



The Bottom Line

- WITH RYAN HERPIN -

MEDIA KIT



ABOUT THE SHOW

*Broadcasting every Monday at 18:00
CT on NowMedia*

- The Bottom Line cuts through business noise to deliver clarity, strategy, and mindset for success.
- Hosted by transformation strategist Ryan Herpin, featuring real stories and expert insights.
- Covers topics like personal branding, emotional resilience, leadership discipline, and trust-based relationships.
- Provides actionable tools and mindset shifts that help professionals turn challenges into opportunities.





ABOUT *THE HOST*

RYAN HERPIN

- Ryan Herpin is a transformation strategist and leadership mentor.
- Specializes in mindset mastery, performance coaching, and strategic growth.
- Known for his clear, practical approach to success and authenticity.
- Helps leaders and entrepreneurs earn—not just chase—their success.





ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with **audio versions of our shows available across all major podcasting platforms**.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.



ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device**.

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



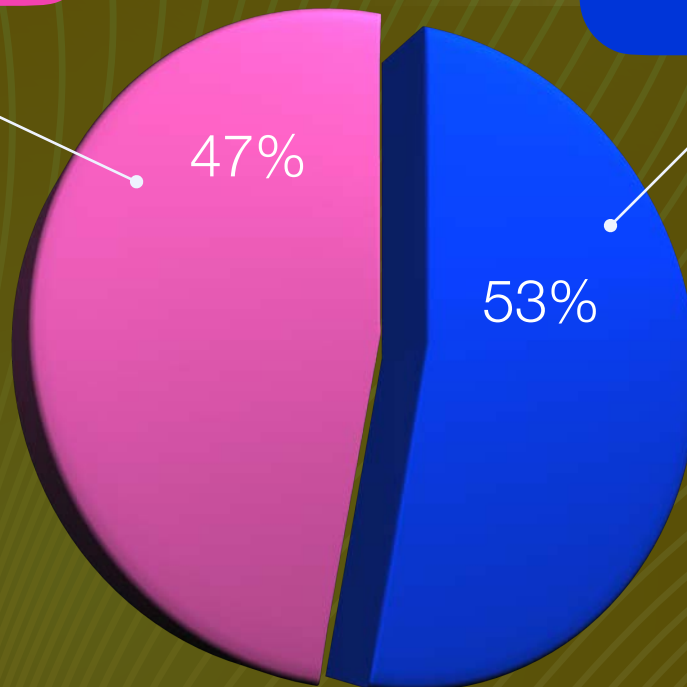


AUDIENCE DEMOGRAPHICS

Gender

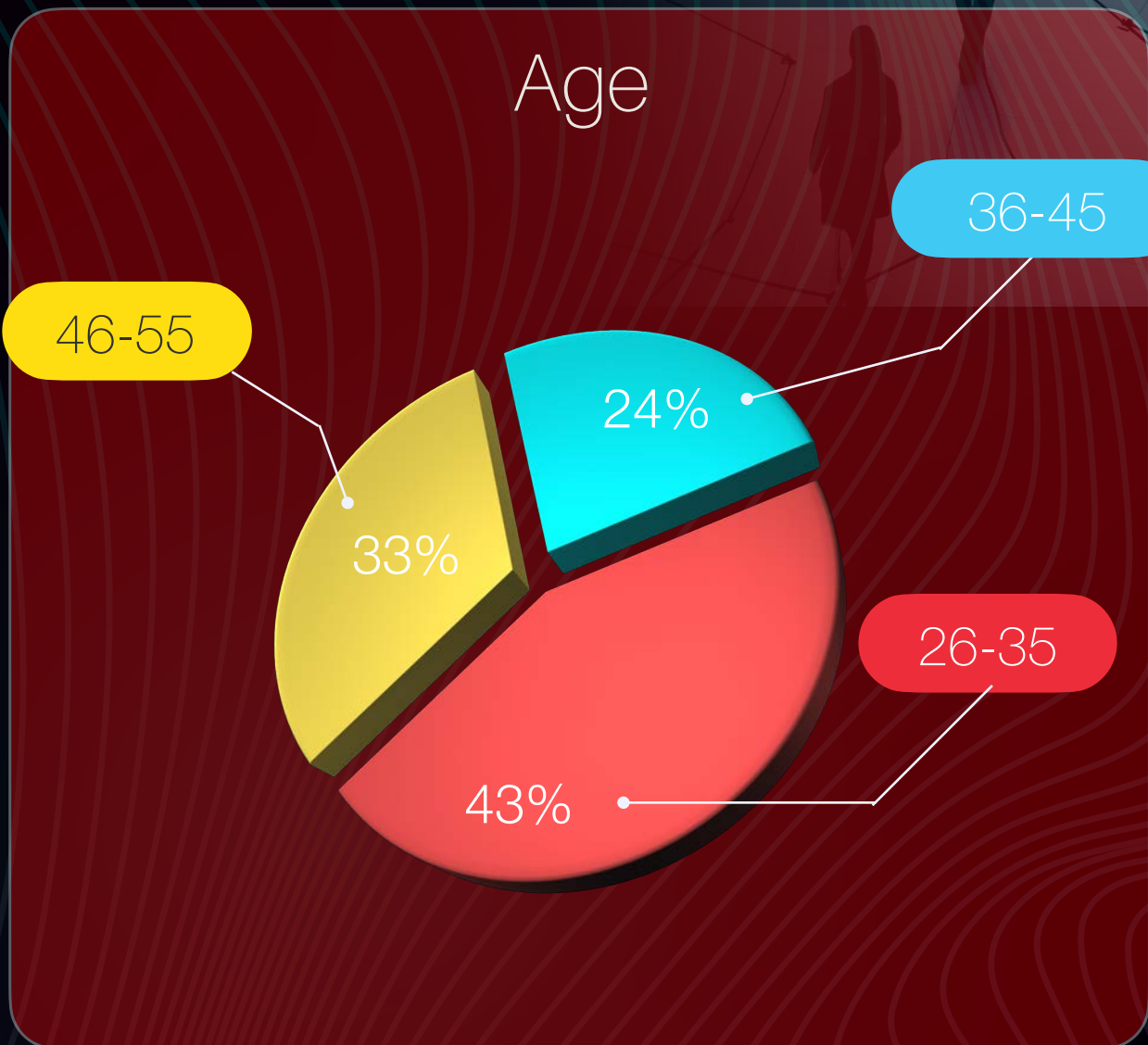
Female

Male





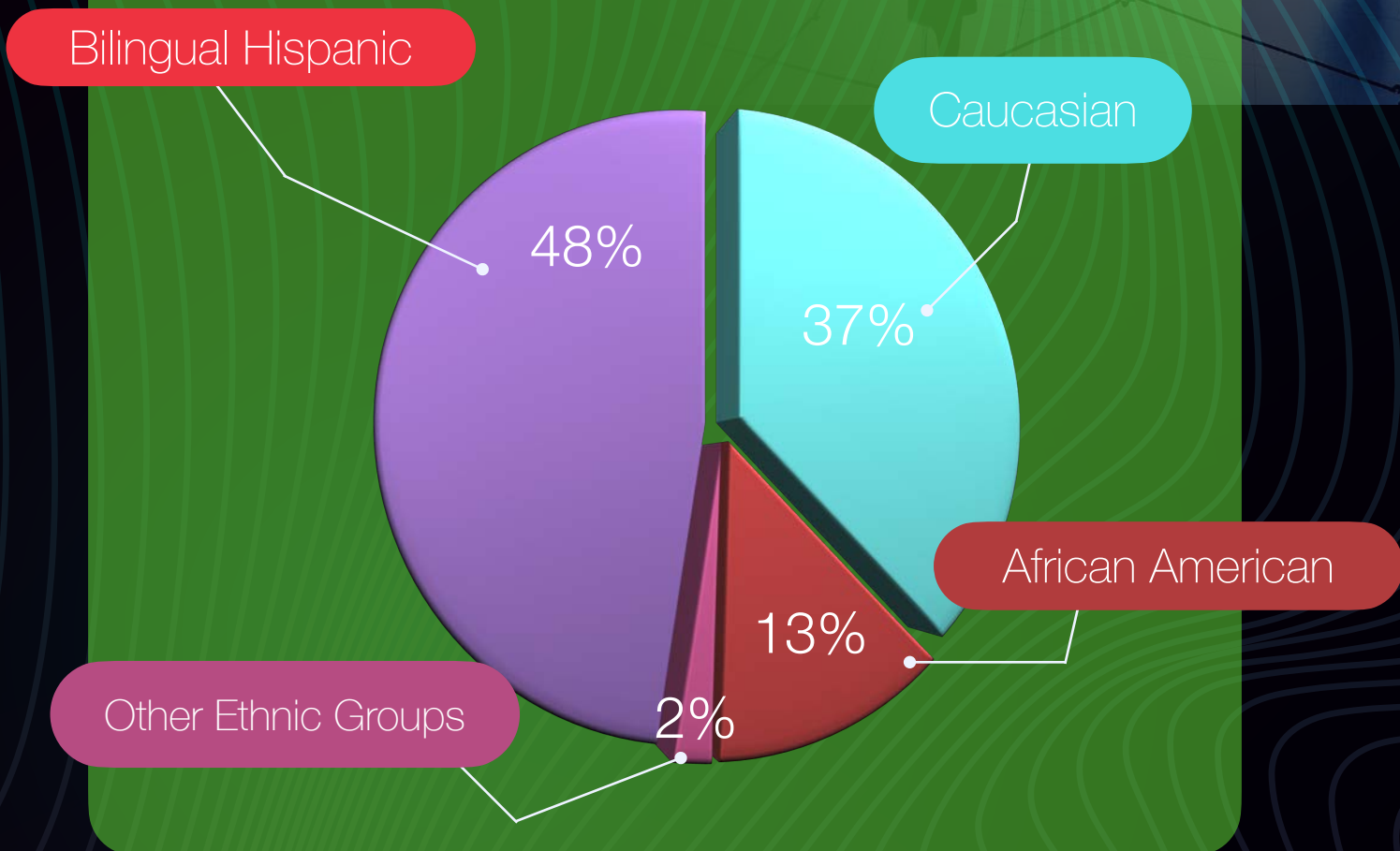
AUDIENCE DEMOGRAPHICS





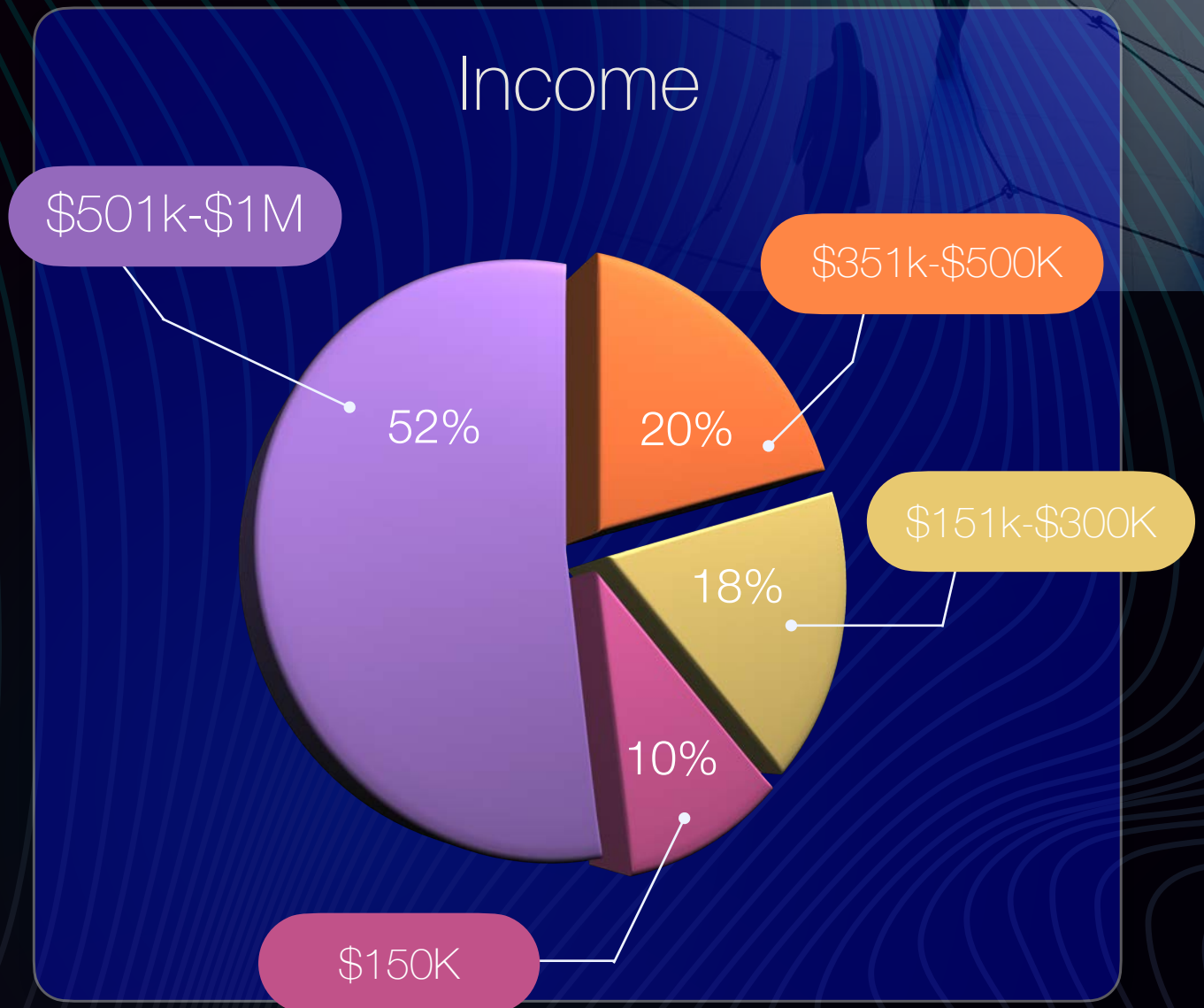
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES



The Bottom Line

Success isn't given, it's earned. And earning it means becoming the person who deserves it. The bottom line is where we cut through the chaos to simplify success, uncovering the strategies, mindset and resilience it takes to succeed.

Apple Podcasts Spotify Amazon Music Pocket Casts iHeartRadio Pandora
RSS + More

Latest Episodes

Search Episodes...



November 18, 2025

The Bottom Line (Aired 10-29-2025) How Purpose, Structure, and Mindset Shape Real Career Success With Dr. Deepak Bhootra

In this episode of The Bottom Line, host Ryan Herpin sits down with Dr. Deepak Bhootra to explore the core ideas behind his book...

PLAY 00:47:30



November 16, 2025

The Bottom Line (Aired 11-12-25) How Leaders Can Master Financial Decision-Making, Clarity, Strategy, and Confidence with Jeff Owens

In this episode of The Bottom Line, host Ryan Herpin breaks down one of the biggest challenges leaders face: the fear of making financial decisions.

PLAY 00:48:58



October 27, 2025

The Bottom Line (Aired 10-27-2025): Carrying the Load: Leadership, Loneliness, and Moving Beyond Survival Mode

In this episode of The Bottom Line, host Ryan Herpin sits down with entrepreneur and motivational leader Ryan Kiani about the hidden pressures of leadership...

PLAY 00:48:28



October 20, 2025

The Bottom Line (Aired 10-20-2025): The Unspoken Rules: Building Belonging and Culture at Work

In this episode of The Bottom Line, host Ryan Herpin sits down with award-winning entrepreneur and bestselling author Reha Grant to uncover the invisible...

PLAY 00:48:28



October 13, 2025

The Bottom Line (Aired 10-13-2025) — Finding Clarity: Cutting Through Chaos to Lead with Focus

In this episode of The Bottom Line, host Ryan Herpin sits down with veteran business coach Douglas Wick, founder of Positioning Systems and a...





NOW MEDIA **TELEVISION**

2901 Wilcrest #245
Houston, TX 77042
Main +1 (832) 384 9588

Website:
www.nowmedia.tv



The Bottom Line
-WITH RYAN HERPIN-