you.

We are committed to providing a supportive and engaging platform where you can showcase your expertise, network with other professionals in our community, and inspire the next generation of RevOps leaders.

So Why Should You Consider Being A Guest On The Force And Friction Podcast?

Well, apart from the obvious benefits of raising your personal and professional profile, contributing to the growth of the GTM RevOps Force and Friction Pathfinders and pioneers Podcast community, and reaching a wider audience, you'll also have a lot of fun!

Our team is passionate about creating a positive, engaging, and collaborative environment for our guests. We want you to feel comfortable and confident sharing your insights, and we'll work with you to make sure the interview is a success.

In summary, the Force and Friction Podcast is the perfect platform for you to showcase your expertise, connect with like-minded professionals, and make a difference in the world of SaaS Tech founders who have experienced the power of successful GTM and RevOps strategies. We're excited to work with you, and we can't wait to learn more about your journey.

Read the showbook and we hope to see your guest booking come through soon.

The Show Format

Get ready for an action-packed show! The Force & Friction Pathfinder & Pioneers podcast format is all about capturing your origin story, what's worked, the challenges, the pains, the pivotal turning points and successes, also we will ask you to look into the crystal ball of the future with your predictions.

We know your time is valuable, so we've designed our show to be fast-paced and engaging, with each episode lasting around 30 minutes depending on the complexity of your origin story and experiences in GTM and RevOps, if you can allocate 45-60 minutes total on your calendar.

We've crafted the show to deliver an unforgettable experience through dynamic show segments, each is carefully designed to keep our listeners engaged and entertained, while also providing valuable insights and information on the latest trends and developments in the RevOps arena.

1: Show Opening & Guest Introduction

Show opener with application / organization intro and welcome to the show with social and web plug.

2: The Origin Story

What was the pivotal moment that led you to start [App Name], and how did you turn that initial spark into the innovative solution it is today?

3: Overcoming the Odds

Share a critical challenge or turning point your company faced, and what strategies or innovations helped you overcome it.

4: Mastering the GTM and or RevOps Approach

Share your GTM / Revenue Operations approach the highs and lows and what strategy is currently working for you right now.

5: Vision of the Future

With the rapid evolution of technology including Ai, where do you see your industry heading in the next few years, and how is [Your App Name] preparing to lead or adapt to these changes?

Your Contribution & Expertise

When you book on through the online form, we'll ask you to share your bios (you can take it from your LinkedIn or blog bio) and share your origin story in one sentence. (i.e. from \$25 pw motor mechanic to serial entrepreneur and an IPO in 10 years). In the show itself we will chat around this to help our audience understand your journey (highs and lows).

- 1. Introduction:** Here, we'll give you the opportunity to introduce your topic idea to our listeners. This is your chance to set the stage and get our audience excited about what's to come.
- 2. Transparency:** Share your highs and lows, whats worked and whats not, what clicked to get your application / idea to its current stage. Include any pro tips for our listeners who many will be developing their own applications.
- 3. Conclusion:** Finally, we'll wrap up the discussion by asking you to predict the future, and how you are adapting with Ai to face this with confidence. We'll give you the chance to share any final thoughts or recommendations with our audience, and provide a clear call-to-action for anyone who wants to learn more about the topic.

By breaking the discussion down into these three sections, we can ensure that our listeners get a well-rounded and comprehensive understanding of your journey, and receive key insights from people who have walked more than a mile in their shoes.

We're committed to providing a platform that allows our guests to share their expertise and insights in a structured, engaging, and effective way, and we're excited to have you join us on the show!



[Check Out The Show Here](#)

Tailoring Your Content Topic

When selecting any specialist GTM RevOps strategies, it's important to keep in mind our audience's unique demographics.

Consider the following:

As a guest contributor on the Force & Friction Pathfinders & Pioneers Podcast, it's important to tailor your content to our diverse audience. Our listeners can be broken down into four main categories, each with their unique interests and demands

1: Sectors

In addition to our diverse audience segments, we attract listeners from a wide range of markets. However, we specialize in serving organizations in the SaaS, Tech sectors primarily.

Our listeners in these sectors are often looking for specific insights and strategies that can help them navigate the unique challenges of these sectors.

- **For SaaS companies**, we understand the importance of application development, user retention, and the critical role that GTM RevOps can play in driving growth and success. Our listeners in the SaaS sector are looking for innovative and practical strategies that can help them build sustainable revenue streams and scale their businesses
- **In the Tech sector**, we understand the fast-paced and competitive nature of the industry, and the need for companies to stay ahead of the curve with the latest technologies and trends. Our listeners in this sector are looking for insights on how to leverage RevOps to create efficiencies and streamline processes in order to keep pace with rapid innovation

By specializing in these sectors, we can provide a more tailored and focused approach to our content in the podcast, and ensure that our guest contributors are sharing insights that are directly relevant to the needs and interests of our listeners.

2: Founders and Start Up to Growth C Suites

From early stage founders, pre seed through to management teams raising funds.

This audience could be venture capital-backed firms or bootstrapped businesses looking to secure their first round of funding.

They have a thirst for ideas and tend to be more strategic in their demands for content but still crave the real life tactical quick wins.

To appeal to this audience, it's essential to focus on big-picture concepts and strategies that can help them achieve their long-term goals while satisfying some instant gratifications to leave the show with.

3. RevOps Professionals

This audience consists of corporate/enterprise professionals who are looking to learn more and committed to improving their personal development around the subject of RevOps.

4: Venture Capitalists / Portfolio Managers

These professionals are looking for the latest information around GTM RevOps and need data to cross-reference against their portfolios.

A smaller percentage of their portfolio may be doing great and ahead of forecast, while the majority may be stretching to achieve forecast or on track with a degree of variance which is acceptable, and others may be on the verge of failure.

To appeal to this audience, it's essential to provide strategic insights and statistics that underpin their confidence in suggesting GTM RevOps and the show to their portfolio.

Educational Format

We value your expertise and are excited to have you contribute to the Force & Friction Pathfinders & Pioneers Podcast. Our primary goal is to provide Pathfinders & Pioneers that will help them grow and succeed in the world of RevOps.

As such, we ask that your contribution be focused on your origin story with real life examples and not just sales promotions. However, we will provide promotional plugs to your website and promote any offers or book launches to allow listeners to learn more if they engage with your topic both in the interview and on the production podcast channels and blogs with backlinks.

We're committed to providing a platform that allows our guests to showcase their expertise and share their insights with our listeners.

We believe that your contribution will be a valuable addition to our show, and we're excited to work with you to create an engaging and informative discussion that our audience will love.

Thank you for your commitment to excellence in the field of GTM RevOps, and the rewarding world of being a pathfinder pioneer. We can't wait to hear what you have to share with our listeners!

#RevOpsLife

Publication & Distribution

As a guest contributor on the Force & Friction Pathfinder & Pioneers Podcast, we're excited to work with you to create an engaging and informative discussion for our audience.

Our podcast operates 14 shows per season, and each show will be heavily promoted to build awareness and provide value to our listeners.

To reach the widest possible audience, we will distribute the podcast through all major social media, podcast distribution channels, including Apple Podcast, Spotify, and Amazon Audible. We'll also repurpose the content through the ForceandFrictionPodcast.com Blog and YouTube channel, providing additional opportunities to share your insights and expertise with the world.



Your Promotional Assets

As a guest contributor, you will also receive a copy of the produced audio and video podcast. This will allow you to promote the podcast to your audience and share your insights and expertise with your followers and fans. We would also appreciate adding a back link to your personalised podcast page on your own site and we will reciprocate linking back to your website.

Show Rating

As a guest contributor on the Force & Friction Pathfinder & Pioneer Podcast, we ask that you adhere to our clean rating for all major podcast distribution channels.

Please refrain from using profanities throughout the recording, as this can impact our ability to distribute the content to the widest possible audience.

Recording

As a guest contributor on the Force & Friction Pathfinder & Pioneer Podcast, we record on zoom and use multiple cameras recording your appearance on the show.

We use a multi-camera video setup to support the audio.

To ensure that the recording goes smoothly, please ensure that you have a webcam to support your audio when recording remotely.

Meet Your Host, Jamie



Jamie is Agency Lead at 6teen30's Global HubSpot RevOps Agency. With over 9 years of experience in the digital space, Jamie specializes in delivering RevOps to help SaaS tech and B2B Service Organizations scale their businesses.

Having worked with over 100 companies across 20+ different niches and developed expertise in HubSpot, RevOps, Growth Driven Design, Databox Analytics, Project Management, and Client Relationships.

Outside of work I enjoy supporting Everton Football Club, listening to music, traveling, and building my Property Portfolio.

Meet Your Co-Host, Aaron



Aaron is a digital expert specializing in RevOps, helping businesses grow faster. He leads the Production Team at 6teen30's Global HubSpot RevOps Agency, delivering Inbound RevOps for clients in various industries. He's proficient in HubSpot, Marketing Automation, Sales Enablement, Graphic Design, and Growth Driven Design.

He contributes to the Force & Friction Podcast and 6teen30's weekly content. In his free time, he enjoys supporting sports and music.

Meet Your Co-Host, Mike



Mike is Fort Myer Florida based, digital entrepreneur, strategist, and public speaker. As 6teen30's CEO, Mike leads the U.S. expansion and investment arm, using his VC expertise to foster high-growth strategies. With numerous six & seven-figure exits, millions \$ in raised venture capital, and 65+ franchised businesses, Mike's career span almost 30 years.

Learning from a \$20 million loss during the 2012 financial crisis, Mike now helps growth-focused entrepreneurs scale up using GTM & RevOps, with clients achieving 300%+ growth and winning national awards. Dedicated to giving back, Mike mentors for Doncaster 100 and HSBC's Young Enterprise, while supporting charities like NSPCC. Off-duty, he enjoys Everton FC, baseball, and drag racing.

Contributor Talent Release Agreement

Before booking on the show, we ask that you review the talent release statement below. While there is nothing to sign, your attendance and subsequent participation will constitute your approval and consent to these terms.

I, hereby grant permission to 6teen30, producers of the Force & Friction Podcast to use my name, voice, photograph, likeness, and biographical information in connection with the production, distribution, and promotion of the podcast.

I understand that my appearance on the podcast may be edited, modified, or distributed by 6teen30 in any format or media now known or hereafter developed. I acknowledge that I have no expectation of compensation for my appearance.

I agree to indemnify and hold harmless 6teen30 from any claims, damages, or liabilities arising out of or in connection with my appearance on the podcast.

This agreement constitutes the entire agreement between 6teen30 and me and shall be governed by the laws of England and Wales.

I have read and understand the terms and conditions of this agreement, my attendance and completion of the interview is my acceptance to these terms and conditions.

How To Book On The Show

Booking on the show is simple and easy. Just click the button below and follow the prompts to schedule your appearance. Once you've booked on, we'll encourage you to watch a short video from us before attending the show.

[Book On The Show Here](#)

If you haven't had a chance to check out the Force & Friction Pathfinder & Pioneers Podcast yet, we encourage you to do so. The podcast is available to download on all major channels, including Apple Podcast, Spotify, Amazon Audible and more.

Just click the button below to get started.

[Check Out The Show Here](#)

The logo for 6teen30 Digital. The word "6teen30" is written in a lowercase, sans-serif font. The "6" is a stylized number with a horizontal bar that extends to the left. Below "6teen30", the word "DIGITAL" is written in a smaller, uppercase, sans-serif font with wide letter spacing.

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