

Eric Whitmoyer

Founder & CEO, My Biz Coaches · Business Growth Strategist

Salsa Enterprises, LLC helps small and mid-sized business owners start, grow, scale, and exit through coaching, marketing, publishing, and financial tools.



100K+

Monthly impressions
across all channels

75K

Monthly impressions
on LinkedIn alone

51K

Connections across all
platforms

22K+

Newsletter subscribers

175+

Businesses coached

Who we reach

Owners of small and mid-sized businesses, coaches, consultants, and fractional executives. Decision-makers who buy the software, services, and tools they read about.

Topics: AI adoption, sales and marketing, financial acumen, operations, leadership, and scaling to exit.

Where we publish

LinkedIn newsletters: Entrepreneur's Edge, Biz Coaches Edge, Small Biz Leadership Edge, The AI Business Edge, Sales & Marketing Edge

The Biz Coach Insider: premium weekly newsletter to our client database

The Biz Coach Show podcast

Substack, websites, and partner networks including RealNetworking.com and HeresTheDeal.com

Our brands

My Biz Coaches

Coaching and consulting built on the 7 Core Competencies and 8 Phases of Scale

Partner Pro Agency

Marketing, content, and AI adoption for growing businesses

Biz Coach Publishing

Books and authority building for coaches and experts

MBC Finance

Financial tools and resources for business owners

Ways to partner

Sponsored post
From \$250

LinkedIn and social

Newsletter feature
From \$750

Article or dedicated review

Podcast feature
From \$1,000

The Biz Coach Show

Affiliate
Rev share

Recurring preferred, CPA available

Bundles and hybrid flat fee plus revenue share packages available.