

A Cup  of
Comfort[™]
with *Trish Laub*

CareHero[™] topics that nobody
wants to talk about

2nd & 4th Tuesday
12pm PT / 3pm ET



TrishLaub.com

Join the Conversation

*Streaming Live on the #1
Positive Talk Network.*

*The Transformation
Network*



Host Trish Laub

Welcome to A Cup of Comfort. This show is about CareHero™ topics that nobody wants to talk about.

“I am here to share with you the concise, actionable information, as well as my fresh perspective about living with Alzheimer’s and providing dignified care through the end of life for anyone with a life-altering diagnosis. I will share with you everything that I learned and wrote into three quick-reference guidebooks in order to help others like you.

Grab a cup of your favorite beverage, sit back, and let me help you on your care-hero journey. We will talk and share, we may laugh, and we may share a tear or two, and we will always share A Cup of Comfort.”

*Live Radio – Facebook Live Video
Podcast to over 50+*



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Who's Listening?

How much do you agree/disagree...

"When price and quality are equal, you prefer to buy products from companies that advertise on the podcasts you regularly listen to."

Strongly Agree/Agree:

60%

How much do you agree/disagree...

"Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to."

Strongly Agree/Agree:

63%

51%

of those surveyed considered or *purchased a product advertised* during their favorite personality's show

143 Million

Are listening to online radio monthly.

80% Women

Top 6 Topics of Interest!

- Alternative Health
- Self Improvement
- Women's Issues
- Psychic Phenomenon
- Relationships
- Spirituality

Age Range

- 25-46 – 60%
- 47+ - 40%

Finance & Education

- College Grads 63%
- Earn over 150K 36%
- Employed Outside Home 51%



Transformation Talk Radio is designed to attract the Cultural Creatives, a mass multi-generational cultural and lifestyle market unparalleled in U.S. history.

Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the Cultural Creatives, with about 80-90 million in the European Union.

These individuals are now instituting a wave of progressive social, environmental, spiritual, and economic change.

Their power as a consumer market remains virtually untapped.

LOHAS describes a conservative estimate of these people to spend \$228.9 billion and growing.

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