

Sponsor the A Well-Designed Business® Podcast

The Definitive Podcast for Interior Design Professionals Interested in
Operating a Profitable and Productive Business



What we have gained is far more than we could ever have expected as a sponsor. LuAnn has poured her seemingly limitless passion for the design industry into our brand and spread the word about us to every corner of her vast network.

—Chad, B2B Marketing Specialist at Article



Our listeners know that a successful interior design business is 20% design talent and 80% business skills...and they look to LuAnn for guidance.

A Well-Designed Business® is not your average design podcast. LuAnn's engaging personality steers the conversations with her guests, so what listeners take away is always something specific, palatable and actionable. And they do take action.

Thousands of interior designers listen every day to the #1, 5-star rated business podcast in the design industry.

Episodes air 3x per week on iTunes, Stitcher, iHeart Radio and other major podcast platforms.

BY THE NUMBERS:

1250-2500 Downloads

Average Individual Episode on Air Date
(Well-Known Guests: 3600+)

4500-5500 Downloads

Average Individual Episode within Six Weeks of Air Date
(500-1000+ More Downloads over 11 Months)

135,000 Downloads

Monthly Average Downloads of All Shows Combined
(And Always Growing!)

3.25 Million+ Downloads

Total Downloads to Date
(And Always Growing!)

Our Audience:

Nearly 100% Interior Designers

Marketing on This Podcast Reaches This Audience Directly

Review & Ratings:

Highest Rated and Reviewed Podcast in the Interior Design Business Category—500+ to Date on iTunes

Evergreen Exposure:

Sponsored Show Creates a Living, Breathing Testimonial for Your Brand

Print Ads Offer Limited Exposure (Often at Higher Cost)



RECENTLY FEATURED...

“Designers Share 12 of Their Favorite Podcasts”

FEATURED SPONSORS





Best-Selling Author • Podcast Host • Speaker

LuAnn Nigara provides essential enthusiasm, wisdom and guidance for interior designers and anyone interested in owning and running a profitable creative business. She is a sought-after business speaker on topics ranging from work-life balance to implementing effective systems.

In her first book, *The Making of a Well-Designed Business®*, an Amazon #1-rated international best seller, LuAnn Nigara provides clear advice and a step-by-step guide for entrepreneurs to start, grow and sustain a profitable business. In her second book, *A Well-Designed Business®: The Powertalk Friday Experts*, LuAnn brings together some of the most dynamic authorities on marketing, social media, branding, pricing and more to create what is destined to be the go-to resource for interior designers who want to grow their business.

Since 1982, LuAnn has co-owned **Window Works**, an award-winning window treatment and awning retailer in Livingston, New Jersey.



Words From Our Community...



An astute listener, content creator, and business operator bringing considerable value to the design trade on the business of design."

—Adam Japko, Design Blogger's Conference



My trusty little podcast app just informed me (with exploding confetti no less!) that I've listened to 278 episodes of A Well-Designed Business (I mean, I believe it, but maybe I'm just a little TOO into it?!)"

—Gillian, Gillian McAuley Interiors



Tuning in! I look forward to this podcast like others look forward to Scandal, Power, House of Cards, etc."

—Sarah, Albright Designers

Words From Our Guests & Sponsors...



8 out of 10 potential customers say they heard about us from the podcast.

— Sarah Danielle, MyDoma Studio



We can barely keep up with the quotes coming in! I can't seem to track down the source, but if it was you, THANK YOU! Wait, what am I saying?...I'll be working until 2 in the morning trying to help finish these LOL."

—Heather, DesignerInc.com



It was much more powerful and effective than some cold, corporate logo on a flyer. The sales we got from just one account were well more than the sponsorship fee..

—John Dupra, Co-Founder of Revel Woods