



ABOUT THE PODCAST
MEET THE HOSTS
AUDIENCE & DEMOGRAPHICS
BE OUR GUEST
GET IN TOUCH



THE PODCAST

Motherhood & caring for others is a profoundly life-changing role. It can make you laugh, it can make you cry, it is almost always a little messy and most definitely is never boring. Although it can be joyful, it can sometimes be overwhelming, heartbreaking, guilt-ridden and isolating.

The Let's Talk team at IMC is here to change that. You are not alone. Join us on our journey to shift the narratives around what it means to embrace "Motherhood".

We'll explore some of the following topics through candid personal stories and professional guest speakers:

- Isolation & Loneliness
- Self-care and Mental Health
- Letting go of shame & guilt
- Parenting wins, struggles & strategies
- Life Balance
- Finding purpose and meaningful identity
- Re-connection post Covid19
- and so much more...

MEET THE HOSTS



JENN FARRELL

Mom of three fantastic teenage boys, a foodie, wine devotee, creative, outdoors enthusiast, wanderlust & West-coaster at heart. She is a web & graphic designer specializing in digital marketing, search engine optimization and copywriting.



ALEXIS VERDICCHIO

With over a decade of experience in management, human relations and event planning, Alexis brings a specialized skill set in program logistics and a talent for bringing people together. She enjoys nature, hiking, and events. She and her husband are parents of two young adults and one fur baby.



JENNIFER TOMPSON

Jennifer Tompson is Mom to a young daughter and is a driven entrepreneur with a dynamic professional background showcasing over 15 years of experience in strategic business development, creative communication and strong leadership.

AUDIENCE & DEMOGRAPHICS

Our primary audience is Mothers, whether they are soon to be, brandnew, experienced or have embody the spirit of motherhood as a caregiver to their chosen tribe.

AGE & GENDER

Women and Men
Age 30-55+

OCCUPATION

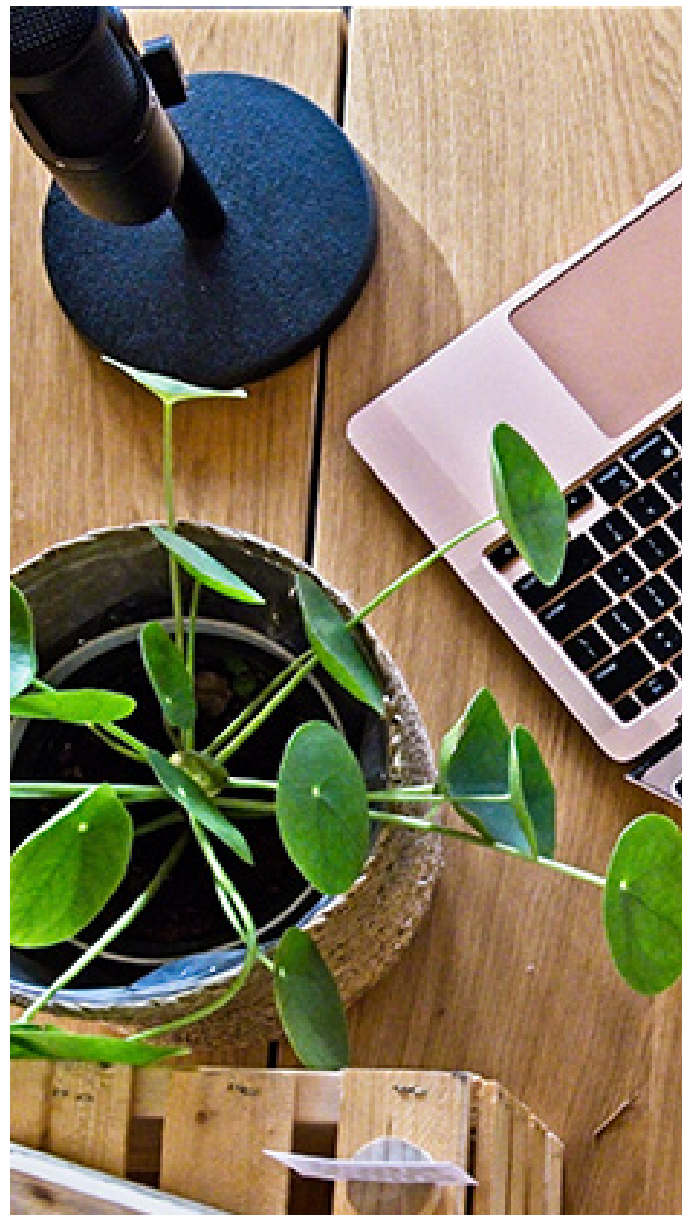
Household CEO,
Entrepreneur, Freelancer,
Student, Artist and/or
Professional.

FAMILY LIFE CYCLE

Mothers, Fathers,
Grandparents, Aunts, Uncles,
God-parents, friends and
support Allies.

MARKET(S)

1. BC Lower Mainland
2. British Columbia
3. Canada & USA



BE OUR GUEST

1. TIME COMMITMENT

We'll need 90 minutes of your time to ramp up, record the necessary content, and ramp down. An outline of questions will be agreed upon prior to recording. During the interview, our hosts will guide you through an informative and personable conversation. From this material, we'll create our edited show and cross-promotional assets for you and your team to use accross your own networks.

2. INTERVIEW METHOD

We can record either in person or via online conferencing tool, which means you can join us from anywhere in the world!

3. PROMOTIONAL ASSETS

At least a week prior to airing, we'll prepare and deliver via email the following custom assets pulled from your episode:

- A landing page and unique URL for your personal episode
- A socialkit with links to make sharing easy via Facebook, Twitter, LinkedIn, and Instagram

Please Note: We only accept guest speakers and sponsorships from companies and individuals that align with our Ignited Mothers Coalition mandate to create a safe, open and supportive community.

GET IN TOUCH

Instagram :
@ignitedmotherscoalition

Facebook :
@ignitedmotherscoalition

Twitter :
@IgnitedMothers



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