

Build Productions, LLC  
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Austin, TX 78758

Launches  
Q4 2023

# TALKING TRADES

with Matt Risinger

build™

TRADES COVERED

DRYWALL | ELECTRICAL | PLUMBING | HEATING | CARPENTRY



# TALKING TRADES

**HOSTED BY**  
**Matt Risinger**

**CEO & Chief Builder,  
Risinger Build**

*28 Years Experience*



## Building the Trades Together

On this 13- episode BUILD Original Series, we will follow Matt Risinger as he travels the country visiting Build Show experts to discuss their specific trades. The series will provide ideas, tips and trends to keep professional contractors and tradespeople up-to-date and ahead of the competition.

Since the average age of tradespeople is going up drastically, how do we get young people excited about entering the trades? This series will highlight a day in the life of a trades professional and the gratification of owning your own business.



**Lydia Crowder**



**CJ Nielsen**



**Eric Aune**



**Zack Dettmore**

**BUILD PRODUCTIONS**



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## ORIGINAL SERIES

# SERIES BREAKDOWN



[View Series Preview](#)

(13) core episodes will be delivered over 2 Months, posted on both The Build Show Network and YouTube

(1) Talking Trades Webinar

Projected 1M+ Series Views

Series Launch Date: October 2023

## APPROACH

Join Matt as he visits several Build Show Experts, each with a passion for building science and building high performance homes. This series will educate and entertain our audience in a way that keeps them coming back for more every week. Experts Featured:

**CJ Nielsen** , Master Electrician, California

**Eric Aune**, Master Plumber and Electrical Contractor, Minnesota

**Lydia Crowder**, Drywall Contractor, Montana

**Zack Dettmore**, Carpenter & Home Remodeling Contractor, New Jersey

The series will dedicate three episodes to each Build Show Expert following this topic outline

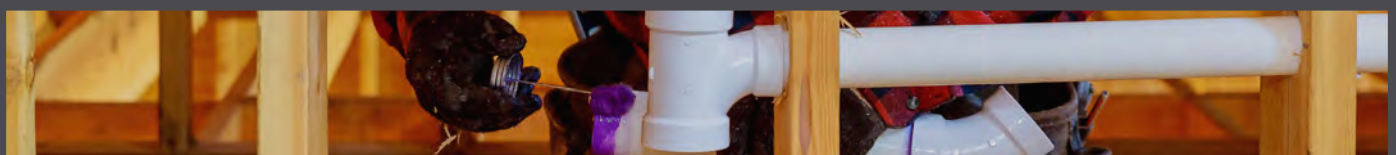
**Day 1:** What is a day in the life of an expert like?

What do I wish my customers knew? How can I improve?

**Day 2:** How can I set the stage for my customers?

**Day 3:** What it takes to be successful in this business.

What makes me excited about what I do?



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## AUDIENCE

### AUDIENCE INFLUENCE

Our audience is involved in every step of the build process.



### A MULTI-CHANNEL AUDIENCE

Combined monthly reach on YouTube and thebuildshow.com **1.6 Million+** Unique Visitors driving **5 Million+** Video Views Monthly

**540,000** Hours Viewed Monthly 6:07 Avg View Duration per Video

**1.4M** Subscribers Builders, Remodelers, Architects, Trades and DIYers

**395,000** Social Channel Followers Instagram, Facebook, TikTok, Twitter

### DEMOGRAPHICS

**1+ Million** Pro Builders, Remodelers, Architects, Specialty Trades and DIYers

**75%** between the ages of 18-54

### GROWING AT 25% YOY

### SOCIAL REACH

**209K** @risingerbuild Instagram

**58K** @thebuildshow Instagram

**180K** @mechanicalhub Instagram

**14K** @cnc\_electric Instagram

**214K** @drywallshorty Instagram

**100K** @dettmore101 Instagram

**36K** Build Show Network Newsletter Subscribers

### PODCASTS

**335K** total downloads YTD

**23K** Unique Listeners (Jan 2023)



## VIDEOS ARE THE MOST EFFECTIVE MARKETING MEDIA

73% of people are more likely to make a purchase after watching a video.



# SPONSORSHIPS

## TALKING TRADES

The Build Show is proud to partner with our valued clients to craft unique advertising and sponsorship programs. Our collaborations have driven amazing marketing results that keep our clients coming back to us!

### SERIES UNDERWRITER

#### Sponsorship Includes:

“This Episode brought to you by Underwriting Sponsors” logo and voiceover at the beginning of each episode.

Inclusion in an episode or as a 2-min vignette any initiatives that sponsor is involved with or promoting to help bring people into the Trades including:

- Training
- Recruitment
- DEI
- Apprenticeships
- Education

Sponsor tagged in description of (6) Instagram Posts with Matt Risinger, @risingerbuild.

500K minimum ad impressions across Build Show Network.

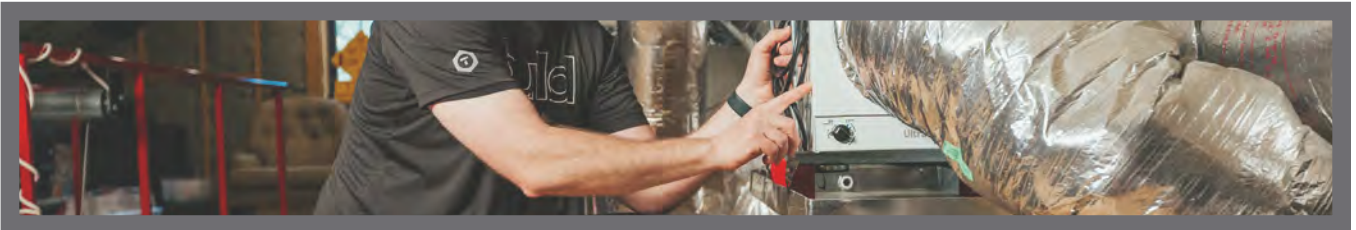
(6) Newsletter ad insertions.

Sponsor receives Talking Trades embed links with a limited license to promote on their website.

Sponsors branding included in Talking Trades Webinar. Sponsor will receive contact information of webinar registrants.

Logo with Link on Talking Trades Series Landing Page.

**Add On Available:** Advertorial with Eric Aune, CJ Nielsen, Lydia Crowder or Zack Dettmore.



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