



## Austin Small Biz Operations & Gorilla Finance Group

### Boosting Your Brand & Sales Through Podcasting

Podcasts are a booming business. From business gurus to comedians, podcasts have become a favorite marketing and communication tool for millions worldwide. Actually the number of podcast fans has crossed the billion mark. Last July, Apple announced they reached their one billionth podcast subscriber on iTunes. From business to philosophy and everything in between, there are podcast topics available for all types of interests—and customers. Business owners and marketers have discovered that podcasts are an intimate, effective and affordable way to reach their customers to boost brand loyalty and sales.

Join us as we explore what it takes to create a podcast. This month our guest Thomas Umstatt, a local business owner and podcaster will share with us his secrets on how to create a successful podcast series. He will coach us on to use this low-cost marketing tool to become a thought leader in your industry, to boost your brand's awareness and increase sales in the process.

#### Our guest speaker:



**Thomas Umstatt**  
first started podcasting in 2007.

In 2009 he started AuthorTechTips.com, a website to help authors use the web to promote their books. The site was twice featured in Writers Digest as one of the 101 most helpful websites for authors. AuthorTechTips.com is now [AuthorMedia.com](http://AuthorMedia.com), a resource for authors timid about technology.

He now co-hosts the podcast "[Novel Marketing](#)" with bestselling author James L. Rubart.

Thomas currently serves as the CEO of Castle Media Group LLC. He sits on the board of directors for several nonprofits, including Texas Alliance for Life, and Hope Connections Pregnancy Resource Center. He is active in his church and in the Austin Rhetoric Club which he helped found in 2004.

If you know a business owner or author looking to grow their sales, please invite them to this free meeting and unique business education forum.

**Invite an entrepreneur and reserve your seats today.**

#### Meeting Information

**When:**  
Thursday, May 22, 2014

11:30 AM to 1:00 PM

**Where:**  
[Sherlock's Baker Street Pub](#)  
9012 Research Blvd,  
Austin TX 78758  
512-380-9443

Meeting room on the right

**RSVP:**  
To learn more about this event or RSVP for this **FREE** event go to the [Austin Small Business Gorilla Operations and Finance Jungle](#)

Join our Meetup to receive monthly presentation notices.

Each month, we bring business owners interesting and educational presentations by experts in the fields of accounting, law, sales and marketing. Free to join.

**Register today!**



\$400+ Million in Funding • 50+ years Finance Experience

512.990-8756

[www.bfs-usa.com](http://www.bfs-usa.com)

BFS-USA Group LLC d/b/a Business Finance Solutions  
Austin, Texas

Copyright 2014