As part of Amazon’s ongoing investments for small business growth through free education, resources and tools, the Small Business Empowerment team is producing *This Is Small Business*, a podcast that unpacks a pivotal business decision in a small business owner’s journey to success. Rather than simply offering listeners a bird’s-eye view of the small business journey, *This Is Small Business* zeros-in on one big decision and breaks it down into tangible, actionable takeaways, wrapped in an inspirational small business story! Each episode will also feature various industry experts who will offer best practice advice, trend analysis, and a different point of view.

**OUR SHOW**

**WHY AMAZON?**

More than half of all the products purchased by customers on Amazon are sold by independent businesses, almost all of whom are small and medium-sized businesses. We want to celebrate small and continue to invest in the success of entrepreneurs, artisans, and small businesses by educating, inspiring, and building a sense of community through telling their stories.
LISTEN IF YOU WANT TO:

START A BUSINESS.
Episode topics will range from starting your business, to building, and scaling. Entrepreneurs who are at the start of their small business journey will be able to learn alongside more seasoned entrepreneurs who are preparing to or who have already taken their business to the next level.

LEARN FROM EXPERTS.
Listeners will get a complete picture of each episode topic. Our host will look to industry experts for trend analysis, life lessons, and a unique point of view.

HEAR INSPIRING TRUE STORIES.
We know that people remember the stories they hear. That’s why we are going straight to the source and asking small business owners themselves to speak about their pivotal moments and lessons learned.

GROW YOUR SMALL BUSINESS.
From starting, to building, to scaling. Listeners will follow different journeys as small business owners are learning how to scale up. Growing a small business can be less overwhelming when connecting to others going through similar challenges.

LISTEN TO OUR TRAILER.
WE LAUNCH JUNE 14, 2022!
OUR HIGHLIGHTS

PODCAST STATISTICS AS OF AUGUST 15, 2022

- 40,824 total downloads
- 6,650+ average downloads per episode
- Best Performing Episode: Shannon Goes All in on Mental Health 10,137 downloads
- 14 Reviews of 5 stars
- Over 150+ Countries Listening

Gender of Listeners
- 59% Female
- 39% Male
- 2% Non-binary

Ages of Listeners
- 3% 18-22
- 47% 28-34
- 13% 45-59
- 10% 23-27
- 26% 35-44
- 1% 60-150

Geography of Listeners
- 70% USA
- 20% Canada
- 10% International

REVIEWS

Refreshing and Insightful
I enjoy the small business stories and the expert advice and tips it provides, as a small business owner myself. It sparks some questions and answers I didn’t even know I needed. Easy to listen to and easy to follow. It’s a great podcast for business owners in all stages, highly recommended. It will not disappoint!!!

Andzensie via Apple Podcasts · USA

5 Stars!
As an aspiring business owner, I find this podcast so inspiring and motivating. Many of questions asked by the host, Andrea, are key to get the most insightful and essential tips to have a successful small business.

Hands and heart via Apple Podcasts · USA

Inspiring story!
Amazing to hear about Max’s success, at such a young age! Inspiration for any small business owner, or anyone with a great idea, regardless of their age.

Bestjobever23 via Apple Podcasts · Great Britain
“I’m learning is that it takes a lot more work than I imagined. You have to truly believe and be passionate about your business. I think small business owners and aspiring entrepreneurs will relate to these stories because, even though they’re all different, all business owners are trying to figure it out along the way and learning that they don’t have to be an island and that they can ask for help.”

Andrea Marquez is a Mexican-American Millennial, Host and Producer of This Is Small Business at Amazon. Andrea is also the creator and former host of LatinEQUIS, a bilingual podcast seeking to motivate audiences to get involved with the Latinx community. Previously, Andrea worked at various marketing and broadcasting agencies where she drove societal impact by infusing cultural intelligence into long-term strategies for large brands. Andrea holds an M.A. in Journalism and Legal Studies from Harvard University and a B.A. from Columbia University. During her free time, she volunteers as a Child Advocate for displaced children at the Texas-Mexico border, is a National Board Member of a couple of nonprofits, enjoys reading, building Legos, spending time with her two Cavalier King Charles Spaniels and of course... listening to podcasts.

Find Andrea online on Instagram and LinkedIn!
OUR FIRST GUESTS

EPISODE ONE: MAX SCALES HIS SIDE HUSTLE

SMALL BUSINESS OWNER: MAX ASH
Max is a young entrepreneur with dyslexia who created a slam-dunk mug design at just eight years old. He is now Chief Creator of MAX’IS Creations, the profitable family business he runs with his parents and older brother, with over 170K units sold and over 70K dollars in philanthropic contributions to dyslexia-related charities.

EXPERT GUEST: VERN HARNISH
CEO OF SCALING UP
Verne Harnish is founder of the world-renowned Entrepreneurs’ Organization (EO), with over 16,000 members worldwide, and chaired for fifteen years EO’s premiere CEO program held at MIT, a program in which he still teaches today. He is also founder and CEO of Scaling Up, a global executive education and coaching company with over 200 partners on six continents.
OUR FIRST GUESTS

EPISODE TWO: EVA JANE STANDS OUT IN THE CROWD

SMALL BUSINESS OWNER: EVA JANE BUNKLEY
Eva Jane Bunkley is an Atlanta-based two-time Emmy Award Winning Makeup Artist and the inventor of “The Makeup Bullet® - HiDef Cosmetic Finger Sponge.” She currently holds 2 patents & 3 trademarks within the beauty space. As a self-described on-the-go solo-lifestyle-preneur, her product line is accommodating and contains beauty innovations that are quick and convenient.

EXPERT GUEST: CHELSEA WHITTINGTON
FOUNDER AND CEO OF C WHITT PR
A 25-plus year PR professional and professor, Chelsea Whittington is the owner of C WHITT PR. She has dedicated her career to building brands for small businesses, organizations and individuals through media relations, social media strategy, email marketing and grassroots communications.
OUR FIRST GUESTS

EPISODE THREE: SHANNON INVESTS IN MENTAL HEALTH

SMALL BUSINESS OWNER: SHANNON GOLDBERG

After having accrued nearly two decades of dedicated beauty experience in marketing, innovation and product development, Shannon Goldberg founded Izzy with the goal of creating a zero-waste beauty brand that would contribute to a brighter future for her daughter, Emm. In the process, Shannon created a brand that transcends waste reduction by eliminating waste altogether. In addition to not using any outer packaging, Izzy challenges traditional notions about supply chains, product development and marketing by having the smallest carbon footprint of any beauty brand in the world.

EXPERT GUEST: SHEILA LORD

FOUNDER OF BMR HEALTH AND WELLBEING

When it comes to mental health in the workplace, Sheila, by her own admission, has learned from her mistakes. She saw first-hand how businesses and organizations weren't taking mental health seriously and what a detrimental impact that was having on industry as a whole. In an effort to tackle this head-on, Sheila started BMR and today the company leads the way in mental health support programs, all of which have a definitive return on investment.
OUR LAUNCH

LAUNCH DATE: JUNE 14, 2022
RELEASE SCHEDULE: BI-MONTHLY ON TUESDAYS
FOR PR AND MEDIA INQUIRIES: ThisIsSmallBusiness@amazon.com

OUR CHANNELS

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