



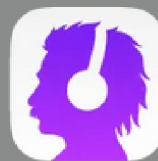
Media Kit 2023

THE FALLIBLE MAN BRAND

About Us

The Fallible Man was officially launched in September of 2020. Our intention was to become a place where men would be supported, encouraged, empowered and inspired to seek their best selves. We believe men striving for excellence and aligning with their purpose is how we change the world for the better.

What started as a book has become a cross platform movement. Our flagship is The Fallible Man Podcast, a top 2% global Podcast for men.



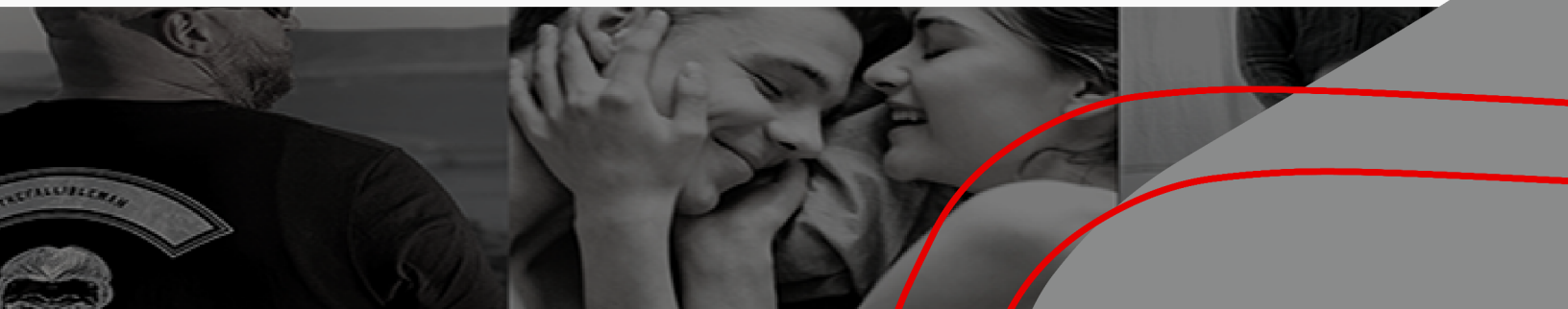
AUDIENCE

Our intended audience encompasses men between the ages of 30 and 55, while still maintaining a connection with the younger demographic of 20 to 29. The distribution of these numbers varies across our various platforms, with the interesting discovery that the older age group exhibits a higher likelihood of investing in attending conferences compared to our younger audience.

The men we specifically cater to are in a transitional phase of life, pondering their journey and contemplating the next steps. They have accomplished significant milestones such as securing a job, starting a family, and acquiring a house. However, they are now seeking meaning beyond these achievements. This realization is not a crisis but rather a gradual awakening to the fact that their personal narrative holds much more depth and potential.

Circulation

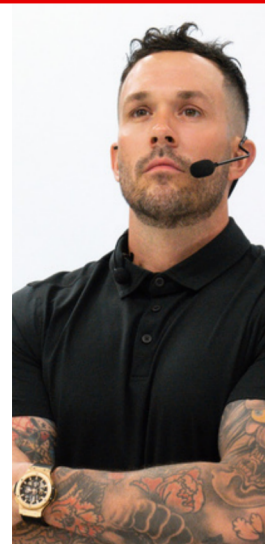
Men	73%	Woman	27%
age	23-50	age	18-44





AUTHORS, TEDX SPEAKERS,
 PODCASTERS, ENTREPRENEURS,
 ADVOCATES, TRAINERS, COACHES,
 DOCTORS, NUTRITIONIST AND MORE
 BEING BROUGHT TO CHANGE THE
 LIVES OF MEN

COLLABORATIONS



**Over 10k downloads a month and growing.
 Built over 4 seasons, we're established, with
 a dedicated audience!**



Bite Size Gold!

David is a legit rockstar. He breaks down his content in actionable yet bite sized pieces that make it not only easy to consume, but leaving you wanting more. I've appreciated discovering his show BIG TIME! Tap in and subscribe just like I'm doing.

Dec. 26, 2022 by BillionDollarMatt on Apple Podcasts



The Help We Need

A very well structured show that I always look forward to. Well thought out, well vetted guests and super important messages. In a world that doesn't have a lot of support for men trying to be better, this is the podcast we all need.

Oct. 22, 2022 by JT Allen on Apple Podcasts



Real

Very real and authentic conversations. No posturing, no fluff, just real and raw.

June 15, 2023 by WilliamAttaway on Apple Podcasts



Congratulations!

The Fallible Man Podcast has made the following top listener charts on Goodpods:

- #4 in the Top 100 Indie Parenting chart
- #6 in the Top 100 Indie Kids & Family chart
- #9 in the Top 100 Parenting chart

Check out our Top Charts on the Goodpods app



I love these episodes

I love listening to this guy his content is absolutely valuable to not just men but everyone. Revaluations of a male exotic dance was very educational and entertaining.

100 episodes later I'm still loving this podcast

July 29, 2022 by Neckosama on Apple Podcasts

"Best Men's Conference I have spoken at"

- Oliver Marcelle, Coach, Author, Speaker

Really Useful Content



This podcast always has what I need to hear. The building resilience into your foundation episode was great. Building good habits in the easier times so that you don't sink in the hard times, hit me like a lightning bolt. Brent gives me insight into what I need to do and also how to do it. I appreciate his time and research to help me and other people lead a better and more purposeful life.

"lives were changed!"

-Kyle Slusher, Speaker, Attendee, Pastor



Sharing with the men in my life

While I may not be the audience in mind for this podcast I truly appreciated the vulnerability of both the host and his guests. It allowed me to think about how things may be affecting my spouse. Shared with my hubs and a couple friends! xx~LL

Oct. 27, 2022 by xx~LL on Apple Podcasts

The Fallible Man Podcast Claimed



By The Fallible Man

- Podcasts
- RSS
- Web
- Email

SEARCH EPISODES COMMUNITY PODCASTER EMBED

Listen Score

LS 39

Global Rank

TOP 2%

"This Conference Saved my Life"
-Pat M. Attendee



Being Present

Just listened to the communication tips episode. Great reminder to be present with communication with my kids. Love the solo podcast episodes! Thanks for investing in men, fathers, and husbands. Looking forward to listening to more!

Oct. 27, 2022 by Think_Blue78 on Apple Podcasts



On point

What a great podcast. I enjoyed the straight to The point talk. Great show to listen to each week to stay focused on the goal.

cidk92 Jan. 5, 2023



Real Content for Aspiring Men

I don't do much "man stuff". Too often it's just shallow stereotypes. This show is different though. It's humble. It's real. It's diverse. It's a great listen if you want to become a better man or have men in your life that you're helping develop. I really enjoy it!

Dec. 16, 2022 by dcumberland on Apple Podcasts

Finding your Telos



He's done it again. Brent uses easy, small steps to help you understand & begin to build your personal growth & development. His illustrations and personal experiences give you courage to try taking some of those steps to begin your own program of self improvement.

THE STORY BEHIND THE BRAND



My name is David "Brent" Dowlen and I am a coach and podcaster (now). I have had a lot of jobs over my life, but the one thing that happens everywhere I go is I end up as a trainer for that job

The fact is I am passionate about helping people level up in any way can! From changing lives in the gym to helping people grow in their faith or level up in their career.

More and more men have come from places where they didn't have a positive male influence in their lives. This has led to a lot of issues in lives and society.

Instead of complaining about the problem, I decided to build a solution. To really reach people you have to start from an honest place. I am not perfect, I am on a journey trying to take people with me. I wanted to be clear on that, and so we started

The Fallible Man LLC



Our First Episode
9/1/2020
(no one cares)



Manly Monday's
our first Live Stream
7/26/2021



The Phoenix Men's
Conference is
Born 6/10/2022

Speaking at the
Thought Leaders Virtual
Summit
6/20/2022



Fallible Nation
Live Stream replaces
Manly Monday and
Facebook Group Created
born 11/XX/2022



2023 IS GOING TO BE BIG

More community Focus!

We are launching several community service and out reach programs this year associated with our brand including community workouts and seminars (both are already in development with the community)

Coaching

While we have done a soft opening we will be launching a signature system coaching program in Relationships Building first with more programs to follow. 1-on-1, group coaching and more

More Speaking

We are trying to do more podcast appearances but we are focusing on getting on stage more. With aims towards the TEDx Stage by the end of the year .

Our First Strongman Competition added part of our Men's Conference
2/10/2022



Fallible Nation Live Stream and Facebook Group Replaced by new Private Community born 3/16/2023



Speaker for Podcast Conference "PODTalks"
4/20/23



The Fallible Man Podcast
6/13/2023
182 Episodes, over 65k Downloads with over 10 K downloads a month and growing.



Fallible Man Coaching
Launching
June 2023



ABOUT ME

My name is Brent and I am an entrepreneur mostly known for being a Men's Relationship & Personal Development Coach, the Host of The Fallible Man Podcast, a Speaker, Personal Trainer and an Event Coordinator.

No matter what I have done in the many industries I have worked for over my lifetime I always ended up becoming a trainer for the company. It is a theme that repeats itself wherever I go. So I decided to embrace it and focus on helping people level up where they feel they need a hand.

So I started a Book (which I still have not finished), which launched a Podcast and became a company, a conference and a life. Now I focus on helping people live one choice better every single day. That is how you grow, 1 choice daily becomes powerful growth that ANYONE can accomplish!

I have been married for 22 years and have 2 young daughters who are at the root of all I do and one of the great joys of my life. Daddy is probably the favorite of all the things I have been called in my life. Family is everything to me.

I have been married for 22 years and have 2 young daughters who are at the root of all I do.

I started The Fallible Man because my wife and I have seen the need to affect men in a positive way. To encourage them and support them in their own personal journey's to become the men they can be.

Let me be clear, I don't think men are broken.

I think men are not encouraged or supported in pursuing the man they were born to be. Which is totally unacceptable, because the world needs the men they are meant to become.





THE RIDICULOUS AMOUNT OF LINKS

Websites:

Main - <https://www.thefallibleman.com/>

Podcast - <https://www.thefalliblemanpodcast.com/>

Youtube:

Main:

<https://www.youtube.com/@thefalliblemanpodcast>

In a Rebuilding Phase:

<https://www.youtube.com/@TheFallibleMan>

Social Media

Wisdom App - @thefallibleman

LinkedIn - <https://www.linkedin.com/in/david-b-dowlen/>

LinkedIn Page - <https://www.linkedin.com/company/thefallibleman>

Instagram - <https://www.instagram.com/@THEFALLIBLEMAN/>

Tik Tok - <https://www.tiktok.com/@thefallibleman>

Facebook - <https://www.facebook.com/fallibleman>

Twitter - <https://twitter.com/thefallibleman>

Pinterest - <https://www.pinterest.com/thefallibleman/>

Patreon - <https://www.patreon.com/thefallibleman>

Buy us a Coffee! <https://www.buymeacoffee.com/thefallibleman>





BRAND EMERSION MARKETING

Experience the power of brand emersion marketing with The Fallible Man LLC! Don't miss out on reaching your future customers in the most effective way possible.

Brand emersion marketing is the key to unlocking unparalleled success for your company. As more than just a podcast, The Fallible Man LLC has a comprehensive brand strategy that is already making waves and expanding its reach every day. When you partner with us, your message will be amplified across all our platforms, reaching our vast and diverse audience.

Our flagship podcast is just the beginning. Do you Wisdom? We do as a preferred mentor on the platform with another dedicated audience of over 5k followers there. Take part in our highly anticipated Live and Virtual Men's conference, now in its third year, where you can showcase your brand to a captivated audience. Engage with our mailing list, connect through our social media platforms, feature on our small YouTube channel, and gain exposure on our multiple websites, blog sites, private community and more.

The impact of your advertisement with us is everlasting. Live read ads remain embedded in our episodes, ensuring that your message is heard every time someone listens, even years down the line. These ads are unskippable, providing maximum visibility for your brand.

Podcast advertising boasts an unmatched conversion rate of 61%, surpassing any other medium in the world. This untapped market is filled with highly educated listeners, with most earning \$75,000 per year or more. Targeting this affluent, educated, and intelligent audience is a strategic move to acquire new customers. What's more, 78% of podcast listeners approve of ads because they keep their favorite shows free.

But it doesn't stop there. Podcast ads are not only approved but also memorable and motivating. According to the Podcast Playbook by Interactive Advertising Bureau, 67% of listeners can recall products and brands featured in ads. Even better, an impressive 61% of podcast listeners have made a purchase based on a product or service they discovered through podcasts.

Seize this opportunity to connect with your ideal audience. Contact The Fallible Man LLC now and let us guide your brand towards unparalleled success.