



Everything you need before we record

A WEEKLY SHOW ON THE AMERICAN BUSINESS PODCAST NETWORK

Thank you for your interest in joining me. This guide covers the show, the network, what to expect, and how to prepare for a conversation worth having.

THE NETWORK

The American Business Podcast

Truth Colored Glasses is part of **The American Business Podcast (ABP)** — an unedited, nonpolitical network dedicated to educational content for today's and next-generation business professionals.

ABP supports, promotes, and uplifts American businesses, nonprofits, manufacturers, and the broader business community, reaching **over 165,000 subscribers** across YouTube, LinkedIn, Facebook, and podcast platforms. As a guest, you'll be introduced to the ABP business community and gain visibility across the network's established audience — not just my own.

THE SHOW

What we're actually doing here

Most of us see life through lenses we didn't know we had — shaped by beliefs we picked up early and never questioned. They determine how we see opportunities, evaluate decisions, and which choices we believe are even available to us. This show examines what's actually true once we remove the lenses.

Each episode is an unedited, one-hour conversation. No scripts, no polish — just honest dialogue about what's really driving the choices we make.

“I get to talk to people about what's real, ask as many questions as I want, and maybe leave someone with a question about themselves they'll actually sit with. Conversations bring me joy. This is the show I've always wanted to have.”

KIM MITCHELL · HOST

HOST Kim Mitchell	PREMIERE September 24, 2026
FORMAT Weekly · 1 hr · Unedited	BROADCAST YouTube · LinkedIn · Facebook

GROUND RULES

No profanity · No religion · No politics. These three hold on every episode, without exception. We go deep on beliefs without going anywhere near a pulpit or a party — it keeps the conversation open to everyone listening.

THE THROUGHLINE

What every episode explores

No matter who's sitting across from me — a tech founder, a nonprofit leader, a coach, a manufacturer — every episode circles the same core question:

“How can you change the way you look at things in order to make different choices?”

This isn't limited to business. Some of the best insight comes from life — parenting, relationships, health, identity. The lenses we wear don't stay neatly in one category. Neither do the breakthroughs.

I'm not looking for guests with dramatic stories or tidy “aha moments.” I'm looking for people willing to explore, reflect, and be honest about what they've learned along the way. Sometimes we uncover something together in real time. That's the best part.

Come curious. That's all I ask.

SHOW STRUCTURE

How the hour runs

01 Question of the Day

I draw a random question and answer it to open the show — setting the tone: honest, unscripted, belief-focused.

02 Your Introduction

I won't ask you to "tell us about yourself." Instead: *"How did you end up doing what you do — and was any of it on purpose?"* You share your story naturally; no bio recitation required.

03 Main Conversation · 40–45 min

A dialogue about your experiences, your decisions, and what's shaped how you see things. I'll ask questions designed to go deeper than surface-level strategy. Be ready to think out loud — that's where the good stuff happens.

04 Listener Question of the Day

I pose a reflective question to the audience and invite responses in the comments and on social, building community between episodes.

PREPARATION

You don't need to prepare answers — I want you present, not rehearsed.

Worth reflecting on

- Decisions you've made, in business or in life, and what was really driving them
- Times you realized you'd been looking at something the wrong way
- Beliefs or assumptions you held that you've since questioned
- What you see differently now than you did earlier on

What not to prepare

- A rehearsed origin story
- Talking points about your business
- Polished answers

The unedited format is the feature, not the bug. Real conversation beats a performance every time.

YOUR WORK

What would you like to promote?

I'll make sure we mention your work during the episode — a book, a program, a business, an event, or a cause you care about. Tell me what it is and the best link or call to action, and I'll weave it into the conversation naturally so it never feels like a commercial. You'll also have a chance to share it directly as we close.

SUBMISSIONS

What I need from you

Everything comes in through one guest form — no email attachments to chase. Please complete it **at least two weeks before** your scheduled episode.

GUEST SUBMISSION FORM

forms.gle/1jrDzoZmm8yiAivJA

01 Headshot

High-resolution JPG. Professional but approachable — this appears in promotional graphics.

02 Bio

150–200 words, third person. Who you are and what you do, with a hint of personality.

03 Social handles & website

LinkedIn, Instagram, and any platform where you're active, plus your website URL.

04 What you want to promote

Book, business, program, event, cause, or website — and the best link or call to action.

05 Two or three themes you'd like to explore

Not prepared questions — the *territory*. This lets me guide our conversation without scripting it. Business, life, or both.

06 Signed release

The release is built into the guest form and signed right there — nothing separate to send back. Your date is not confirmed until the form is submitted.

Examples of helpful themes

"I'd love to talk about the pressure to scale and why I chose to stay small."

"There's something about how I was raised that took me years to unlearn in business."

"I made a decision last year that looked crazy from the outside but felt right."

"I've been thinking about what it really means to rest — and why it's so hard for me."

"A health scare changed how I prioritize, and I'm still figuring out what that means for my work."

"I parented my kids differently than I was parented, and it taught me something about leadership."

WHAT TO AVOID

Promotional topics ("I'd like to discuss my new book") and surface-level themes ("I'd like to talk about leadership"). Give me something with texture and I'll take it somewhere interesting.

BOOKING

Claim your date

Episodes are recorded **Thursdays at 6:00 PM EST**. Pick the slot that works for you, then complete the guest form — **your date isn't confirmed until the form is submitted**, including the release inside it. Once it's in, you'll receive your recording link ahead of the episode.

SCHEDULE YOUR EPISODE

app.usemotion.com/meet/theowner/truthcoloredglasses

DAY OF THE SHOW

Arrive fifteen minutes early

We record Thursdays at 6:00 PM EST. Arriving early gives us time for a quick tech check and a few minutes to settle in before we start recording. You'll receive your recording link ahead of the episode.

What to expect

- Nothing gets edited — which means real conversation and real energy
- I'll guide the flow, but this is a dialogue, not a formal interview
- We may go in unexpected directions; that's the good stuff
- Technical glitches happen — we roll with them

Tech requirements

- Stable internet connection
- Webcam and microphone — built-in is fine, external is better
- Quiet environment with decent lighting
- Headphones recommended to prevent audio feedback

AFTERWARD

What happens once we wrap

- You'll receive the full recording in video and audio to use however you'd like
- The episode is promoted across ABP's channels — YouTube, LinkedIn, Facebook

- It's also promoted on my LinkedIn, with clips shared across my socials
- Your episode may be featured in ABP's monthly review episode
- Share, clip, and repurpose freely — the more visibility, the better for both of us

STAY CONNECTED

FOLLOW @kimmdotco **PLATFORMS** LinkedIn • Instagram • YouTube

QUESTIONS theowner@emeraldcityventures.net

I'm looking forward to our conversation.

Kim Mitchell

HOST, TRUTH COLORED GLASSES

OWNER, EMERALD CITY VENTURES AND CREATOR OF THE IGNITE BRAND

Truth Colored Glasses on The American Business Podcast — where we examine what's actually true.