

Creative FRICTION

About

Creative Friction is a podcast for creatives and agency owners seeking honest and practical guidance on how to grow their business. Our listeners are leaders who have attended all of the mega conferences, purchased every “how to” book and put in the hustle only to find lackluster results. Now is the time to lean in to REAL advice from REAL agency owners, creatives and leaders who have already walked the path that our audience is on.

From AI and its impact on the future of creative work to how the industry can better represent and reflect our modern world - hosts Jeff and Madeline are here to offer guidance on all things agency growth, marketing strategy, and how to make a meaningful impact as a creative entrepreneur.

Meet Our Hosts:



Madeline Reeves

Social Reach: 6,496

Madeline Reeves is the Founder and CEO of [Fearless Foundry](#), a creative consultancy that supports businesses with strategy, content marketing, and design work. She has spent her career serving as a business development leader working for technology companies ranging from small startups to large publicly traded companies. She launched Fearless Foundry in 2018 to help ambitious business leaders to boost their branding and internal strategies to build better businesses and work with clients they love. In addition to her roles as a CEO, founder, and coach, Madeline also hosts the [Finding Fearless](#) & Creative Friction podcasts.

Jeff Meade

Social Reach: 1,737

Jeff is the president of [MEADE](#), a management consultancy for marketing agencies. Within MEADE, Jeff serves as an advisor to owners of marketing agencies, helping them grow their business profitably through coaching, positioning, and operational improvement. As part of the agency world for the past two decades, he has scaled a few agencies, served on leadership teams of a few others, and made and learned from a lot of the mistakes he's seen his clients make. Jeff guides agency owners, helping them to identify root causes of problems within their organizations, and streamlining systems and processes as a first step to scalability. Why does he do it? "I'm inspired by agency owners who have a dream and work tirelessly to bring that dream to life."





28-35+ years old



**Founders,
Freelancers,
Agency CEOs**

Our Audience

- Talented creatives who are building their business or agency based on a unique skill-set (e.g. facebook ads, inbound marketing, web design, flawless event planning, etc.). These unique skills are marketable for clients and the work they perform for clients. However, these unique skills don't often translate to scaling a business.
- Leaders who want to scale their business sustainably and in a way that makes sense for them but lack a trusted guide to get them there.

Sponsorship Opportunities

Single Episode Sponsor

\$500

Includes:

- 1-minute auditory feature in episode
- Affiliate link mention and inclusion in show notes

Season Sponsor (only 3 spots available)

\$10,000

Includes:

- 1-minute auditory feature in every episode of the season (25 episodes total)
- Affiliate link mention and inclusion in show notes of every episode

Special Guest Feature

\$2,000

Request a spotlight episode with one or both of our hosts and have them feature you and your brand on the podcast.

Includes:

- 1 feature episode on the podcast
- Auditory mention of collaboration in an episode of Creative Friction + show notes

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