



Featured On:

The Transformation Network™



Cultivating Change from the Inside Out



InflexionPoint Podcast is built on 4 pillars of cultivating change from the inside out: courage, conversation, relationship, and accountability.

Enter a brave space to ponder solving The Cairo Question: Will Cairo, born in March 2020, have to fight in his lifetime for the birthright to freely and peacefully exist in the skin in which he was born?

InflexionPoint Podcast engages in dialogue based on the premise that eradicating racism goes beyond laws and legislation or politics or economics. It's an inside job where personal transformation and accountability impact social change in multiple dimensions: individual, interpersonal, organizational, systemic, institutional, and structural. It's a place to get comfortable with deconstructing inner thoughts, ideas, and beliefs to examine what flows out into the world through words, actions, and behaviors. It's an opportunity to put our faith in creating an equitable and inclusive future.

Become a Sponsor of InflexionPoint Podcast!

InflexionPoint Podcast is a professionally produced show backed by the #1 Rated Positive Talk Network, The Transformation Network™. Live online **TV, Radio & Podcasts**.

Sponsoring is a win-win opportunity. Share your message and promote your work, while supporting a show that is transforming lives of listeners globally.





Anita D Russell, MEd

Transformational Life Coach | Author | Speaker | Podcaster

Anita is passionate about personal transformation and doing BIG things— building community, inspiring change, and giving back. She loves working with people she encounters in everyday life: women entrepreneurs, business professionals, and DEI experts and activists in particular.

She is the founder/CEO of The Place to SOAR, a social enterprise dedicated to creating brave space for authentic conversations about personal transformation, antiracism activation, and cultivating change through individuals and organizations. She is the creator/host of InflexionPoint Podcast.

Anita is an On Call Facilitator at the Center for Creative Leadership and believes in the idea of leadership as a social process. She serves as a board member for the OMA Pittsburgh Mind, Body, Spirit Center; and VP of Media Relations for the Edna B. McKenzie Pittsburgh Branch of Association for the Study of African American Life and History (ASALH).

She earned her master's degree in Educational Leadership from Capella University. She is a graduate of the Certified Life Coach Institute, a member of the John Maxwell Team of coaches, and a member of the International Coaching Federation. She is also a Certified Mental Health First Aid Instructor.





Gail Hunter

Holistic Psychotherapist | Energy Healer | Educator | Podcaster

Gail Hunter, LCSW, BCD, has been in private practice as a psychotherapist in the Pittsburgh, PA, area since 1979. She is a Reiki Master and a holistic practitioner certified in EMDR, Brainspotting, and other energy techniques.

Gail earned her Bachelor of Science in Child Development and a Master of Social Work from the University of Pittsburgh. After practicing in a family service agency, she was the Director of Counseling and taught a Behavioral Science Curriculum to Family Practice Residents at Shadyside Hospital. Teaching communication skills and developing a more holistic approach to evaluating their patients was crucial for these young physicians' professional growth.

In the last decade, Gail has acted on an early vision of an inner-city community wellness center that would provide holistic services for anyone regardless of their socioeconomic, cultural, or spiritual/religious background. Years later, that vision took the form of the 501c3 non-profit OMA Center for Mind, Body & Spirit, where Gail is President of the Board of Directors.

Gail believes that we all have the capacity to transform negative beliefs and fears, and to heal through being transparent, learning, and grounding ourselves in the Truth of who we are innately. OMA is committed to providing such transformation to a diverse population through a holistic approach that facilitates wellness of self, family, and community. This organization integrates a variety of therapeutic and educational modalities, including non-violent communication, meditation, coping skills, and anti-racism and trauma-informed training.



InflexionPoint Podcast: Sponsorship

The Transformation Network™

Maximize Your Visibility and Impact

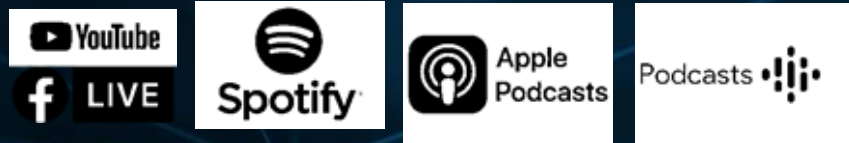
Featured on podcast outlets

Listeners can access our podcasts through multiple devices live. They can also subscribe or download a podcast after each interview.

24/7 schedule

The show is featured LIVE on Transformation Talk Radio and replayed for international audiences 24/7.

Featured Media



The Transformation Network™

Our Reach

- Our network tracks over **10,000 podcast downloads** each month (does not include streaming without download)!
- Network website receives over **19 million hits monthly in over 165 countries!**
- Network distributes to **all major podcasting outlets** including: Spotify, Google, Apple, Stitcher, iHeart, and more!

Topics of Interest

- Alternative Health
- Self Improvement
- Women's Issues
- Psychic Phenomenon
- Relationships
- Spirituality

Age Range

- 25-35 30%
 - 35+ 70%
- Varies slightly depending on format & platform of delivery

Finance & Education

- College Grads 63%
- Earn over 150K 36%
- Employed Outside Home 51%

80% Women

Varies slightly depending on format & platform of delivery

Who's Listening

The Transformation Radio Network is designed to attract Cultural Creatives—a mass multi-generational cultural and lifestyle market unparalleled in U.S. history.

Approximately one of every four adult Americans—some 50 million people in the United States alone—have the worldview, values, and lifestyle of Cultural Creatives. The European Union is home to about 80-90 million.

Cultural Creatives are now instituting a wave of progressive social, environmental, spiritual, and economic change.

Their power as a consumer market remains virtually untapped.

LOHAS (Lifestyles of Health and Sustainability) describes a conservative estimate of Cultural Creatives' spending at **\$228.9 billion and growing.**



Advertiser & Sponsor Benefits

Benefits of Sponsorship:

- Association with The Transformation Network™
- Exceptional visibility & traffic on Network site—**over 19 million monthly hits**
- Target market of affinity listeners—**18 years in the making**
- Social Media exposure across both host & network channels

Show Sponsor Role:

Your sponsorship helps the show pay for production and marketing costs—about \$9,000 annually—and continue to expand our audience.

The Ripple Effect:

- Network shows are heard on over **50 media outlets** and archived as a podcast for 24/7 listening or download.
- Your commercial spots rotate throughout the show live and are embedded in podcast.
- You will receive links to your interview and downloadable original files for repurposing on your own platforms.

Platinum Sponsors receive:

- “Brought to You By” audio before or after episodes.
- “Thank you” banner on show profile page.
- Bonus: Commercial play before or after other network shows.
- Bonus: Featured Article on InflexionPoint Podcast Blog.



Advertiser Options & Sponsorships

Email: anitarussell@theplacetosoar.com
Other: Schedule a Discovery Call

Advertiser Options	Value-in-Kind Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
YOUR SPONSORSHIP INVESTMENT	\$0	\$1200 (3 months)	\$2000 (6 months)	\$3000 (6 months)
Value-in-Kind Offer	✓	✗	✗	✗
Guest profile on network website	✓	✓	✓	✓
1 live interview	✓	✓	✓	✓
2 replays of live interview across network	✓	✓	✓	✓
Live mention & thank-you by host for episode sponsorship	✗	✓	✓	✓
Podcast distribution across network and 50+ platforms	✗	✓	✓	✓
Social media promotion - 3 posts about your business	✗	✓	✓	✓
Audio & video interview links to repurpose	✗	✓	✓	✓
30-second commercial airs 1x per show for 3 months	✗	✓	✗	✗
30-second commercial airs 1x per show for 6 months	✗	✗	✓	✓
Commercial embedded in InflexionPoint Podcast episode	✗	✗	✓	✓
Sponsor listing on network website with link to your business	✗	✗	✓	✓
Bonus: Commercial play before or after other network shows	✗	✗	✗	✓
Bonus: Featured Article on InflexionPoint Podcast Blog	✗	✗	✗	✓



InflexionPoint Podcast: Contact & Connect

Recap Show Sponsor Role:

Benefits of sponsorship include

- Targeted audience reach
- Increased brand awareness
- Authentic engagement
- Creative flexibility
- Cost-effective advertising
- Measurable results

Sponsorship also plays a key role in supporting show production, marketing costs—about \$9,000 annually—and audience expansion and reach.

For additional information on Sponsorship please use the links below to contact Anita.

Email: anitarussell@theplacetosoar.com

LinkedIn Profile: [linkedin.com/in/anitadrussell](https://www.linkedin.com/in/anitadrussell)

Request a Sponsor Discovery Call: [Podcast Sponsor Inquiry](#)

View Podcast Archive on YouTube: [InflexionPoint Podcast Archives](#)

