



ACTIVE ACTION LAB & PODCAST

A LAB AND PODCAST FOR
PERSONAL & PROFESSIONAL DEVELOPMENT

WWW.ACTIVEACTIONLAB.COM

MEDIA KIT



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Our Motto

**STAY ACTIVE
TAKE ACTION**

WELCOME TO THE ACTIVE ACTION LAB

About Active Action Lab and Podcast

Active Action Lab is a personal and professional development Lab designed to help people grow with real, practical tools - through inspiring podcast conversations, self-development coaching, quick-impact course, and easy-to-follow strategy guides.

Active Action Lab proudly presents 'Active Action' podcast series, an enlightening and engaging platform for sharing knowledge and stories between expert speakers and the public audience. The podcast's mission is to empower our audience with practical insights and strategies that inspire them to take action toward healthier, happier, and more purposeful living.

The podcast was launched in June 2024, with a reshaping in December 2024.

OVERVIEW OF THE PODCAST

Active Action Podcast, is a go-to platform for inspiring conversations, meaningful insights, and practical guidance. The podcast bridges the gap between subject matter experts, passionate storytellers, and a curious audience.

The Podcast covers diverse topics around personal development, health, fitness & wellness, skill building, professional growth, business, lifestyle, relationship, entertainment topics, supernatural & horror stories, and engaging conversations with celebrities.



PODCAST PROMOTIONAL BANNERS

Each episode aims to:

- ▶ Provide listeners with expert insights, tips, and knowledge on diverse topics.
- ▶ Share compelling stories and experiences that motivate personal development, but also entertains.
- ▶ Equip the audience with tools, strategies, and confidence to improve their lives and achieve their goals, while keeping engaged and entertained.

INTRODUCING OUR NEW WEBSITE

Active Action Lab launched its website on January 2025. The website is filled with abundant free personal development resources, and interactive features to ensure an enjoyable and seamless listening and viewing experience for our podcast audience.

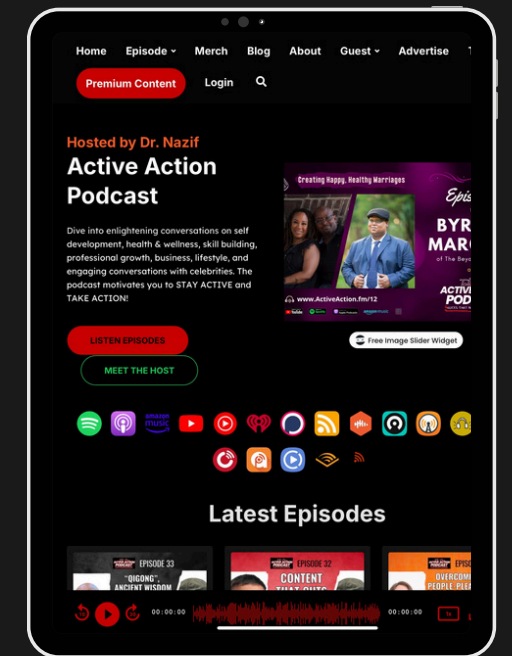
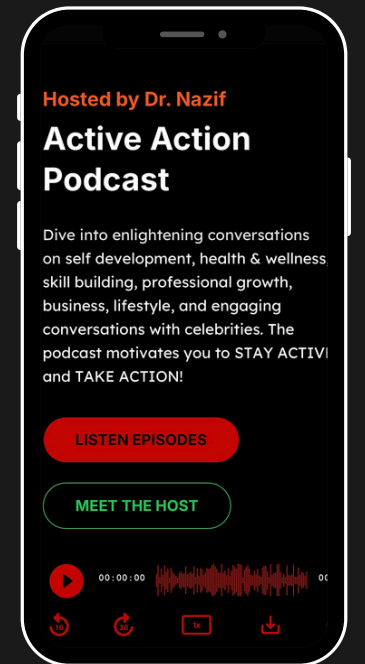
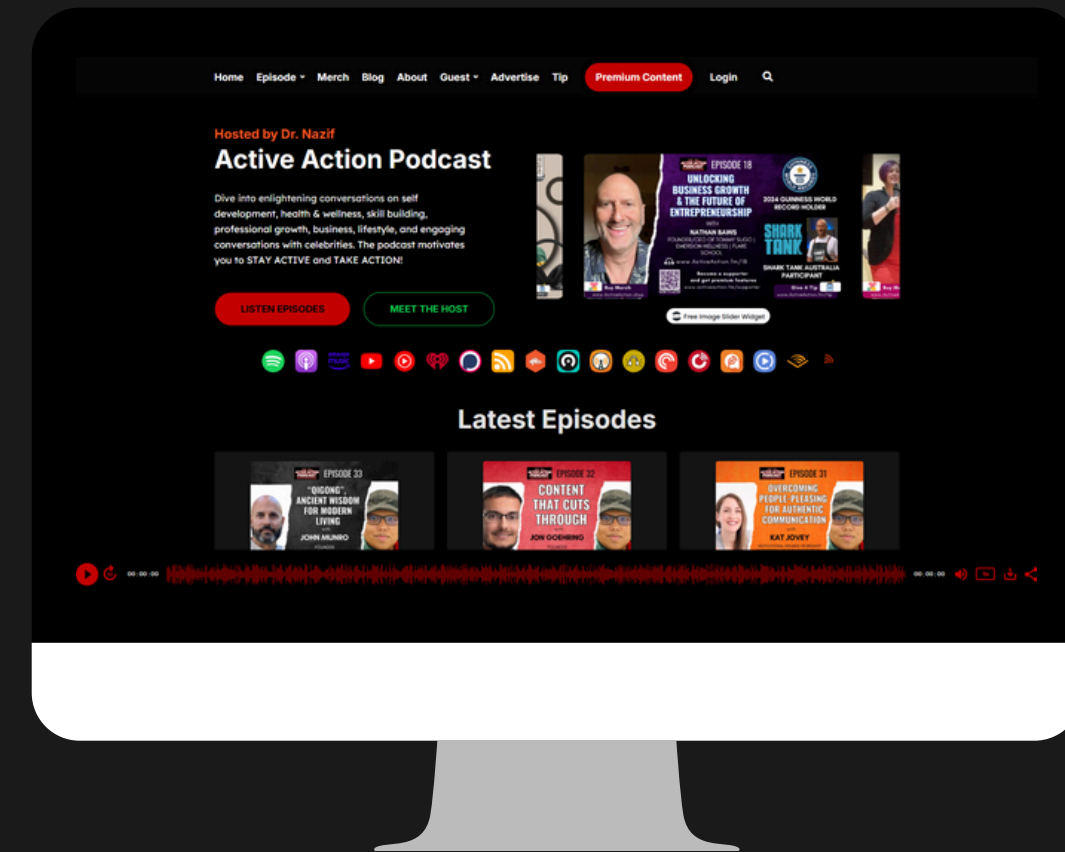
Some of the website's podcast features:

- ▶ Complete list of audio and video episodes
- ▶ Dynamic podcast player (function: play/pause, forward/rewind, volume & audio speed control)
- ▶ Personalized webpage for each guest speaker
- ▶ Automated date & time scheduler for guest
- ▶ Audience can contact using voice message
- ▶ Exclusive contents for premium members

Experience it Now!

CLICK HERE >

WWW.ACTIVEACTIONLAB.COM



PREMIUM CONTENT AND EXCLUSIVE FEATURES FOR PREMIUM MEMBERS



Premium members are paid members of the Active Action Lab, who gets access to high-quality premium resources (e.g., exclusive strategy guides on personal and professional development, bonus podcast episodes, interactive video contents) and other exclusive features designed to enrich our supporters' personal, professional, health, and financial well-being while delivering a top-tier and enjoyable podcast experience.

Members have the option to choose from one of the subscription plans (**Premium**, or **Premium Plus**) starting from just \$2/month or \$20/year.

JOIN NOW >

PRO ACTIVE ACTIVE ACTION LAB	PRO ACTIVE ACTIVE ACTION LAB
ProActive	ProActive Plus
\$2 /monthly	\$3 /monthly
ProActive members receive access to exclusive premium contents, perks and discounts, that are not available to our regular visitors. As a ProActive Member, you'll be able to:	ProActive Plus members get access to even more personalized features, and more discounts on our merchandise and services! We also feature our Plus Members! As a ProActive Plus member, you'll be able to:
<ul style="list-style-type: none">Get access to members-only STRATEGY GUIDES developed by the Lab, that will help you accelerate your personal and professional growth, boost your health and fitness, and increase your earnings.Receive access to new podcast episodes EARLY. New episodes available to supporters before they are published in the internet.Receive a digital welcome GIFT.Get 10% discount on Dr. Nazif's 1:1 coaching programsRequest exclusively for specific contents. The podcast will bring expert guest to fulfill your request.Request personal messages to read out in the podcast (e.g., Wishing happy birthday to a friend).Receive a shoutout of your name in one of the podcast episodes.	<ul style="list-style-type: none">Get everything from the 'ProActive' plan.Get access to member-only EDUCATION VIDEOS on personal and professional development, and leadership building.Get access to BONUS EPISODES on personal & professional development, health & financial well-being, exclusive to ProActive Plus members.Get FEATURED in the podcast! Invite yourself or a guest of your choice in one dedicated podcast episode. (Annual Subscribers Only)Receive exclusive DIGITAL OFFERINGS from podcast guests.Get 15% discount on Dr. Nazif's 1:1 coaching programsGet 10% discount on podcast production and editing services by PodMechanic.Advertise in the podcast at discounted rates.
Choose	Choose



AUDIENCE & DEMOGRAPHICS OF THE PODCAST



Primary Audience

- ▶ Working professionals
- ▶ Health-conscious individuals
- ▶ Personal Development seekers
- ▶ Entrepreneur & small business owners
- ▶ Professional Growth Seekers
- ▶ Supernatural and horror fans
- ▶ Marriage & relationship enthusiasts
- ▶ University and high-school students
- ▶ Celebrity gossip listeners

Audience Look For

- ▶ Personal development
- ▶ Health, wellness & fitness
- ▶ Skill-building
- ▶ Professional growth
- ▶ Entrepreneurial ventures
- ▶ Business development
- ▶ Lifestyle improvement
- ▶ Horror stories
- ▶ Entertainment topics

Audience By Country



And more.....

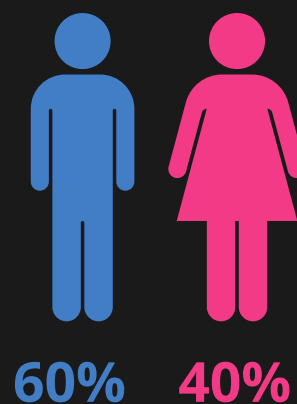
Audience Age Range

20 to 65 years

- ▶ Predominantly Millennials and Gen X
- ▶ Gen Z as second highest
- ▶ Some elderlies



Audience By Gender



Why this matters for sponsors?

Our audience is highly engaged, proactive, and open to trying new products or services that align with their personal and professional development interest and healthy lifestyle.



PERFORMANCE & METRICS OF THE PODCAST



Audience/Downloads



20,000+

Unique Audience Each Month



500+

Recommendations



200+

Social Media Following



13,000+

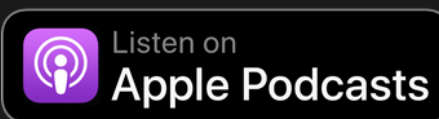
Newsletter Subscribers



1,000+

35% Average open rate

Available in All Popular Platforms



Growth Trajectory:

Over the past 6 months, downloads have increased by 15% month-over-month, indicating a continually growing & active community.

WHY ADVERTISE IN THE **ACTIVE ACTION** PODCAST?

Highly Engaged Niche

Our listeners are committed to making positive, healthy changes in their lives. They actively seek tools, resources, and brands that can aid them in their personal journeys.

Targeted Proven Exposure

By advertising on our show, your message reaches a dedicated demographic that values quality and authenticity.

Trusted Recommendations

Our community trusts the hosts' advice. Products and services featured on the show receive strong credibility, driving higher conversion rates.

Multi-Platform Presence

Beyond the audio & video platform, sponsors can leverage our social media channels, newsletter, and website for a comprehensive marketing campaign.



ADVERTISEMENT SPOTS & DETAILS



Ad Spots in Audio & Video Episodes

▶ Pre-Roll (15–30 seconds)

- Opening mention before the main episode content
- Perfect for brand awareness or a quick promotional message

▶ Mid-Roll (60-100 seconds)

- Host-read ad integrated seamlessly into the episode
- Allows for storytelling, personal anecdotes, or deeper product/service details

▶ Post-Roll (15–30 seconds)

- Closing mention as the episode concludes
- Great for final takeaways and calls to action

Sponsored Segments

▶ Dedicated Segment (2–5 minutes)

- In-depth brand spotlight within the episode
- Host(s) discuss product benefits, personal experiences, or special offers

Episode Sponsorship

▶ Title Sponsorship

- “This episode is brought to you by [Your Brand].”
- Includes mentions throughout the show, brand placement in episode title or show notes, and social media announcements

Where can you Advertise?

- ▶ Audio Episodes
- ▶ Video Episodes
- ▶ Podcast Website
- ▶ Social Media Pages

Social Media

▶ Social Media Posts

- Branded content on Facebook page and Instagram page
- Dedicated posts or stories with tagged mentions, swipe-up links (where applicable)

Custom Packages

▶ We offer customizable bundles that can include:

- Multiple ad placements across different episodes
- Social media mentions & newsletter features
- Podcast host interviews with brand representatives or sponsored expert guests
- Exclusive discount codes or giveaways for listeners

Youtube Video Ad

▶ Video Ad in Youtube

- A video ad played during the middle of the podcast
- This will serve as a mid-roll ad for audience listening to the audio podcast.
- Sponsor has to provide the video for the ad



ADVERTISEMENT DETAILS



Ad Type	Placement	Detail
Pre-Roll (15–30 sec)	Podcast	Brief, host-read/recorded brand mention
Mid-Roll (60–100 sec)	Podcast	Host-read with personalized endorsement
Post-Roll (15–30 sec)	Podcast	Final takeaway, Call To Action mention
Dedicated Segment	Podcast Youtube	2–5 min brand spotlight
Social Media	Facebook Instagram	Facebook / Instagram post or story
Banner	Website	Banner Ad or Text Ad
Title Sponsor	Podcast Youtube	'Sponsor Name' presents.....'Episode Name' (title sponsor gets one pre-roll ad for free)
Video Ad	Youtube	Up to 2 min of video played in the middle of the video episode. This will serve as a mid-roll ad in the audio podcast. Sponsor has to provide the video for the ad.

Package Deals

▶ **Silver**
1 Pre-Roll +
1 Mid-Roll +
1 Social Media Post

▶ **Gold**
1 Mid-Roll +
1 Dedicated Segment +
1 Social Media Post

▶ **Platinum**
2 Pre-Roll +
1 Mid-Roll +
1 Post-Roll +
1 Dedicated Segment +
Social Media Campaign
(3 posts on your choice of
platform-Facebook/Insta)

Contact us for advertise rates
podcast@activeaction.co

By promoting in the Active Action Podcast, you tap into a community of thousands that values health, productivity, and self-improvement. Our content consistently motivates listeners to take action, making it the perfect environment to introduce your product or service. We're excited to explore how we can help your brand grow **together**.

**Ready to partner with the Active Action Podcast and reach a motivated audience?
Let's discuss your goals, budget, and how we can customize a package to suit your needs.**

Next Steps

- ▶ **Reach Out:** Send us an email with your campaign goals and budget.
- ▶ **Proposal:** We'll create a custom proposal or recommend one of our sponsorship packages.
- ▶ **Launch:** Once finalized, we'll schedule your sponsorship placement and coordinate any additional promotions.

For advertisement or sponsorship-related inquiries, please send us an email at:

podcast@activeaction.co

For more information, please visit our website at:

www.activeactionlab.com



ACTIVE ACTION LAB PRESENTS

DR. NAZIF'S PERSONAL 1:1 COACHING PROGRAM

TRANSFORM YOURSELF

Personal Development Coaching

**A Personal Development Program That
Creates Real, Lasting Change**

Build unshakeable confidence, crystal-clear direction, and life-changing skills that transform who you are – at work, at home, and in every relationship that matters.

Dr. Nazif's Transform Yourself program isn't about quick fixes or feel-good mantras. It's about doing the real work – with real guidance – to become the person you've been trying to be. Together, we'll work on who you are at your core: how you think, how you lead yourself, how you show up when no one's watching, and how you handle the parts of life that actually matter.

»»»»
LEARN MORE
»»»»

JOB READY PRO

**A Job Readiness Program That Gets You Noticed,
Interviewed, and Hired**

**Build a professional brand that stands out, master the
application materials that get callbacks, and position
yourself as the candidate employers want to hire.**

Dr. Nazif's Job Ready Pro program isn't about generic resume templates or copy-paste cover letters. It's about building a complete professional presence that makes hiring managers stop scrolling and start calling. Together, we'll create your professional brand: a resume that gets past AI filters and impresses humans, a LinkedIn profile that attracts opportunities, a portfolio that proves your capabilities, and application materials that actually work.

»»»»
LEARN MORE
»»»»

ACTIVE ACTION LAB PRESENTS

DR. NAZIF'S PERSONAL 1:1 COACHING PROGRAM

LEAD WITH CONFIDENCE

**Leadership Development Program for Real
Impact and Lasting Influence**

**Transformative Life & Leadership Coaching
for Real, Lasting Change**

Build leadership presence, communication skills, and confidence that transform how you lead and how others follow.

Dr. Nazif's Lead With Confidence program is designed for working professionals, new leaders, and aspiring leaders who want more than surface-level leadership tips. Together, we'll work on how you think, how you communicate, and how you show up as a leader every single day. Through structured coaching, practical frameworks, and guided self-assessment, you'll develop leadership skills that stick – not just in theory, but in the real pressures of your workplace.

»»»»
LEARN MORE
»»»»

MPH CANADA PATHWAY

**Master of Public Health (MPH) Program
Admission in Canada Workshop**

**Navigate MPH admissions, build a winning application,
and position yourself for acceptance into Canada's top
public health programs.**

Dr. Nazif's MPH Canada Pathway workshop isn't just another seminar with generic information. It's a comprehensive, hands-on 4-week program where you'll build your actual application materials – resume, statement of purpose, and application strategy – guided by someone who's been exactly where you are and succeeded.

»»»»
LEARN MORE
»»»»

ACTIVE ACTION LAB'S COURSE

RAPID-IMPACT PERSONAL DEVELOPMENT ONLINE COURSE

Still feeling stuck, having doubts about yourself? It's time to **change that.**

Transform Yourself

A Quick-Impact Personal Development Course

- ✔ Over 15 hours of transformational content
- ✔ 13 power-packed chapters on self-development
- ✔ 13 downloadable practical workbooks
- ✔ 90-day action plan for growth
- ✔ Self-paced, online course

INSTRUCTOR
Nazif Mahbub
MPH, MBBS, CHE, FRSPH
Co-Founder, Active Action
Host, Active Action Podcast
Personal and Professional
Development Enthusiast

You will learn how to:

- Build confidence ✔
- Improve focus ✔
- Develop self-awareness ✔
- Speak with confidence ✔
- Develop leadership ability ✔
- Create powerful habits & more.. ✔

Enroll now! Visit:
www.transformyourself.co

Podcast episodes and strategy guides on self-development available at:
www.activeaction.fm

activeactionpodcast

Become the version of yourself you have always wanted to be.
Ready to stop surviving and start evolving? Enroll and start your transformation journey.

Transform Yourself – A Quick-Impact Personal Development Course is a comprehensive, step-by-step system designed to help you unlock your full potential — mentally, emotionally, and professionally. This isn't just another motivational course. It's a practical, guided journey that gives you the tools, strategies, and structure to upgrade your mindset, build unshakable confidence, lead yourself with purpose, and create lasting change in your life.

Across 13 in-depth video lessons and 13+ downloadable workbooks, you'll build a personalized blueprint to grow in all areas — from self-awareness and goal setting to time management, focus, communication, and leadership. This course will help you stop surviving and start evolving.


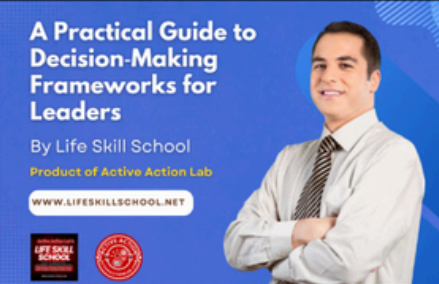




ENROLL NOW

ACTIVE ACTION LAB'S PROJECT LIFE SKILL SCHOOL



Life Skill School is a free school to learn life skills for personal & professional development, established by Active Action Lab. The school has 100s of easy-to-follow life skill strategy guides, video tutorials, personal development tools and lots of resources. Access everything for free!

Life Skill Strategy Guides

 <p>October 10, 2025</p> <p>Motivating Yourself and Others: Techniques to Inspire Peak Performance</p> <p>Motivating yourself and others can be a challenging but rewarding endeavor. Start by setting clear, actionable goals that are broken down in...</p>	 <p>October 10, 2025</p> <p>A Practical Guide to Decision-Making Frameworks for Leaders</p> <p>In exploring decision-making frameworks, there's a lot to consider for leaders navigating complex challenges. These frameworks help structur...</p>	 <p>October 10, 2025</p> <p>How to Start a Career Pivot Without Losing Momentum</p> <p>Career pivoting is all about making a significant change in one's professional journey, usually motivated by personal interests, job market ...</p>
 <p>October 10, 2025</p> <p>How to Hold Yourself Accountable Without Stress</p> <p>Accountability, at its core, is about owning one's actions and being transparent about results. In organizations, accountability enhances pe...</p>	 <p>October 10, 2025</p> <p>How to Use Mindfulness to Reduce Stress</p> <p>In our busy work lives, stress can really pile up and distractions seem endless, making it hard to focus. Mindfulness offers us a way to fin...</p>	 <p>October 10, 2025</p> <p>Why Lifelong Learning Matters in Every Career</p> <p>Lifelong learning is pretty much the ongoing, voluntary quest for knowledge, whether it's through formal education or just picking things up...</p>

Life Skill Video Tutorial

<p>Increase Productivity - Practical Tips to Make the Most Out of Your Day Epi.6</p> <p>In this episode, I talked about simple ways to boost your productivity and avoid burnout—all while taking care of your well-being. We share methods like time-blocking, the Pomodoro Technique, and the 80/20 rule, and discuss how a small shift in your mindset can make a big difference. Whether you wan...</p>  <p>Watch on YouTube WATCH NOW</p>	<p>Overcoming Fear and Building Confidence Epi.5</p> <p>In this 25-minute episode of "The Growth Mindset Pod," we explore what fear really is, why it often holds us back, and how we can face it to grow our confidence. Through real-life examples and easy-to-follow tips, you'll learn to see fear not as a barrier, but as a step toward personal growth. By th...</p>  <p>Watch on YouTube WATCH NOW</p>
<p>The Art of Patience - Staying Composed When Life Tests You Epi.4</p> <p>In this episode of Active Action Podcast, I talked about how to build patience and stay calm during tough times. Patience isn't something you're just born with—it's a skill you can learn. I shared personal stories, helpful tips, and easy exercises to help you stay composed when life gets hard. Wheth...</p>  <p>Watch on YouTube WATCH NOW</p>	<p>Creating Happy, Healthy Marriages - with Byron & Margaret Epi.12</p> <p>In this episode of the Active Action Podcast, I interviewed Byron and Margaret Mackey, a married couple for more than two decades, and host the "Beyond I Do" podcast. They talk about what really makes a marriage work, and how to nurture a loving, long-lasting relationship—highlighting how friendship...</p>  <p>Watch on YouTube WATCH NOW</p>

ACTIVE ACTION LAB'S **PODCAST DEVELOPMENT STUDIO**



POD MECHANIC - PODCAST PRODUCTION & EDITING

PodMechanic is a done-for-you podcast production studio. You record, we handle the rest - editing, cleanup, mixing, video, show notes, and social clips. Whether you're launching your first show or levelling up an existing one, we'll make sure every episode sounds clean, consistent, and ready to stream.

What We Do

▶ **Podcast Setup and Launch**

Need help getting started? We'll help you choose tools, set up hosting, connect directories (Spotify, Apple, etc.), and get your first episodes out into the world.

▶ **Audio & Video Editing**

We remove distractions, tighten the flow, fix levels, and make your show sound and look professional—without losing your natural personality.

▶ **Ongoing Episode Production**

Send us your raw recordings, and we'll handle editing, mixing, file exports, basic show notes, and upload support.

▶ **Social Media Clips**

We turn your full episodes into short, scroll-stopping clips for Instagram, TikTok, YouTube Shorts, and more.

Services We Provide

- ▶ Audio Podcast Editing
- ▶ Video Podcast Editing
- ▶ Podcast Distribution to Directories
- ▶ Regular Podcast Maintenance and Management
- ▶ Creating Clips for Social Media
- ▶ Creating and Managing Social Media Channels
- ▶ Creating and Managing Youtube Channel
- ▶ Creating Show Notes and Episodes Assets
- ▶ Support with Guest Hunting



**Launch Your Own
Podcast Now!**



www.podmechanic.com



podsmechanic@gmail.com

ABOUT THE FOUNDER

DR. NAZIF



MPH, MBBS, CHE, FRSPH

Personal & Professional Development Coach

Dr. Nazif is a personal, professional and soft skill development coach with a strong foundation in health systems and public policy. With several years of experience in the public service across Health Workforce, Continuing Care, Social Services and Mental Health and Addiction, he brings a practical, evidence-informed approach to helping people build a focused life with clarity and purpose, healthier routines, stronger resilience, and more confident leadership. He also helps people to recover from trauma using trauma-informed approach and care. Dr. Nazif has led several wellness-focused initiatives across different not-for-profit organization and is known for turning complex ideas into clear, motivating strategies people can actually use in daily life.

Apart from Active Action Lab, He is the co-founder of **Active Action Organization**, an Canada-based not-for-profit that supports newcomers to integrate in Canada while promoting personal and professional development and social awareness. He has also written many news articles and continues to create accessible knowledge translation resources that make personal growth feel achievable, not overwhelming. Dr. Nazif is also a Certified Health Executive - Canada's only accredited designation for health leaders. As a former Fellow of the Royal Society for Public Health and member of the Canadian College of Health Leaders, Dr. Nazif blends professional credibility with a warm, real-world coaching style.

When he is not doing his day-job in the public service or coaching clients, Dr. Nazif enjoys podcasting, creating content for social media and casual road trips. He is a devoted supporter of Real Madrid Football Club, Bangladesh Cricket Team & Brazil Football Team.



THANK YOU

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