



Doctor  
ME  
FIRST

# MEDIA KIT

# A LITTLE ABOUT ME



Errin Weisman, DO is a physician, life coach, podcaster and mother of three. Dr. Weisman experienced professional burnout early in her family medicine career and now speaks openly about your burnout struggles in order to help others. She wholeheartedly believes to be a healer, you must first fill your own cup. While living and practicing in rural Southwestern Indiana, Dr. Weisman loves her roles as farmer's wife, athlete and mother of dragons. Besides being sassy, she enjoys getting mud on her shoes, teaching her children how to catch tadpoles and reading a great fantasy fiction novel.

## BURNTOUT TO BADASS

I experienced professional burnout early in my career and I now share my story with straight, raw honesty in order to help others, particularly physicians, high achieving professionals and working parents, know YOU ARE NOT ALONE and YOU ARE NOT BROKEN. A joy-filled and sustainable career is possible! Plus I built an entire program called Burntout to Badass to help!!

## REAL MOTHERHOOD

I am open and honest about #reallife, and use my channels to preach compassion and that motherhood can look a million different ways. Sure, there are still dumpster fires in my family life, but I'm truly happy. I love talking about proper work-life balance: how I am able to love my life and love my role. It is crazy, but it's my crazy, and I wouldn't have it any other way.

## FINDING YOUR TRIBE

- #1. Part of my journey of healing through burnout and coming out the other side better was finding my people and accepting their support. I'm a natural connector of people so over the years, I've organically grown several kickass communities to offer authentic support to thousands of people.
- #2. **Physicians Coaching Alliance (PCA)** - a 60-strong-and-growing conglomerate of physicians and medicine-adjacent folks who are also brilliant coaches that believe we are better together. We provide coaching but more so support one another and pool resources for successful entrepreneurship.
- #3. **Errin Weisman's Badass Collective** - this slack group (yep I've left Facebook) is my community of like-minded people to connect, get encouragement for what they're going through and hang out together with me for FREE (one of my favorite f words).

## SOCIAL MEDIA



@errinweisman



@errinweisman



@errinweisman



@Errin Weisman DO



doctormefirst.com



## I STARTED DOCTOR ME FIRST BECAUSE:

- I couldn't find anything or anyone out there that 100% understood my situation as a female physician struggling with burnout
- I wanted to give others the reassurance that you are going to be ok and you are NOT crazy or broken for wanting something different
- No one was talking about burnout in a practical, tangible way. I needed and wanted clear action steps not lofty concepts.
- I want to spread my experience and knowledge from my own life and the work that I was doing with clients to others on a broader scale

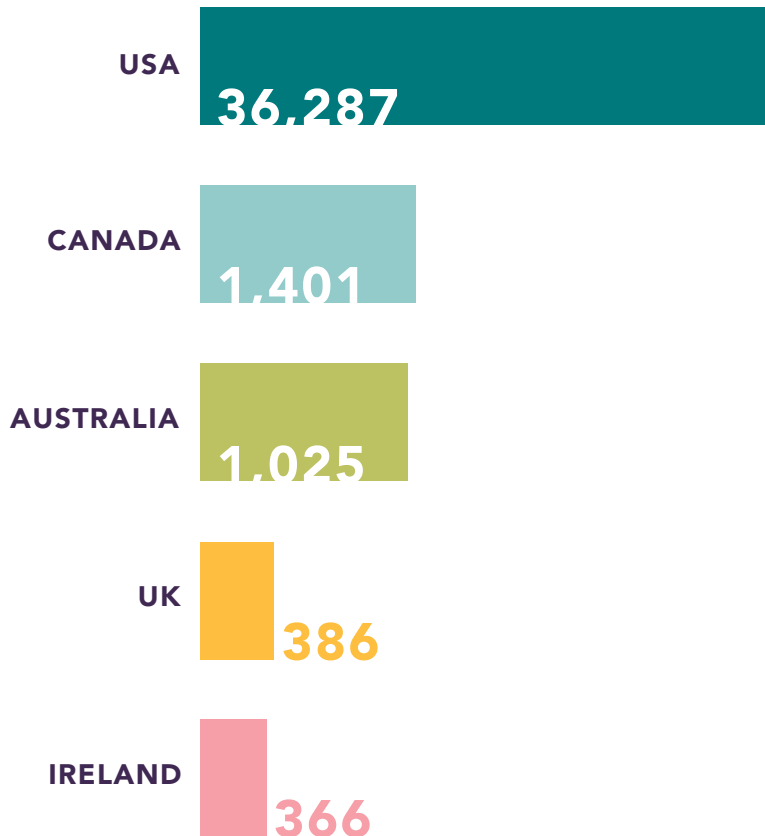


Doctor Me First won the Gold Stevie Award for Podcast of the Year

# FACTS & FIGURES

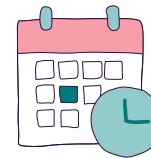
## TOP 5 COUNTRIES

that download the podcasts



Majority of listeners are

**FEMALE PHYSICIANS AND WORKING PARENTS**



**DAY OF RELEASE**

is the most popular day for listeners to tune in

**159-267 DOWNLOADS**

from the first 7 days

**199-372 DOWNLOADS**

from the first 30 days

**300-465 DOWNLOADS**

from the first 90 days

4

**APPLE PODCASTS**

is the platform with the highest listenership

**STRENGTH IN THE EPISODE LIBRARY**

The first 100 episodes still get 200-300 downloads a month & they are **THREE** years old

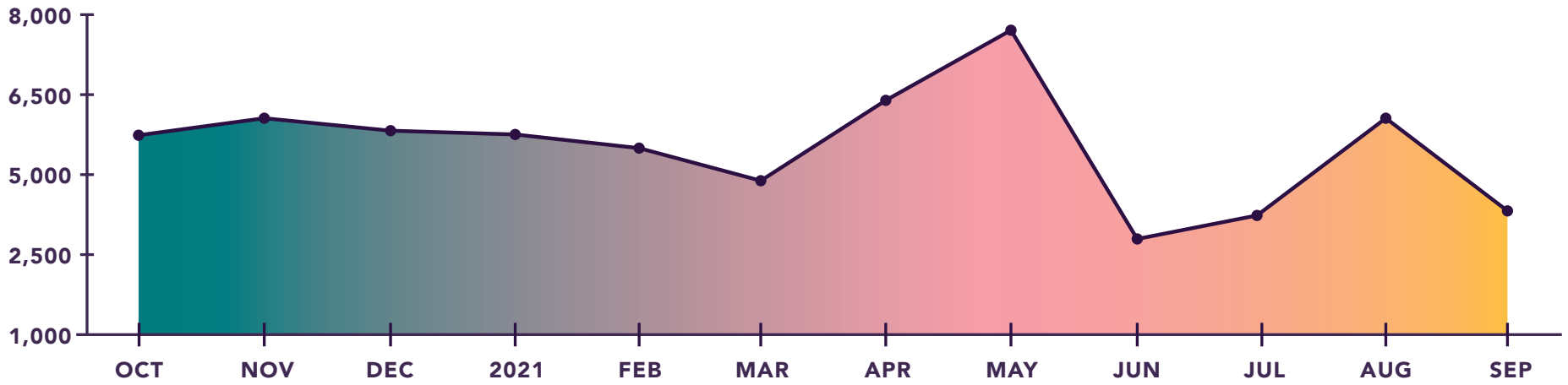
# PODCAST DOWNLOADS PER MONTH

**1,311** average weekly downloads

**13,957** downloads in the last 3 months

**133,737** Lifetime downloads

**5,735** in the last 30 days



## EXCLUSIVE QUARTERLY SPONSORSHIP

**COST: \$6,000**

### WHAT IS INCLUDED

- Exclusive promotion/spotlight of you or your organization or business every episode each month for three (3) months. (Each month, Doctor Me First typically releases 8-12 episodes.) That's a minimum of 24 episodes!
- Your business name or logo on Doctor Me First marketing, exclusively

### FOR EVERY EPISODE SPONSORED YOU WILL ALSO RECEIVE

- A shout out in the episode show notes with your business information
- 1 audiogram to share on your social media that will be branded with your business logo
- Audio ad read where Dr. Weisman reads and encourages her audience in the thousands towards you and your business/product.



[CLICK HERE FOR MORE](#)

## INTERMITTENT QUARTERLY SPONSORSHIP

**COST: \$1,600**

### WHAT IS INCLUDED

- This sponsorship entails **two episodes each month for 3 months**. You, your organization or business would be spotlighted as a sponsor of Doctor Me First.

### FOR EVERY EPISODE SPONSORED YOU WILL ALSO RECEIVE

- A shout out in the episode show notes with your business information
- 1 audiogram to share on your social media that will be branded with your business logo
- Audio ad read where Dr. Weisman reads and encourages her audience in the thousands towards you and your business/product.



[CLICK HERE FOR MORE](#)

## PAID APPEARANCE

**COST: \$299**

### WHAT IS INCLUDED

- This package is a one-off episode collaboration with Doctor Me First and includes:
  1. A conversation between yourself or a chosen representative and Errin
  2. An opportunity to talk about your business or product in the interview

### FOR EVERY EPISODE SPONSORED YOU WILL ALSO RECEIVE

- A shout out in the episode show notes with your business information
- 1 audiogram to share on your social media



[CLICK HERE FOR MORE](#)



## TOP 50 EPISODES

### CRISPY WITH BURNOUT

- 237: SOLOCAST - GET OFF THE HAMSTER WHEEL OF HUSTLE CULTURE
- 241: SOLOCAST - FEAR
- 166: YOU HAVE PERMISSION
- 136: ANOTHER BURNT-OUT TO BADASS STORY
- 053: BURNT-OUT TO BADASS WITH DR. ERRIN WEISMAN
- 195: SOLOCAST - BURNTOUT TO BADASS
- 218: DEPRESSION VS BURNOUT WITH DR. MICHELLE CURTIS
- 245: SOLOCAST - WHAT'S THE DIFFERENCE BETWEEN GRIND AND HUSTLE CULTURE
- 108: TALKING ABOUT IMPOSTER SYNDROME, REAL BURNOUT SYMPTOMS

### INSPO

- 149: MUSIC THERAPY WITH DR. TARA RAJENDRAN
- 153: RESILIENCE WITH DR. VANESSA KLUGMAN
- 165: DAMN, SHE REALLY LIVED
- 179: 4 TIPS TO BE HAPPY NOW SOLOCAST
- 199: STIGMA OF MENTAL HEALTH WITH DR. LYNETTE CHARITY
- 224: NON-CONFORMITY WITH DOCTORS RACHAEL HOLLIDAY AND LINDSAY MOORE-OSTBY
- 228: YOU ARE NOT BROKEN WITH DR. TONYA CAYLOR
- 239: PERMISSION WITH DR. KARA PEPPER

### MINORITY VOICES

- 182: THE SYSTEM IS DESIGNED FOR FEMALE PHYSICIANS TO FAIL WITH DR. WASHINGTON
- 216: BLACK BEAUTY WITH J.N.C
- 212: ALLIES WITH DR. SHIKA DOOLEY
- 238: MONEY STORIES WITH DR. LATIFAT AKINTADE
- 178: EMPOWERMENT WITH ANU MURTHY
- 160: ENTREPRENEURSHIP WITH DR. UNA (NNEKA UNAC
- 161: DECLUTTER TO HELP BURNOUT WITH DR. JESSICA LO
- 130: FEEDBACK WITH DR. TERRI MALCOLM
- 020: LOVE WITH DR. MOUSLY LE BLANC
- 037: FREEDOM WITH DR. BONNIE KOO

### TOP GUESTS

- 235: RULES WITH DR. DEVON GIMBEL
- 139 & 140: STUCK WITH DR. DEVON GIMBEL, PARTS 1&2
- 242: FEELINGS WITH DR. KATRINA UBELL
- 211: BURNOUT CLIMB-OUT WITH DR. BRIAN YOUNG
- 173: PHYSICIAN ANXIETY WITH DR. SUPRIYA RAO
- 116: NEGOTIATION WITH DR. LINDA STREET
- 146: IDEAL WITH MELISSA MCCLUNG

### MOMMIN'

- 164: HAPPY MOMMY NOW
- 148: THE MOM ON CALL WITH DR. BARBARA HAMILTON
- 118: LIFE AFTER 40 WITH DR. KARA PEPPER
- 227: MOTHERHOOD WITH DR. LESLIE CADET
- 202: PARENTING WITH SARAH ARGENAL

### MARRIED TO AN ALPHA FEMALE

243 231 219 208 200 192 188  
150 137 126 121

