



THE TRANSFORMATION NETWORK[®]

*We are the Positive Centric[™]
Network of Choice!*

*Celebrating 20
Years Strong!*

**From your Voice,
to their Ears and Eyes,
into their Hearts![™]**

Your *Premiere Destination* for Positive,
Conscious, Educational, & Inspirational
Podcasts and Live-Streaming Videos,
Conscious Marketing for Personal
Transformation



THE TRANSFORMATION NETWORK[®]

Our Vision

is to set the standard for a new & fresh kind of talk... A
new Mainstream in Media™

Our Mission

To inspire, educate, and transform the world through powerful
programming, providing solutions and options for living a
positive and transformative lifestyle.

We are The New Mainstream™ in Talk. Creating conversations
that are transforming the world, one listener at a time!!!

Your Media Community for
Positive Change.



share
YOUR STORY



THE TRANSFORMATION NETWORK[®]

“I’m not only here to help you create a podcast. I am here to honor you, your journey, your vision, and the message you want to share with the world. – Dr. Pat Baccili

Dr. Pat has been a #1 rated POSITIVE talk host for 20 years. She has a doctor of Philosophy in psychology and a concentration in organizational behavior. Dr. Pat Baccili is a leader in the field of human potential and the creator of the remarkable “Epic World” and the positive broadcast network, The Transformation Network[®], Unstuckable[™], and Unlimited Possibilities Now[™].

An international award-winning talk radio host, TV commentator, keynote speaker, certified career and belief coach, dynamic seminar leader, award-winning author/researcher on fostering respect and trust in the workplace, inspirational speaker, and CEO of a successful motivational company.

The Dr. Pat Show – Talk Radio to Thrive By! and The Transformation Network are called the “New Mainstream in Media[™]” bringing energizing and powerful interviews with renowned leaders in the field of human potential – delivered with a fresh attitude and mass appeal. It is this distinction that sets this show apart from others.

Dr. Pat has created a groundbreaking media coaching and radio mentoring program to support others who desire to create a powerful radio presence. In 2023, she created a 501.3c non-profit to support empowering the voices of women.



Dr. Pat Baccili, Ph.D.



Dr. Pat Baccili, Ph.D.
Positive Centric System[™]

- Host of The Year
- Stevie Award Women Helping Women
- International Crystal Award for Excellence
- Evvie Award for Favorite Progressive Radio Program

- The Women’s Choice Leadership Award
- Best Radio of the Year
- Best Show Holistic Life Magazine
- Best Research Paper – Psychological Contracts
- WA State Gold Medal 2024 Table Tennis

Visit
www.unlimitedpossibilitiesnow.com for
more information about our company.

We Do More...



THE
TRANSFORMATION
NETWORK®

WE CREATE FOR YOU!



Our team works with you to create a map and strategy to utilize our live-streaming TV and podcast platform to propel you forward exponentially!

**We call it the
“Ripple Effect Positive
Centric™ Media.”**



WE DELIVER FOR YOU!

Dedicated Professional Producers, Branded content, Professional Promotions, Marketing & Social Media Announcements, Multi-Stream Distribution, YouTube Clips, and Uploads, and so much more...

50 Things We Do For You!

1. Professionally produced live show
2. Host your show weekly, bi-weekly or monthly
3. 800 number for callers
4. Producers screen your callers
5. Producers connect you and your guest
6. Syndicate the live show across multiple platforms
7. Multiple replays on week and weekends of each live show
8. Do your show from anywhere with Zoom
9. Edit and archive podcast version of each show
10. Automatically distribute each podcast across at least 50 digital outlets and mobile apps including iTunes, SoundCloud, YouTube, and more
11. Network live mobile app for listeners on the go
12. Promote live shows on our social media platforms
13. Promote podcasts on our social media platforms
14. Promote you and your show across Dr. Pat's enormous listener base – 20 years in the making
15. Podcast and listen live widget for your site
16. Coach you on how to create a successful show
17. Train you technically on how to connect with the best sound and video
18. Social media training on how to promote your show on multiple platforms
19. Consult on your website for optimal presence
20. Coach you and creatively build a successful brand for your show
21. Coach you on how to monetize your show
22. Coaching and marketing strategy sessions to achieve your business goals
23. Advertising media kit and rate examples to sell sponsorship
24. You keep 100% of any sponsor or ad revenue you sell for your show
25. Custom profile page with all your archives
26. Links from our site to yours
27. Links from our site to your social media
28. Show transcriptions for blogs, or books
29. Promotional videos for your site, YouTube, social media
30. Visual Radio – live or prerecorded video shows with interactive graphics
31. Headlining of your blogs, articles, featured guests and headlined shows in our online Newsletter
32. Email blasts announcing you to network
33. 30 or 60 second audio advertisements
34. RSS Syndication feeds built around your podcasts
35. Add custom content to your profile page
36. We create small and large banners for your show
37. Meta-tagging ability on all content for more effective search engine penetration
38. Promote all your events effortlessly
39. No restrictions or limits on the number of simultaneous listeners
40. Professionally produced commercials, intros, outros, bumpers and liners
41. Access to royalty free music library
42. Easy host interface and navigation, and an online manual
43. No censorship (Under FCC regulations if on AM/FM/Cable)
44. Write blogs and articles
45. Receive full access to database of guests
46. Listener messaging interface
47. Easy social sharing options for each episode
48. Templates on how to book guests
49. Templates for guests to promote your show
50. Award winning management and support team during entire process

Maximum Exposure Globally

We co-create with YOU to develop & expand your message through your online TV show & podcast. Our hosting & co-hosting opportunities are customized with your growth goal in mind. This begins with laying a foundation so you can be more visible and generate new content on a regular basis.



#1 Google Ranking in the Industry

By having a presence on Transformationtalkradio.com, hosts and co-hosts gain exposure on the website that is ranked number one for “TTR” as well as “The Dr. Pat Show” on the Google search.



Newsletter - 20,000 Subscribers

eBlasts go out promoting new shows to the audience with call to actions creating more buzz around your show launch.



On Demand Library

Hosts are provided with a web page to hold their archived shows. Hosts not only have the opportunity to post a clickable banner ad on that page, but their commercials remain in the archived shows that can be accessed by listeners at any time.



Social Networks & RSS Feeds

Sharing links that post directly to Facebook, Twitter, and more. We've developed technology for you that identifies unique RSS feeds for your upcoming show, for your archived shows, and for you to post to social media.



Special Bonus Features

We offer all of our hosts the opportunity to participate in a variety of additional promotions, contests, campaigns, and activities designed to increase exposure of you and your message.



Digital Distribution

We set up and manage your podcast in all the major podcasting outlets under your branding. Including: Apple, Spotify, iHeart, Audible, Pandora, and more.

Did you know?

- 72% of podcast listeners enjoy podcasts that have video?
- An estimated 98 million people now listen to podcasts each week
- Women listen to an average of 9.5 podcasts per week
- Men listen to an average of 7.2 podcasts per week
- An estimated 218 million people listen to live streaming content online
- The top 4 ranking audio services are: pandora, Spotify, apple, and iHeart and TTN puts your shows on all of them



THE
TRANSFORMATION
NETWORK[®]



THE TRANSFORMATION NETWORK[®]

Live-Video and Podcasting



Your Reach with Us

10 M

MONTHLY
WEBSITE HITS

165

COUNTRIES
REACHED

500 K

UNIQUE VISITORS

**In 52 weeks, this is how we helped
just one of our hosts.**

15,703,453 Impressions
3,345,149 Video Views
2,553,474 Post Engagements
254,421 Link Clicks



THE TRANSFORMATION NETWORK[®]

Your Branding

You Own Your Content

Podcast Editing & Distribution



**iHeart
RADIO**



Listen on

Apple Podcasts

pandora[®]

audible[®]



YouTube



Spotify[®]



**Brought to You by Our Award-Winning
Production/Management Team**



THE TRANSFORMATION NETWORK[®]







*Ask Us about Optional Services
Marketing and Communications*



Social Media PR Campaign-

We will build a cross – platform strategy across various channels and our expert professionals will showcase your brand in more creative ways. Brand awareness will be increased by connecting with public and business growth.

The Social Media Strategy can include -

-  Social Selling
-  Lead Generating Campaigns
-  Social Campaigns and Promotions
-  Content Creation
-  Social Listening
-  Client Engagement Efforts

Ask Us about Personal and Professional Digital Visibility

- CRM-Customer Relationship Management.
- Business Development Coaching & Integration with Brand.
- Website Design, Development and Integration
- Newsletter Development and Management
- Connecting your voice with our book agents and publishers.
- Analyze the effectiveness of the current digital marketing program.
- Create key marketing campaign strategies and channels.
- Design Brand Identity Strategy with Purpose.
- Brand Development Strategy Including Graphics Recommendations and Logo.
- SEO, SEA, baseline for sites and produce monthly SEO and social media reports.
- Develop the inbound marketing strategy, tasks, and implementation.
- Blog articles, videos & guest posting
- Advertising Marketing – LinkedIn Ads, Banner Advertising, etc.

Ask Us about Professional Media Coaching

- Work with one of the best! Our owner, Dr. Pat Baccili.
- Dr. Pat has coached thousands over 20 years for live speaking, media engagement, TV, Podcasting, and More.



THE TRANSFORMATION NETWORK[®]

 THE INFINITE DIAL[®] 2024

U.S. Podcast Audience Nears Landmark **100** Million Weekly Listeners



Streaming Audio hits record highs



THE SOUL OF THE NEW CONSUMER

One of the Fastest Growing Markets Reaching Across Multi-Generations

LOHAS – the largest market you have never heard of
but the one we have attracted for over 20 years!

- LOHAS (Lifestyles of Health and Sustainability) – are people dedicated to pursuing a healthy and sustainable lifestyle, command a staggering \$462 billion USD business opportunity, and continue to grow at a consistent rate of 10% annually.
- The interesting aspect of LOHAS is that they are linked together not primarily by demographics, like age or income, but by their values and beliefs.
- These people are, demanding, creative, active, well-informed, and influential.
- Women lead the way here with their quest for “The good life with a conscience”.
- They have a passion for fairness and equality in the workplace, society, and between developing and developed countries.
- They have been called “Cultural Creatives” in many books.
- Just under half of the CC population comprises the more educated, leading-edge thinkers. This includes many writers, artists, musicians, psychotherapists, alternative health care providers, and other professionals.
- Core "Cultural Creatives" also value altruism, self-actualization, and spirituality.
- And as the next page shows, they are affluent, well-educated, and want more – a conscious more.



— THE —
TRANSFORMATION
— NETWORK[®] —



THE
TRANSFORMATION
NETWORK®

20-YEAR AUDIENCE

500,000 average
monthly!

How They Listen

- 80% Direct on Network Website
- 20% Other: apps, smart speaker, Facebook or YouTube

Location (Top 80% of Listeners)

- USA
- Canada
- UK
- Australia

66% Women

34% Men*Varies slightly depending on format & platform of delivery

Topics of Interest

- Health & Wellness
- Self Improvement
- Addiction & Recovery
- Empowering Women
- Leadership
- Career & Finance
- Business
- Relationships
- Spirituality
- Mindfulness
- Mental Health
- Environment & Sustainability

Age Range

- 25-35 30%
- 35+ 70%

*Varies slightly depending on format & platform of delivery

Employment

- Employed Outside Home 51%
- Self-Employed 45%

Finance

- Earn over 150K 36%

Education

- College Grads 63%

“They are active participants in personal and professional growth. They are the change agents of their generation, seeking to better people, better partners at home and at work, and better stewards and visionaries for the planet.” (Arbitron)



THE TRANSFORMATION NETWORK[®]

How We Work

We co-create with YOU to develop & expand your message through your online TV show & podcast. Our hosting & co-hosting opportunities are customized with your growth goal in mind. This begins with laying a foundation so you can be more visible and generate new content on a regular basis.

Step 1:

Consult with our team about YOUR message, why the world needs to hear it and how you'd like to expand.

Step 2:

We create a strategy on how to share that message with the TTN global audience through your own show or co-hosted series.

Step 3:

We teach you to leverage that visibility for numerous personal and business growth opportunities.



THE TRANSFORMATION NETWORK[®]

What Our Clients Say

I am so touched and grateful for the excellent service and support I received from everyone there. You have all totally exceeded my expectations. The level of competence, understanding, and patience exceeds what I ever could have imagined.

I am so grateful I said “yes” to this offer! Thank you!! – Donusia

As we approach the launch of my first episode, I want to express my heartfelt gratitude to each of you. Since 2016, every interaction I’ve had with your team has been nothing short of professional, caring, and considerate. Your dedication and support in helping me prepare for the launch of my show have not gone unnoticed, and I am truly grateful for all the effort and energy you’ve invested.

In today’s fast-paced business world, finding partners who uphold their promises and maintain high integrity can feel like finding a needle in a haystack. I’ve experienced some serious losses along the way. Fortunately, my experience with your team has been a shining exception. I’ve never regretted investing in your services. You all put a smile on my heart!

Thank you for consistently demonstrating integrity and reaffirming my belief that genuine intentions drive exceptional businesses and remarkable individuals. YOU ALL ROCK! -Nicole Isler

I hosted Unstuck JOY without past radio experience and loved it. Dr. Pat worked with me to make sure my creative concept was on point. The producers pushed me past my creative boundaries in a nurturing manner that helped me grow and have more confidence. Who knew you could create art live on the radio? From promotion to show-day production, TTR is a pleasure to work with! -Vicki Todd

You are my first radio show mentor and I’m so glad I had a great run with you with on Empowered Living Radio. That radio show put me in contact with the guru of the gurus! After all these years, Dr. Pat is the realest. She told me to just be myself and that wisdom is still something that sticks with me. -Steve Maraboli

Dr. Pat and her team took my words, my ideas and my business and brought it to life. It was everything I had dreamed about and so much more. I will forever be grateful to Dr. Pat and her team and will never forget the beautiful gift they have given me....my platform for my soul’s message. - Jen Zelop

“Dr. Pat Baccili and the Transformation Talk Radio (TTR) team are huge supporters of my work. An extra special, heartfelt thanks to Dr. Pat for mentoring me through launching the Cultural Brilliance brand, coaching me as I wrote the book proposal, and for countless conversations about cultural brilliance. Jessica Henderson, Linda Firing, and the rest of the TTR team are responsive, smart, caring professionals.” – Claudette Rowley, printed in Acknowledgments of her book Cultural Brilliance

[Click to view more video testimonials](#)



Market Value Analysis

TTN packages include aspects of all at
1/3 of the cost of purchasing these
services alone.

At Our Media Family, we understand that each voice is unique. That's why we offer a range of options and opportunities that can be tailored to fit your vision and support your next.

Our **TECHNOLOGY** provides end users and audiences with a **LEADING-EDGE** way to create powerful voices worldwide!
The **VOICES** that **TRANSFORMS LIVES!**





THE TRANSFORMATION NETWORK[®]



Your Options

Customized at every level. Choose from hosting your own show 1-2x per month or weekly or a monthly co-hosted series with Dr. Pat. 6 and 12-month commitments.

All packages include:

Pre-Production

Consult with Dr. Pat and team to develop your show brand, support with the technical setup and equipment needed + develop and design all show and promo elements

Live-Production

Going live streaming video on TTN platforms. All managed by an in-house producer + post-production editing and setup/distribution of your podcast on all major outlets under YOUR brand, managed by TTN team

Marketing, Advertising, Repurposing

TTN promotes your show and your services across TTN website & social platforms. + options for additional post-production editing and content repurposing for your site, blog, and social media.



THE
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Thank You for Considering Us...
“Let’s Change the Media
Narrative Together!”

Dr. Pat

Dr. Pat Baccili living a dream on the set of a music video, “Love One Another” with John Legend and nephew Tay Da Prince
Let us help you live yours!
Oh...dance lessons not included.



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