

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



BY THE NUMBERS:

5500-7000 Downloads

**Average Individual Episode within
Six Weeks of Air Date**

(500-1000+ More Downloads over 11 Months)

150,000 Downloads

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

5 Million+ Downloads

**Total Downloads to Date
(And Always Growing!)**

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 2x per week on Apple Podcasts, Stitcher, iHeart Radio and other major podcast platforms.

Our Audience:

**Interior Designers, Architects,
Window Treatment Pros, and Builders**

Marketing on This Podcast Reaches Your Audience Directly

Reviews and Ratings:

**Highest Rated and Reviewed Podcast in the Interior Design
Business Category—600+ Five Star Reviews to Date
on Apple Podcasts Alone!**

Evergreen Exposure:

**A Sponsored Show is a Living, Breathing Testimonial
for Your Brand For Months and Years to Come**
Print Ads Offer Limited Exposure (Often at Higher Cost)

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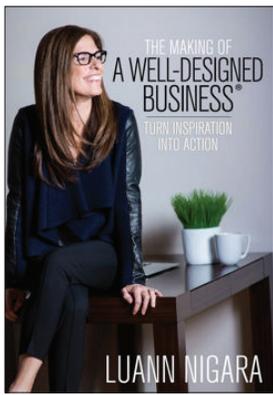
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Best-Selling Author • Podcast Host • Speaker

LuAnn Nigara is a celebrated media personality, energetic keynote speaker, and seasoned entrepreneur—with key roles in the partnership team behind both Window Works, custom window treatment and awning retailer, and Exciting Windows!, a national membership group for high achieving window treatment pros.

Known for her dynamic and energetic presentations, LuAnn has been recognized as the “go-to” keynote speaker for leaders and entrepreneurs to launch their life and get out of their own way.

Now, in her third business launch, LuAnn Nigara Inc., she provides resources for creative entrepreneurs through live events, LuAnn University, and one-on-one coaching. LuAnn has published three books, is a sought-after columnist and has captured international attention for “A Well-Designed Business®”.



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