



ACTIVE ACTION LAB & PODCAST

A LAB AND PODCAST FOR
PERSONAL & PROFESSIONAL DEVELOPMENT

WWW.ACTIVEACTIONLAB.COM

INFORMATION
BROCHURE



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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.



Our Motto

**STAY ACTIVE
TAKE ACTION**

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.



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.



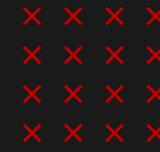
PODCAST PROMOTIONAL BANNERS

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.



AUDIENCE 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

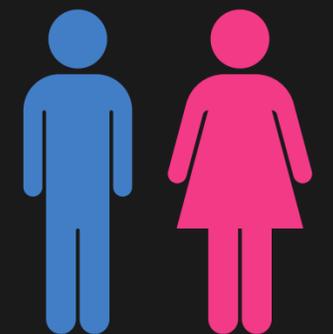
Audience Age Range



15 to 70 years

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

Audience By Gender



60%

40%

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.

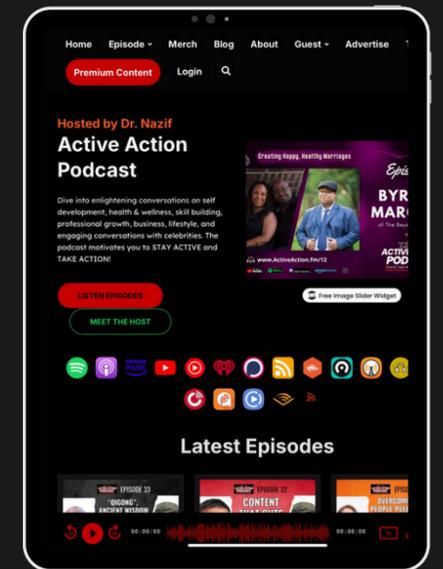
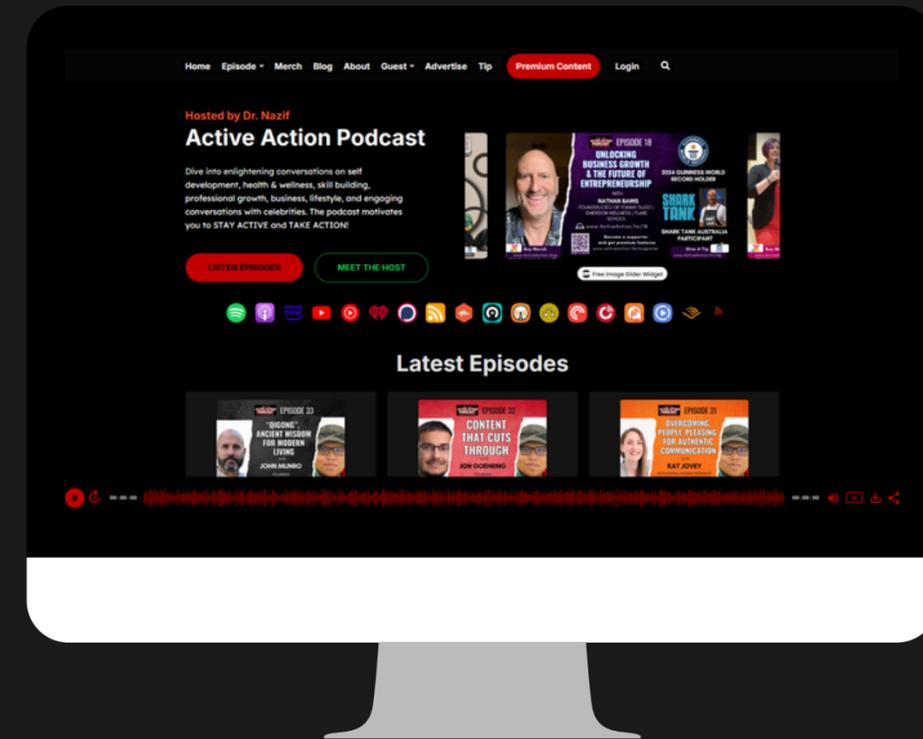
Some of the website's podcast features:

- ▶ 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

FEATURES

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

ProActive

\$2 /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:

- 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 programs
- Request 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.

Choose

PRO ACTIVE ACTIVE ACTION LAB

ProActive Plus

\$3 /monthly

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:

- 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 programs
- Get 10% discount on podcast production and editing services by PodMechanic.
- Advertise in the podcast at discounted rates.

Choose

STRUCTURE OF THE **PODCAST**

FORMAT

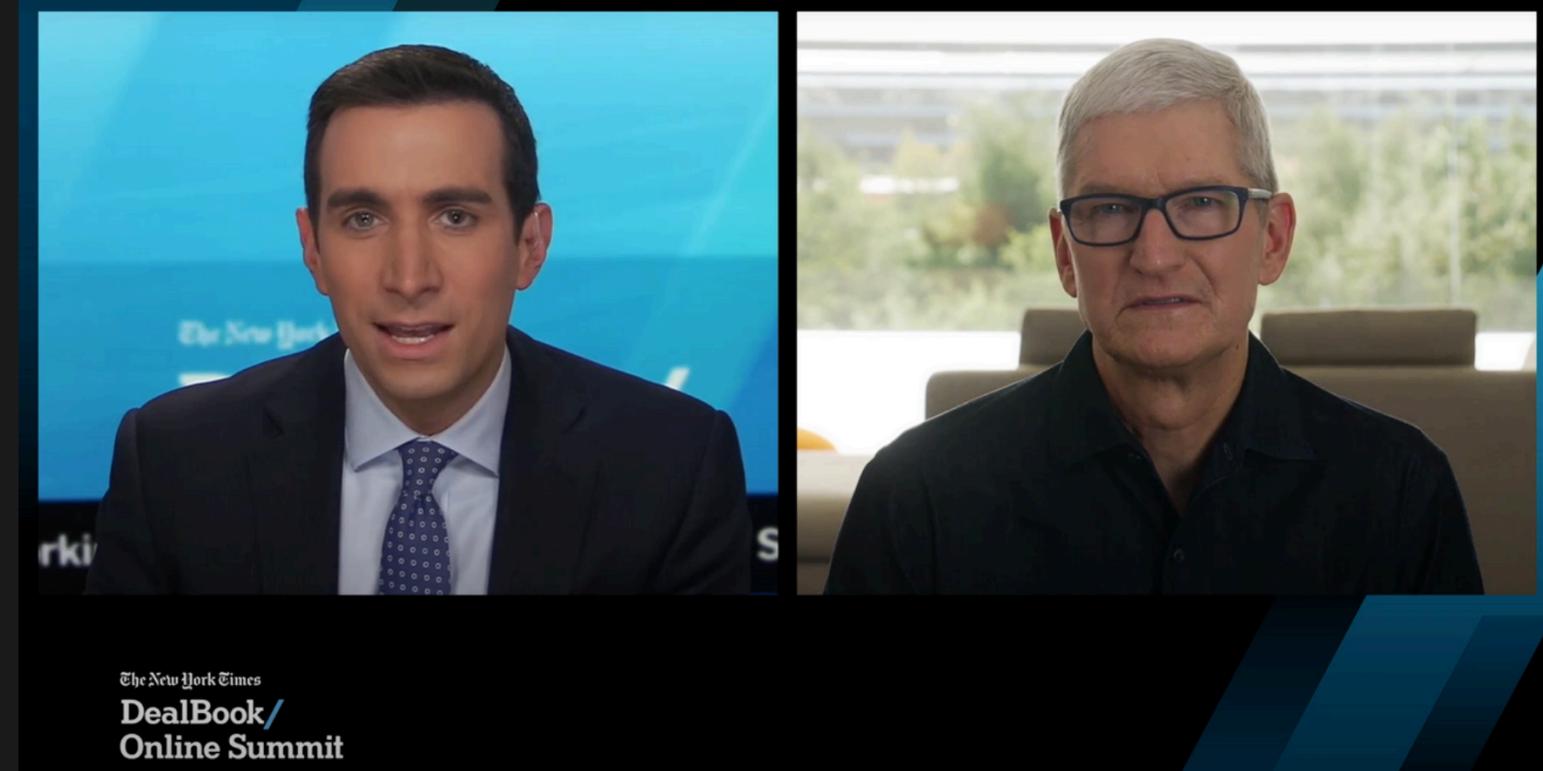
The podcast episodes are structured as engaging, conversational interviews with with passionate speakers. Each episode focuses on a specific topic.

DURATION

Episodes can range between 30 to 50 minutes, ensuring we cover topics thoroughly yet concisely.

MEDIUM

The podcast is recorded online through Active Action's online recording studio, a robust platform that supports both video and audio recording. This dual-format approach enables us to engage with our audience more effectively, providing them with the flexibility to watch or listen to our content according to their preferences. A guest can join from anywhere in the world.



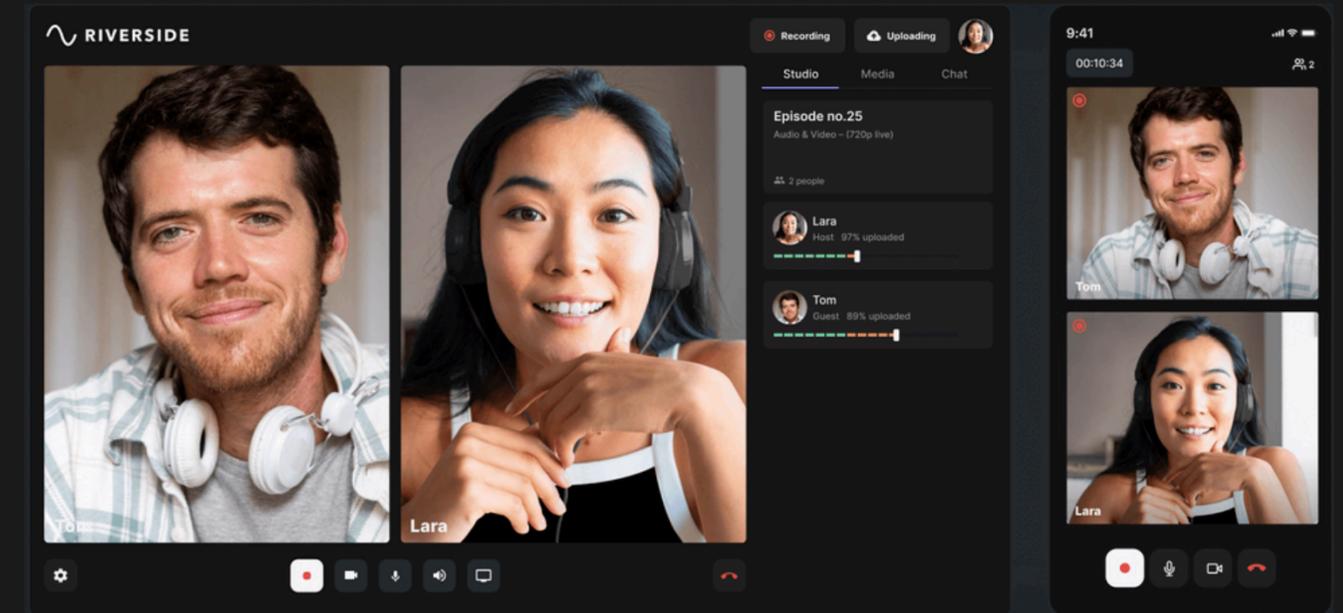
VIDEO INTERFACE IN OUR RECORDING STUDIO

JOIN AS GUEST IN **ACTIVE ACTION** PODCAST

We are always looking for passionate and knowledgeable speakers to join us as guests on Active Action. If you are a person with a passion for sharing your knowledge and experiences, we would be honored to have you as a guest in our podcast. Join as a guest, and be heard by thousands.

Facilities for Guests

- ▶ Opportunity to promote your service/brand/content/product to thousands of engaged listeners through audio and video channels.
- ▶ A Dedicated Webpage on the official Active Action Podcast website featuring your episode and profile. [Click here](#) to see an example.
- ▶ A Featured Blog Post on the podcast episode enhancing your visibility to our audience. [Click here](#) to see an example.
- ▶ Your audio episode is distributed on 20+ popular streaming platforms.
- ▶ Your video episode is published in Youtube in Full HD resolution
- ▶ A professionally designed banner for you to share with your network and in social media.
- ▶ A Certificate of Participation for a formal acknowledgment of your contribution



**RECORDING INTERFACE IN ACTIVE ACTION
ONLINE RECORDING STUDIO**

REQUIREMENTS

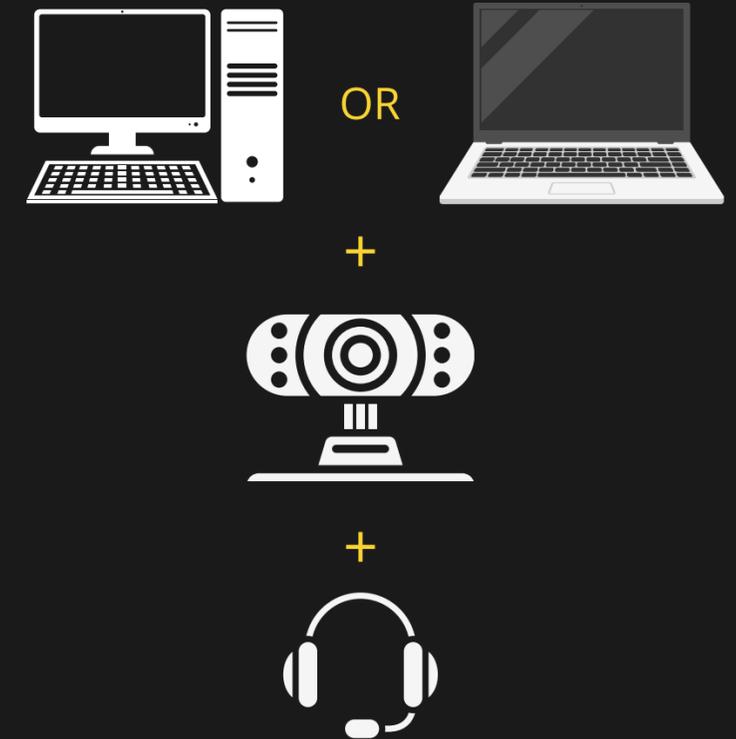
APPLICATION PROCESS AND PREPARATION TO JOIN

Guests have to apply online to join the podcast by completing an application form and schedule a date for virtual recording. After receiving the invitation email, guests will have to provide an outline of the topics and questions planned for discussion, **within seven days**. This preparation ensures a smooth and structured conversation. Some additional information also needs to be sent to the host for the purpose of creating promotional material (i.e., promotional banner for social media), along with the questions. Guests will also be required to sign a 'guest release form' before recording of the podcast.

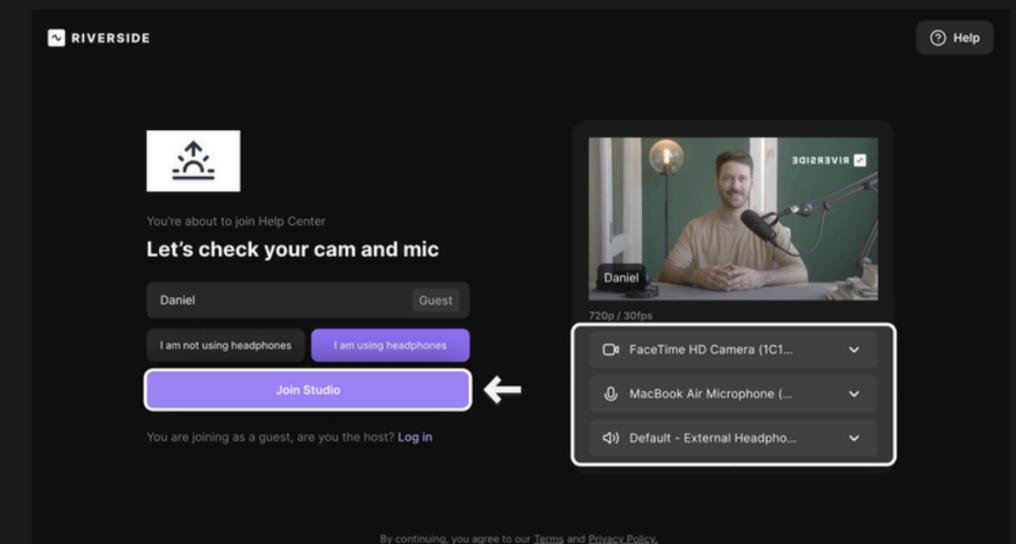
TECHNICAL REQUIREMENTS TO JOIN

The podcast is conducted virtually, requiring a stable internet connection, a desktop or laptop computer with webcam and a microphone/headset with mic. Guests also have the option to join from mobile device through iOS/Android app, but we recommend joining from desktop/laptop. Using our recording studio is very simple, and it has a user-friendly interface. Our studio records video in full HD (1080p). You can get detailed instruction and tips [HERE](#) on how to join as a guest and prepare for the interview.

We understand the importance of ensuring our guests' comfort with the podcast's video and audio format. We kindly ask prospective guests to confirm their comfort level with participating in both formats. The host ensures a professional yet relaxed environment to facilitate a natural and enjoyable conversation with the guest.



TECHNICAL REQUIREMENTS TO JOIN THE PODCAST



JOIN AS GUEST IN OUR STUDIO

**ACTIVE ACTION
PODCAST**
A SAFE SPACE FOR
SELF-DEVELOPMENT & ENTERTAINMENT
WWW.ACTIVEACTION.FM



We invite you to join as a guest on Active Action

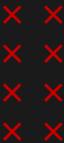
If you are interested to join as a guest, click on the link below or scan the QR code:

www.activeactionlab.com/guestrequest



For any guest-related inquiries, please contact:

podcast@activeaction.co



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

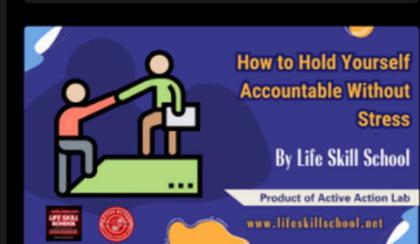
ACTIVE ACTION LAB'S PROJECT LIFE SKILL SCHOOL



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

Life Skill Video Tutorial

 <p>Motivating Yourself and Others: Techniques to Inspire Peak Performance By Life Skill School Product of Active Action Lab www.lifeskillschool.net</p> <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>A Practical Guide to Decision-Making Frameworks for Leaders By Life Skill School Product of Active Action Lab www.lifeskillschool.net</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>HOW TO START A CAREER PIVOT WITHOUT LOSING MOMENTUM By Life Skill School Product of Active Action Lab www.lifeskillschool.net</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>How to Hold Yourself Accountable Without Stress By Life Skill School Product of Active Action Lab www.lifeskillschool.net</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>How to Use Mindfulness to Reduce Stress By Life Skill School Product of Active Action Lab www.lifeskillschool.net</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>Why Lifelong Learning Matters in Every Career By Life Skill School Product of Active Action Lab www.lifeskillschool.net</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>



Increase Productivity - Practical Tips to Make the Most Out of Your Day | Epi.6

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...

EPISODE 6

Increase Productivity

Make the Most of Each Day

With Dr. Nazif

Watch on YouTube WATCH NOW



Overcoming Fear and Building Confidence | Epi.5

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...

EPISODE 5

Overcoming Fear & Building Confidence

With Dr. Nazif

Watch on YouTube WATCH NOW



The Art of Patience - Staying Composed When Life Tests You | Epi.4

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...

EPISODE 4

The Art of Patience

Staying Composed When Life Tests You

With Dr. Nazif

Watch on YouTube WATCH NOW



Creating Happy, Healthy Marriages - with Byron & Margaret | Epi.12

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...

EPISODE 12

BYRON & MARGARET

at the
ACTIVE ACTION PODCAST

Watch on YouTube WATCH NOW

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

DO YOU WANT YOUR BRAND/PRODUCT TO REACH THOUSANDS WORLDWIDE? **INCREASE YOUR SALES WITH US!**



Why Advertise your brand/product in Active Action?



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 podcast, 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.

Audience/Downloads



20,000+

Social Media Following



10,000+

For more information, visit:

www.activeactionlab.com/advertise

To view and download the Media Kit, visit:

www.activeactionlab.com/mediakit

For advertisement & sponsorship inquiries, please contact:

podcast@activeaction.co

THANK YOU



Talk Show
**ACTIVE ACTION
PODCAST**

A SAFE SPACE FOR
SELF-DEVELOPMENT & ENTERTAINMENT
WWW.ACTIVEACTION.CO

Podcast Website
www.activeaction.co

For podcast-related inquiries (general, advertisement, guest):

podcast@activeaction.co

For Active Action Lab-related inquiries (coaching, course, support):

nazif@activeactionlab.com

Become a premium member:

www.activeactionlab.com/member

Find us on social media:

    **ActiveActionLab**