

PODCAST PITCH

Bill Foss / IBFree LLC *For mortgage and real estate hosts*

WHO I AM

Bill Foss. 40+ years building and leading in high-pressure sales—national award-winning brokerage, regional franchisor.

Author of *The Identity Advantage* and creator of the Performance Identity System™, SHIFT I.O.S.™, and the Identity Range Method™.

Today, I work with founders, broker-owners, and top producers who already know how to win—yet feel the gap when it's time to execute.

Everything I do centers on one belief: Identity first. Then everything works.

WHAT I SPEAK ON

"Some struggle to succeed. Others succeed and struggle."

I name what shows up after the strategy works — when production grows, the team expands, the recognition lands, and the work somehow gets heavier instead of freer. That's not a motivation problem. It's not a tactics problem. It's an identity problem, and almost no one in this industry is naming it out loud.

EPISODE ANGLES

Pick the one that fits your audience. I'll build the conversation around it.

1. Why Top Producers Burn Out While Winning

You're producing at a high level—and it still feels heavy. The pressure doesn't come from volume. It comes from carrying more than you should.

This breaks down where that weight actually sits and what changes when you see it.

2. The Founder Bottleneck That Slows Everything Down

The business grows—and everything still runs through you.

Decisions stack up. The team waits. Growth stalls right when it should expand.

This names the pattern and shows what shifts when leadership capacity expands.

3. After You've Proven You Can Win

You hit the numbers. You earned the recognition.

Then a different question shows up: what now?

This is for the person at the top who feels the shift and wants more than repeating the same cycle.

4. When Growth Outpaces How You Operate

Revenue climbs—and it starts to feel unstable.

Execution tightens. Pressure builds. Small moments carry more weight than they should.

This explains why success can feel fragile—and how to stabilize it.

WHAT YOUR AUDIENCE GETS

This isn't a how-to.

It isn't a framework or a set of steps.

It isn't another push to do more.

It gives language to something high performers feel every day—and rarely hear named.

That recognition shifts how they see their situation.

Listeners walk away with:

- A clear name for the heaviness that shows up after success starts working
- Clarity on why scaling can feel like more dependence instead of less
- A grounded sense of what's actually happening—so they stop carrying it personally
- A steadier way to move into the next level without cycling through more self-improvement

No homework.

No pitch.

The episode stands on its own.

LOGISTICS

- **Length:** 30–75 minutes, your call
- **Video:** Yes, full studio setup
- **Promotion:** I'll push the episode to my list and socials within 7 days of air
- **Capture:** Listeners go to **billfoss.com/briefing** — I'll say it on the episode and you can pre-load it in show notes