

# **Srinivas Rao**

**Social Media Producer (freelance) at BlogcastFM**

Greater Los Angeles Area, CA, US

Blogger, Author, Social Media Speaker, Content Strategist and Audience Development Specialist

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## **Biography**

### **SOCIAL MEDIA HOST/INTERVIEWER**

I interview entrepreneurs, top bloggers, and internet thought leaders.

I'm the host and co-founder of BlogcastFM, a podcast on which I've interviewed over 300 bloggers authors, and entrepreneurs. Previous guests on BlogcastFM include Ramit Sethi, Chris Guillebeau, Robert Greene, Seth Godin, Chris Brogan Tim Ferriss, Danielle Laporte, Mike Stelzner, Cameron Herold and 100's of others. Since starting in February 2010 the show has grown to several 100,000 downloads per month, a global audience and over 200 5-star ratings in iTunes.

### **SOCIAL MEDIA WRITER/AUTHOR/BLOGGER**

In 2009, I started my personal blog The Skool of Life. My writing has been featured on many popular personal development and social media blogs, I was recognized on Problogger as one of 40 Bloggers to Watch in 2011, and am a regular contributor to the Adage 150 blog GROW. I've self published multiple books. My most recent book is The small Army Strategy: A Guide for Turning Fans and Followers into Fanatics and Friends for Life

<http://www.amazon.com/The-Small-Army-Strategy-ebook/dp/B00BHKE57G>

### **SOCIAL MEDIA SPEAKER**

I speak at marketing events, universities, and businesses. My specialties include: personal branding, content strategy/marketing, digital storytelling and leveraging the internet to turn fans and followers into fanatics and friends for life. Previous organizations where I've spoken include Pepperdine University, Eye For Travel, and New Media Expo If you would like to have me speak at your next event, please view my speaking clips/interviews. You can email me at [srinirao@gmail.com](mailto:srinirao@gmail.com)

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Internet, Publishing, Media Production, Media - Broadcast, Social Media, Media - Online, Writing and Editing

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## **Areas of Expertise**

Audience Development, Digital Storytelling, Podcasting, Blogging, Content Strategy, Content Development, Content Marketing, Social Media Strategy, Self Publishing, Multimedia Content Creation

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## **Sample Talks**

**The Small Army Strategy: A Guide for Turning Fans and Followers into Fanatics and Friends for Life**  
We've entered a fierce battle for attention. You won't be the next Tim Ferriss, Seth Godin or Chris Brogan. In this session I'll talk about how to take a small following or fan base and turn into a wildly passionate one. I'll share immediately applicable tactics that you can apply to an audience or customer base of 5 people or 5000. You'll be left with a deep understanding of how to create raving fans (aka your small army).

### **Create a Corporate Blog That Doesn't Suck**

Most corporate blogs are terrible. They're not much more than a glorified extension of PR and marketing material. The blog becomes just a checkbox that your company gets no real value out of. In this session I talk to about how to create a corporate blog that people actually read. I'll talk about best practices, and share case studies of some of the most successful corporate blogs that were created on a minimal budget.

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## **Event Appearances**

**The Art of Digital Storytelling**  
Eye For Travel

**Confessions of a Corporate Misfit**  
Pepperdine Information Technology Club

**How to Increase Engagement With Your Audience**  
Blogworld New Media Expo Los Angeles

**The Art of Being Unimstakable**  
Misfit Conference

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## **Education**

**Pepperdine University, The George L. Graziadio School of Business and Management**  
MBA Marketing Concentration

**University of California, Berkeley**  
BS Economics

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## **Accomplishments**

## **Podcast Host/Founder/Producer at BlogcasFM**

Since starting BlogcastFM in 2010 I've interviewed over 300 bloggers, authors, and entrepreneurs. Previous guests on BlogcastFM include Ramit Sethi, Chris Guillebeau, Robert Greene, Seth Godin, Chris Brogan Tim Ferriss, Danielle Laporte, Mike Stelzner, Cameron Herold and 100's of others. Today the show gets several 100,000 downloads a month, has over 200 5-star ratings in iTunes , and has a global audience.

## **Author**

I've written 3 self published books

The Small Army Strategy: A Guide for Turning Fans and Followers into Fanatics and Friends for Life

Blog to Book Deal: How They Did It

Relationship Marketing for Bloggers

## **40 Bloggers to Watch in 2011**

In 2011 I was recognized on Probloggers annual list of bloggers to watch because of my work on BlogcastFM and The Skool of Life

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## **Testimonials**

### **Sandy Lee**

I first heard Srinivas Rao speak at my business school. I didn't know what to expect, but I was completely blown away with his perspective and his message. It made me think deeply of what I wanted from business school and life in general and adjust my goals to find my ultimate happiness.

### **Sharon Hunt**

If I had one word to describe Srini, it would be “passionate.” The man is a driven, no-holds-barred, life enthusiast that harnessed his energy and insight into the production of meaningful and timely advice for business school graduates. Srini has pointed out that as we chug along, searching for meaning in our dreams of corporate success, we would be remiss if we overlooked the bigger question – not “what am I going to be?” but “who am I going to be?”

### **AJ Leon**

To say that Srini Rao is simply a talented public speaker would be doing him a grave disservice. When Srini walked off the stage at my inaugural event, Misfit Conf in June of 2013, he left bits of his soul on the platform and those in attendance still recall his brilliant and moving performance. His mixture of passion and humor and eloquence is unmatched in a world of scripted domain knowledge wrapped in monotone keynote templates. But. The greatest thing about Srini is that he cares. He actually cares. He prepared for weeks leading up to my event, and I will never forget his level of dedication and neither will those who were privileged enough to take a seat and watch him light up the stage.

## **Justin Williams**

Captivating an audience at 7:30am is not an easy task, but Srinivas definitely passed the test! He brought the perfect amount of energy, enthusiasm, and know-how to our morning meetup and his "Small Army Strategy" was extremely insightful. We'd love to have him back anytime.

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