



DON TALK LISTEN

Podcast **Redesign** Master Plan

Positioning Don as the King of Networking & Master of Distribution.

Produced by Maejor Love · a BUCKEYE ROAD production

DESIGNED BY MAEJOR

EXECUTIVE SUMMARY

From a great conversation into a repeatable, distributable format.

Don Talk Listen is the go-to platform for authentic, dynamic networking conversations with real doers, creatives, and entrepreneurs. This redesign transforms it from a single continuous Q&A into a **segmented, interactive experience** — recurring segments, games, a real interview methodology, and strategic repurposing that builds an audience instead of just clips.

CORE POSITIONING

**King of Networking
+ Master of Distribution**

1+1

segment & game per
episode

3-5

hand-curated hero clips



King of Networking

+

Master of Distribution

Every segment, every game, and every piece of graphics reinforces these two ideas. If it doesn't ladder back to this, it doesn't make the show.

01

Problems Identified & Solutions

An honest audit of what's working, what isn't,
and the five moves that fix it.

What's Already Working

-
- | | | |
|-----------|--------------------------------|---|
| 01 | Authentic vulnerability | Guests genuinely share struggles and breakthroughs. |
|-----------|--------------------------------|---|
-
- | | | |
|-----------|-------------------------------|---|
| 02 | Deep mentorship energy | Real relationships, not transactional interactions. |
|-----------|-------------------------------|---|
-
- | | | |
|-----------|---------------------------------------|---|
| 03 | Exceptional host-guest rapport | Chemistry feels natural and builds trust. |
|-----------|---------------------------------------|---|
-
- | | | |
|-----------|--------------------------------|--|
| 04 | Compelling storytelling | Relatable narratives tied to overcoming adversity. |
|-----------|--------------------------------|--|
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- | | | |
|-----------|--------------------------|--|
| 05 | Probing questions | The host doesn't settle for surface answers. |
|-----------|--------------------------|--|
-

What's Holding It Back

01 No segmentation

Episodes are one long, continuous Q&A.

02 Risk of getting stale

A predictable format becomes repetitive over time.

03 Guests treated passively

Little interactive, engaging structure for the guest.

04 Low social media ROI

High volume of clips, minimal engagement.

05 No strategic repurposing

Content isn't intentionally adapted per platform.

Five Solutions

01

Recurring segments & games

1 segment + 1 game every episode.

02

Meaningful interview structure

Follow a deliberate emotional arc.

03

Strategic clipping

Hand-curate 3-5 clips for impact.

04

Audience participation

Viewers vote, comment, participate.

05

PDF lead magnet

10-15 slide episode breakdown.

02

Four Recurring Segments

A rotating library of four. One per episode.
Each built for clips.

How Segments Work

One per episode

Occasionally two, depending on episode flow — curated from the library of four.

Natural pacing breaks

Segments create interview breaks and rhythm inside the conversation.

Built-in clip potential

Each extracts to 30–120 seconds of social content.

On-brand & repeatable

Every segment aligns with the core positioning — and the audience learns to anticipate them.

“The Network Moment”

Guest identifies **one real networking connection** — not family — that changed their trajectory. Forces reflection on authentic relationship-building vs. transactional connections.

CLIP POTENTIAL

“The One Connection That Changed Everything”

FORMAT

Preface: "You can credit a million people... I want you to credit only *one* real connection."

- 1 Guest names one person
- 2 How did you meet?
- 3 What happened? Why did it matter?
- 4 Reflection on real relationship-building

“Distribution Breakdown”

Guest walks through their **most significant piece of content**: why it mattered, the platforms used, the strategy, and what actually worked vs. what flopped.

CLIP POTENTIAL

“What Actually Worked — And What Flopped”

FORMAT

- 1 Your most significant piece of content
- 2 Why was it significant?
- 3 Which platforms did you use?
- 4 What strategies worked? What flopped?
- 5 One key lesson about distribution

“The Prophecy”

Guest makes a **bold, specific 12-month prediction** about their industry. Captured direct-to-camera and timestamped — a reason to return, and a growing archive of accountable calls.

CLIP POTENTIAL

“Remember I Said This...”

FORMAT

- 1 Guest gives a specific 12-month prediction
- 2 Camera captures the direct-to-camera moment
- 3 Timestamp & date it on-screen

“The Ask”

Guest shares a meaningful story — a lesson, rejection, or breakthrough — **then makes a soft ask** to the audience using means-end chain theory. Direct-to-camera, built on values, not a transaction.

CLIP POTENTIAL

“I Ask That You... Because...”

FORMAT

- 1 Story: a moment of learning or breakthrough
- 2 Tie it to a deeper value or consequence
- 3 Direct ask: "I ask that you [do this] because..."
- 4 Focus on values, not a transactional pitch

03

Four Interactive Games

Quick, decision-based, viral-worthy. They test character, values, and instinct.

How Games Work

One per episode

Drawn from a library of four.

Quick & decision-based

2–5 minutes, high energy.

Viral-worthy by design

Built as short-form clips.

Guest + audience

Viewers vote, predict, and comment.

“Network or Nah?”

Guest sees **two profiles** — celebrities, influencers, business figures. They must pick one to network with and one to pass on, then defend the call.

AUDIENCE CTA

“Would YOU choose them? Tag someone who should decide.”

FORMAT

- 1 Show guest two profile images / descriptions
- 2 Pick one to network with, one to pass
- 3 Guest explains reasoning
- 4 Host comments, optional real-person tagging

"Pitch Test"

A curated audience member gets **60 seconds** to **pitch to the guest** — a pitch relevant to the guest's niche. Real people, real stakes, straight into the community funnel.

AUDIENCE CTA

"What do YOU think of this pitch? Would you invest?"

PRE-PRODUCTION

- 1 Website hosts a "Pitch Test" sign-up form
- 2 Members submit name, pitch, relevance
- 3 Producer selects 1-2 pitches per episode
- 4 Rehearsal 24-48 hours before recording

“The One Minute Hustle”

Guest gets **60 seconds** to answer: "You lost everything. How would you quickly make a bag to rebuild?" A real-time countdown builds the tension.

AUDIENCE CTA

“Could YOU do it in 60 seconds? Comment your answer.”

STUDIO SETUP

0:60

- 1 Start the 60-second visual countdown
- 2 Host poses the prompt
- 3 Guest responds in real time
- 4 Timer hits 0 → beep → Don reflects

“Here’s the Scenario”

Don reads a real-world dilemma submitted by an audience member. Guest makes a snap judgment: **GOOD IDEA** or **BAD IDEA**.

AUDIENCE CTA

“Do YOU agree? Good idea or bad idea — comment below.”

PRE-PRODUCTION

- 1 Website hosts a submission form
- 2 Members submit real scenarios they face
- 3 Producer curates 2-3 per episode
- 4 Business, partnerships, life pivots

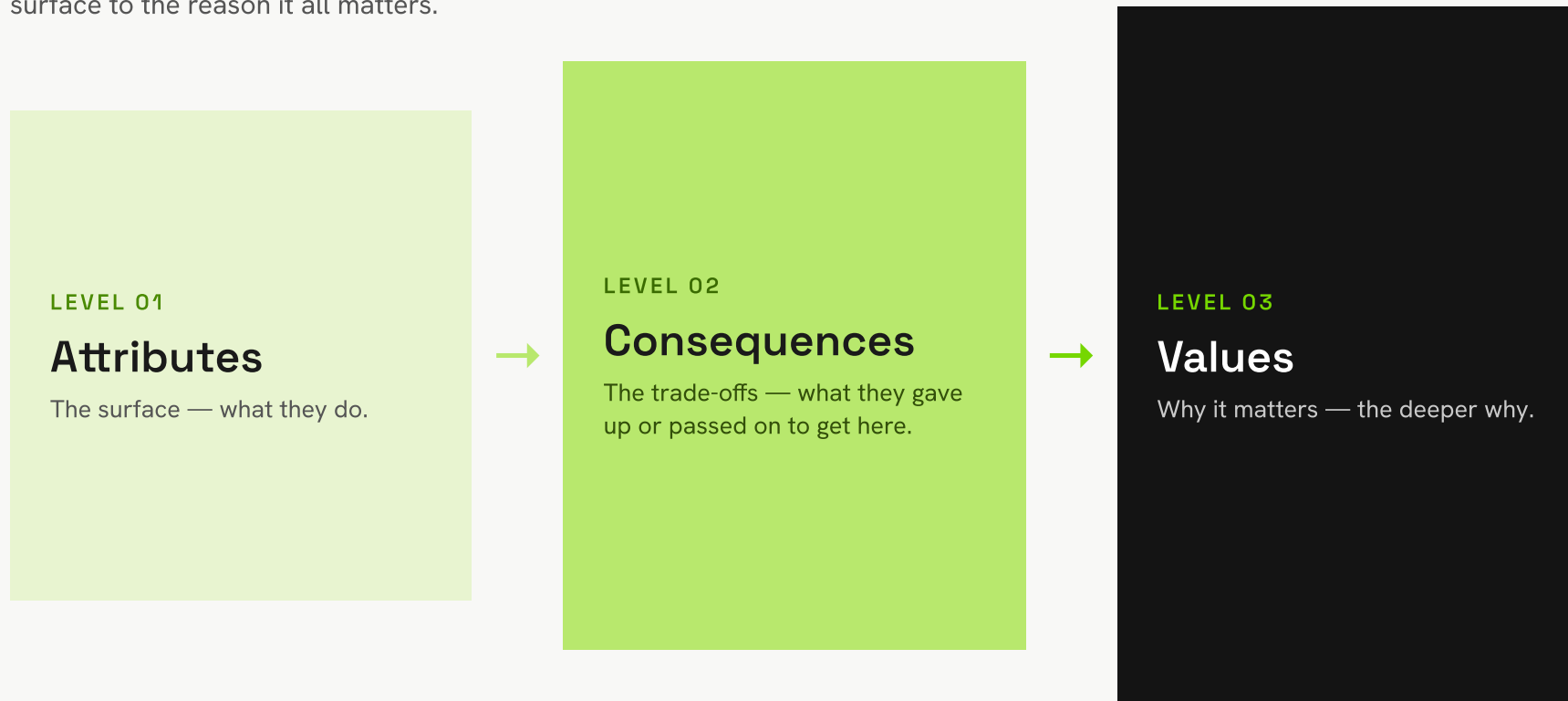
04

Interview Methodology

The craft under the format — moving guests
up the means-end chain.

The Emotional Arc

Effective interviewing moves listeners **up the means-end chain** — from the surface to the reason it all matters.



Four Phases of the Interview

PHASE 01

Trust-Building

8-10 min · Surface

Comfort & rapport. "Tell me who you are in 30 seconds."

PHASE 02

Probing

10-12 min · Consequence

The trade-offs. "What did you give up — the paths you passed on — to get here?"

PHASE 03

Challenge

6-8 min · Push for honesty

Push past the easy answer. "Was that trade-off worth it — what did it really cost you?"

PHASE 04

Breakthrough

4-6 min · Values

The deeper why. "What legacy do you want to leave?"

05

The Color System

A monochromatic green system with screen-ready neutrals.

Monochromatic Green System

Screen-ready neutrals throughout — pure black and pure white don't render well on video.



Electric
#76D701
Primary



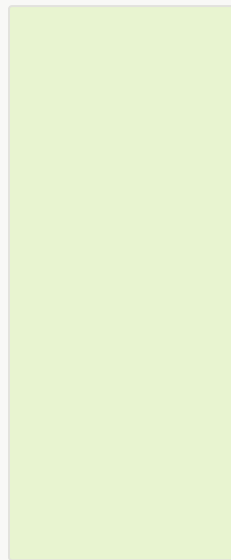
Medium
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Secondary



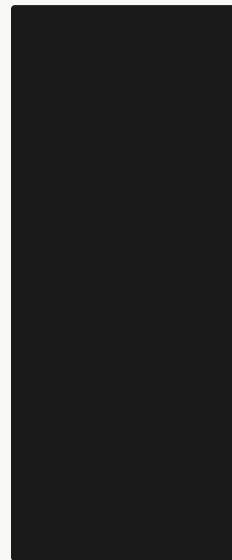
Deep
#4A8A00
Emphasis



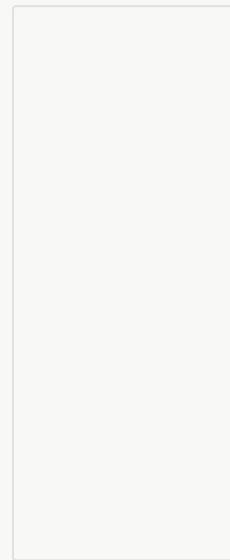
Light
#B8E86D
Highlight



Pale
#E8F4D0
Backgrounds



Charcoal
#1A1A1A
Text / dark



Cream
#F8F8F6
Base

Application Guidelines

Electric Green

Logo, headlines, CTAs, key UI elements.

Deep Green

Secondary headings, borders, emphasis.

Studio Charcoal

Body text, headings, icon fills.

Off-White Cream

Page backgrounds, card backgrounds.

5.5

Graphics & Motion Design Overhaul

A complete branded system — and a portfolio showcase piece for Designed by Maejor.

Why Graphics Matter

Cluttered & non-cohesive

Curated from different sources with no system.

No branded visual system

Which quietly erodes trust in the platform.

A logo with 3 competing icons

Glasses, speech bubble, ear — confusing together.

No consistent lower thirds

No stingers, transitions, or CTA system.

Motion doesn't reinforce brand

Nothing points back to the positioning.

Inconsistent everything

Color, type, and elements vary across materials.

Logo Redesign

BEFORE



Three conflicting icons — overly complex for a personal brand.



AFTER (APPROVED)



Don Talk Listen

Clean wordmark + single glasses mark. Ties to Don's look, the glasses line, and partnerships.

Three Icons → Three Series

The logo stays clean — but all three icons live on as a visual vocabulary for vertical 9:16 short-form content.



“Frames”

VISION

Visual perspective, brand partnerships, and glasses-line promotion.



“Talk”

HOT TAKES

Quick takes, rapid-fire thoughts, and discussion starters from Don or guests.



“Listen”

COMMUNITY

Audio clips, testimonials, and success stories from the community.

The Complete Graphics Package

Intro Sequence 3-5 sec animated	Segment Title Cards 4 branded cards	Game Title Cards 4 branded intros	Stingers 1-2 sec transitions
Lower Thirds Guest name + title	60-Sec Timer For the Hustle game	On-Screen Graphics Stats, quotes, polls	CTA Graphics PDF, merch, subscribe, mixer
Outro Sequence 5-10 sec + credits	Subscribe Buttons YT · Spotify · Apple	Guest Intro Graphic Bio + social links	Sponsorship Lower Third Green-screen "Don walks on"

Every element delivered in 16:9 (YouTube), 9:16 (Shorts/Reels), and 1:1 (Instagram).

Designed by Maejor — Showcase & Store

This overhaul doubles as a portfolio showcase — and opens a shared revenue channel through the asset store.

Case Study

Full before/after documentation of the cohesive-branding impact.

Asset Store

Templates, motion packs, and lower-thirds — linked from Don's site.

Client Pipeline

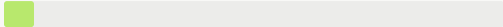
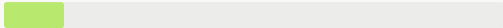
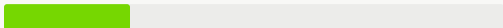
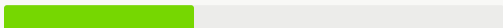
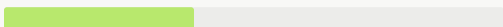
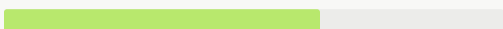
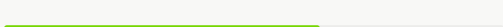
Every outro: "a BUCKEYE ROAD production" and "Motion Graphics by Designed by Maejor" → new clients.

06

Episode Structure

The full 30-45 minute arc, on a clock.

The 30–45 Minute Episode

0:00–0:30	Cold Open		Quick hook or quote
0:30–2:00	Guest Intro		Name, role, why they're here
2:00–10:00	Trust-Building		Surface, comfort
10:00–12:00	SEGMENT #1		Network / Distribution / Prophecy / Ask
12:00–20:00	Probing		Consequence, stakes
20:00–23:00	GAME #1		Nah? / Pitch / Hustle / Scenario
23:00–28:00	Challenge		Push for breakthrough
28:00–32:00	Values		Legacy, impact, deeper why
32:00–35:00	Direct to Camera		Guest speaks to camera
35:00–40:00	Recommendation		"Who should be on this show?"
40:00–45:00	CTA / Outro		Download PDF, subscribe, attend mixer

07

Lead Magnet & Website Forms

Turning viewers into an owned audience —
and mixer attendees.

The Episode PDF Lead Magnet

A 10–15 slide episode breakdown, linked only from social — so the audience keeps interacting to reach it.

Every download does two jobs



The conversion path: **Viewer** → **Email list** → **Mixer attendee** → **Community member** → **Future guest**.

INSIDE THE PDF

- 1 Title — episode, guest, date
- 2–5 Key takeaways + deep dives
- 6–7 Guest spotlight + key quote
- 8–11 Networking + distribution insights
- 12–13 Reflection questions + featured member
- 14–15 Next-steps CTA + bonus content
- + Producer & branding credits

Three Website Forms

FORM 01

PDF Download

First name · Email

Interested in the mixer? (Y/N)

How did you hear about us?

Linked per-episode from social only.

FORM 02

Pitch Test Sign-Up

Full name · Email · Phone

What are you pitching?

Why relevant to the guest?

Available for live recording?

Consent to feature

FORM 03

Here's the Scenario

Full name · Email

Your scenario — a letter to Don

("Hey Don..."), max 200 words

Context / background

Consent to feature

08

7-Day Content Calendar

One episode → seven formats, across seven days.

One Episode, Seven Days

Five hero clips placed across the week at peak times, plus daily anchor content. Open slots are marked **Feature TBD**.

MON Guest Bio 12:00 PM Clip 1 6:30 PM Feature TBD time TBD	TUE Quote Graphic 11:00 AM Clip 2 6:30 PM Feature TBD time TBD	WED Clip 3 12:00 PM BTS Teaser 3:00 PM Feature TBD time TBD	THU Behind-Scenes 12:30 PM Clip 4 6:00 PM Feature TBD time TBD	FRI Action Challenge 11:00 AM Clip 5 5:00 PM Feature TBD 7:30 PM	SAT Event Promo 10:00 AM Highlight Reel 1:00 PM Feature TBD time TBD	SUN Engagement Poll 12:00 PM Recap Carousel 5:00 PM Feature TBD time TBD
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09

Production Workflow

Pre, during, and post — the system that makes it repeatable.

Three Phases, One System

PRE-PRODUCTION

7–10 days before

- Confirm guest & date
- Send guest comms template*
- Confirm name, title & @handle spelling
- Choose segments + games — log every option on the run of show
- Build the run of show + all post-ready assets
- Test studio equipment

*Guest comms template — expectations, rules, time & location, question/game disclaimer (to be built separately).

DURING RECORDING

Studio day

Dedicated timestamp note-taker

- Mark emotional beats, quotes, segment & game moments
- Format: [MM:SS] — description
- Backup WAV + multi-cam

POST-PRODUCTION

3–5 days after

- Import footage + notes
- Edit to 30–45 min
- Color grade in green palette
- Add lower-thirds, headers, timers
- Layer music, bumpers, SFX

Clipping & Social Repurposing

- 01 Generate a clip library with Opus Clips
- 02 Hand-curate the top 3-5 hero clips from notes
- 03 Export in 16:9, 9:16, and 1:1
- 04 Caption, subtitle, and schedule to the calendar

THE RULE

Focus on quality, not quantity.

Just because you can generate 30 clips doesn't mean you should post 30 clips.



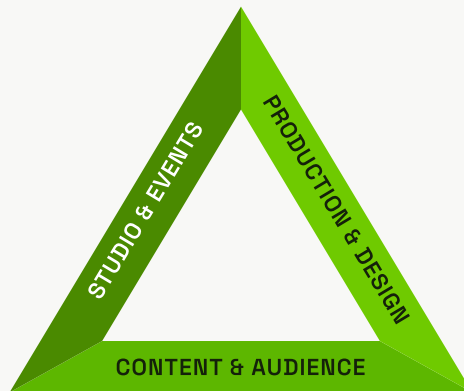
The Ecosystem Triangle

Three brands that feed and benefit from each other.

The Ecosystem Triangle

Collective Success Center

The "house" — studio use, event-rental revenue, and a community hub. Owner: David Thornton.



Don Talk Listen

A world-class studio, full production, branding by Maejor, and live-event infrastructure.

Buckeye Road + Designed by Maejor

Producer credit, a portfolio showcase, lead generation, and revenue share.

12

Mixer Integration

The podcast is the primary driver of Don Knows Everybody attendance.

The Podcast → Mixer Flywheel



...and back to the Podcast. The loop never stops.

Every Element Points to the Mixer

Intro / Outro

HARD

"Join us at the next Don Knows Everybody mixer."

Guest Recommendation

SOFT

"Want to meet people like this guest? Come to the mixer."

PDF Lead Magnet

SOFT

Mixer signup option — the 30% conversion goal.

Email Campaigns

HARD

Newsletter feature + event promotion.

Saturday Social Post

SOFT

Dedicated weekly mixer-promotion slot.

Merch Drop

HARD

"Have a Great Day on Purpose" tee — limited drops double as mixer tickets.

“Have a Great Day on Purpose”

A message-first tee that turns Don's mantra into wearable brand — offered in three colorways, each with properly contrasting print.



Grey — black print (original)



White — black + green print



Black — white + green print

The “On Purpose” Drop

Message-first

Lead with the mantra, not the logo. The phrase does the marketing and travels on its own.

Limited drops

Time-boxed windows with a visible countdown create urgency and repeat traffic to the store.

Shirt = ticket

During a promo window, a tee purchase can double as entry to the next Don Knows Everybody mixer.

Or a member discount

Off-window, buyers get a discounted mixer ticket — merch always feeds the room.

The Podcast → Mixer Pipeline

50+

New subscribers

Per episode — up from ~20/week today

70%

Email capture

Of lead-magnet signups

30%

Convert to mixer

Lead-magnet audience → attendees

Realistic near-term targets we can hold ourselves to now — with **500+ new subscribers per episode** as the 12-month goal.



WHAT I'M PROPOSING

Let's build our brands together — where all of us win.

I want to agree on the nature of this relationship: your brand becomes the **core model** I focus my own Buckeye Road offerings on. In return, I make Don Talk Listen the most cohesive, distributable show in your space — and **Don becomes the lead magnet for Buckeye Road's mission.**

You get

A premium, unified brand + a distribution engine.

I get

A flagship showcase for Designed by Maejor.

We both get

Shared audience, shared revenue, shared growth.

Strategic Timeline

PHASE 1

Immediate

Complete the podcast redesign (this plan)

PHASE 2

Weeks 1-2

Create the Don Knows Everybody mixer plan

PHASE 3

Weeks 3-4

Implement graphics + production workflow

PHASE 4

Month 2+

Launch redesigned episodes with mixer CTAs

PHASE 5

Ongoing

Refine the mixer from audience + attendance data

Producer Credit & IP

Ownership

All segments, games, methodology, and infrastructure are created and owned by a **Buckeye Road production**.

License to Don

Don Talk Listen receives a **non-exclusive, perpetual license** to use all of it.

To be formalized

A separate agreement covers revenue share, exclusivity, and data co-ownership.

ATtribution, EVERYWHERE

On-screen: "Produced by Maejor Love"

Descriptions: "...a Buckeye Road production"

PDF footer: producer + company credits

Social: tag @designedbymaejor



Don Talk Listen

King of Networking & Master of Distribution. Let's build it — together.

Produced by Maejor Love · a BUCKEYE ROAD production · Designed by Maejor · The Podcast Studio

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