

SPREAD*ideas*MOVEpeople

Mission

Our goal is to continue to share the stories of People of the Global Majority from our perspective, to defy stereotypes and show models exist in our communities. In addition to amplifying our voices, we also strive to promote nervous system regulation and overall mental health awareness. Through our content, we aim to provide tools, resources, and discussions that support mental and emotional wellness, helping individuals navigate and regulate their nervous systems in a world that often perpetuates hustle culture and glorification of success.



Located in Kumeyaay Nation Territory
also known as San Diego, CA



Pam Covarrubias became the Business Coach her immigrant mother needed. Her work heavily leans on dismantling old ways of doing business and liberation principles. Through her Liberated Business Roadmap, Pam supports clients build businesses that honor rest, values, and culture. As someone who has been told she's prettier when she's quiet, Pam is dedicated to using her voice to remove the damages of Calladita Culture™ a principle instilled in first-generation women and femmes in the United States, telling them to be quiet and submissive.

16K+

Downloads
per month

6K+

IG
Followers

3K

Friends + Page
Likes

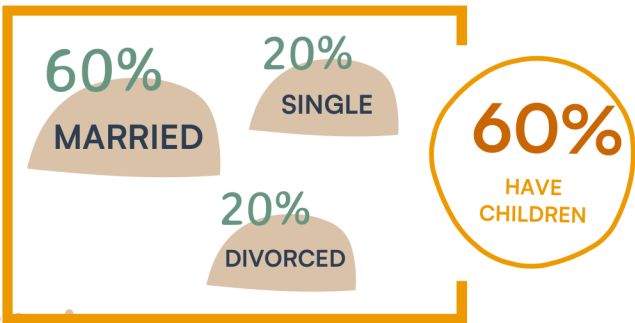
1K+

Email
subscribers

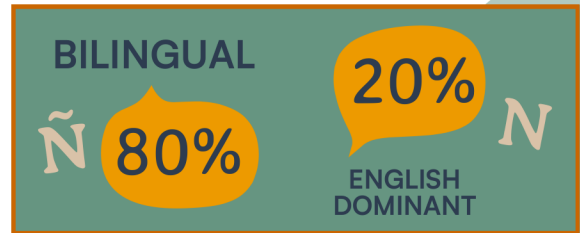
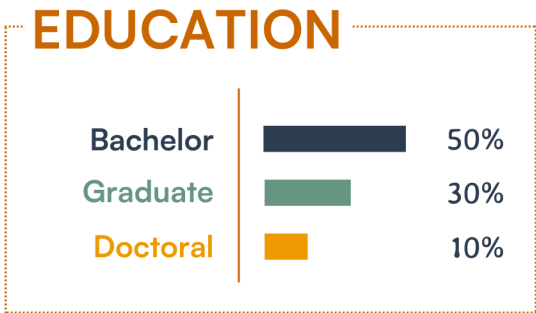
The Humans



AVERAGE INCOME
\$75K



Unfortunately our data is based on the binary because that is what is currently available.





Let's Work Together

BRAND AWARENESS AND COMMUNITY ENGAGEMENT



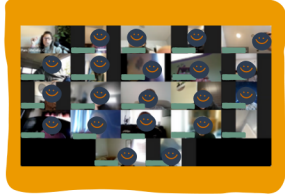
Cafe con Pam listeners enjoyed a fun intimate private cupping experience with Coava Coffee. Each participant left with a pound of coffee and a drink from the cafe.

COAVA COFFEE + CAFE CON PAM COFFEE CUPPING EXPERIENCE



Cafe con Pam listeners created their yearly vision through a mountain hike in San Diego. The experience involved a journal, a snack, and visioning time + post journaling prompts.

NATURE HIKES + VISION BUILDING EXPERIENCES



Every week Pam connects with her listeners through the podcast and inside the Stay Shining Club, a virtual gathering space using Discord. Here people connect and have meaningful chats.

VIRTUAL EXPERIENCES



Pam is available for keynote and MC opportunities. Her public speaking training and vibrant personality allows Pam to fully engage with varied types of audiences.

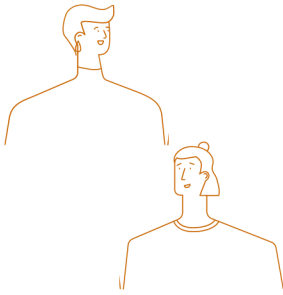
IN-PERSON EXPERIENCES

LOOKING FOR A KEYNOTE SPEAKER?

- Pam is also available for speaking opportunities. [Check out her media kit](#) to explore more.



Why us?



OUR AUDIENCE

Podcast listeners are by far the most loyal and engaged audience of a medium out there. According to Adage.com, podcasts are able to engage listeners in a way that traditional media can't. When podcasters speak in a listener's ear, it feels as if they're being spoken to directly. Audience members build relationships with the host and become more rapidly connected to the content.

MULTI=PLATFORM EXPOSURE

Normally when a company buys advertising, it's in ONE publication or on ONE channel.

However, a HUGE benefit of advertising on a podcast is that it's hardly ever the only place the company will have exposure. Most podcasts have websites, social media channel, email subscribers, blogs, and many even host or attend in-person events either to speak, learn or network. Also, podcasters many times record live-episodes live and in person meet-and-greets.

As a result, there are many opportunities that advertisers wouldn't have with other advertising options.

PODCASTS TELL STORIES

Because the format of the advertisement is fairly loose compared to traditional media, it's easier for the host to tell the company's story from their own perspective, making it more genuine and authentic for the audience.

LET'S CHAT!

pam@spreadideasmovepeople.com