

Generation Entrepreneur

The First Business Podcast by and for GenZ
Professional Writing and Rhetoric Capstone by Angela Myers

Project Summary

As I enter into the world of freelancing and entrepreneurship, I've noticed two things: there's a lot about starting a business that you don't learn in school and in order to find freelance work, you have to know how to network. This podcast provides insight for young professionals on the upcoming career path of the 21st century freelancer/business owner.

It will hopefully serve as a resource for listeners to learn more about how to become a successful entrepreneur or freelancer from a young age. The idea is for each episode to give inspiration as well as tactical tips from successful entrepreneurs' careers.

Research Methods

Conducted an audience analysis, including interviews with 6 GenZ entrepreneurs

Competed a market analysis of similar podcasts

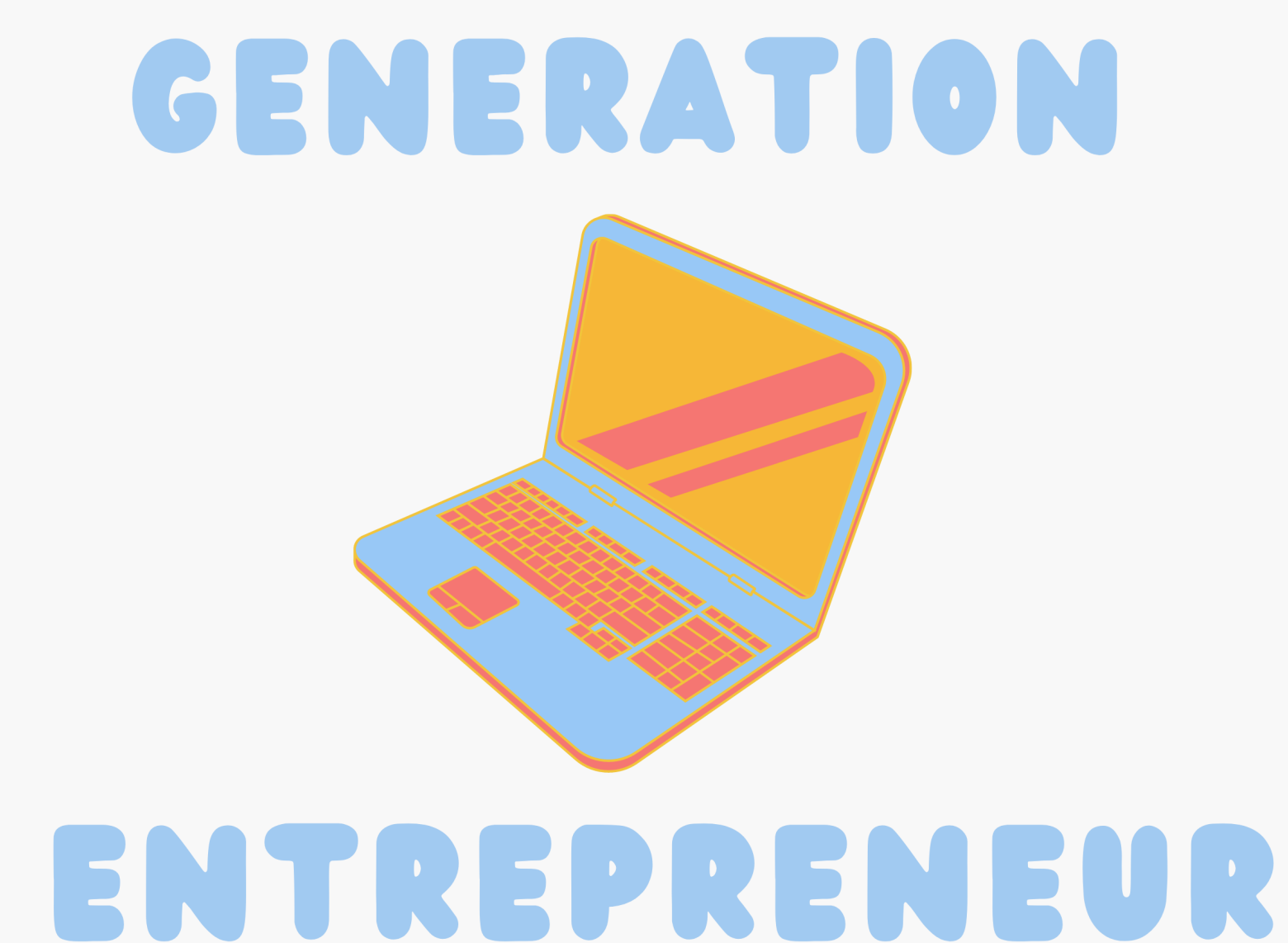
Conduct conversational interviews on the podcast

Researched entrepreneurs to reach out to as guests on the podcast

Rhetorical Strategies

- Audience analysis
- Invitational rhetoric
- Multimedia rhetoric
- Ethos development
- Writing technologies

Deliverables



The podcast by and for GenZ
empire builders



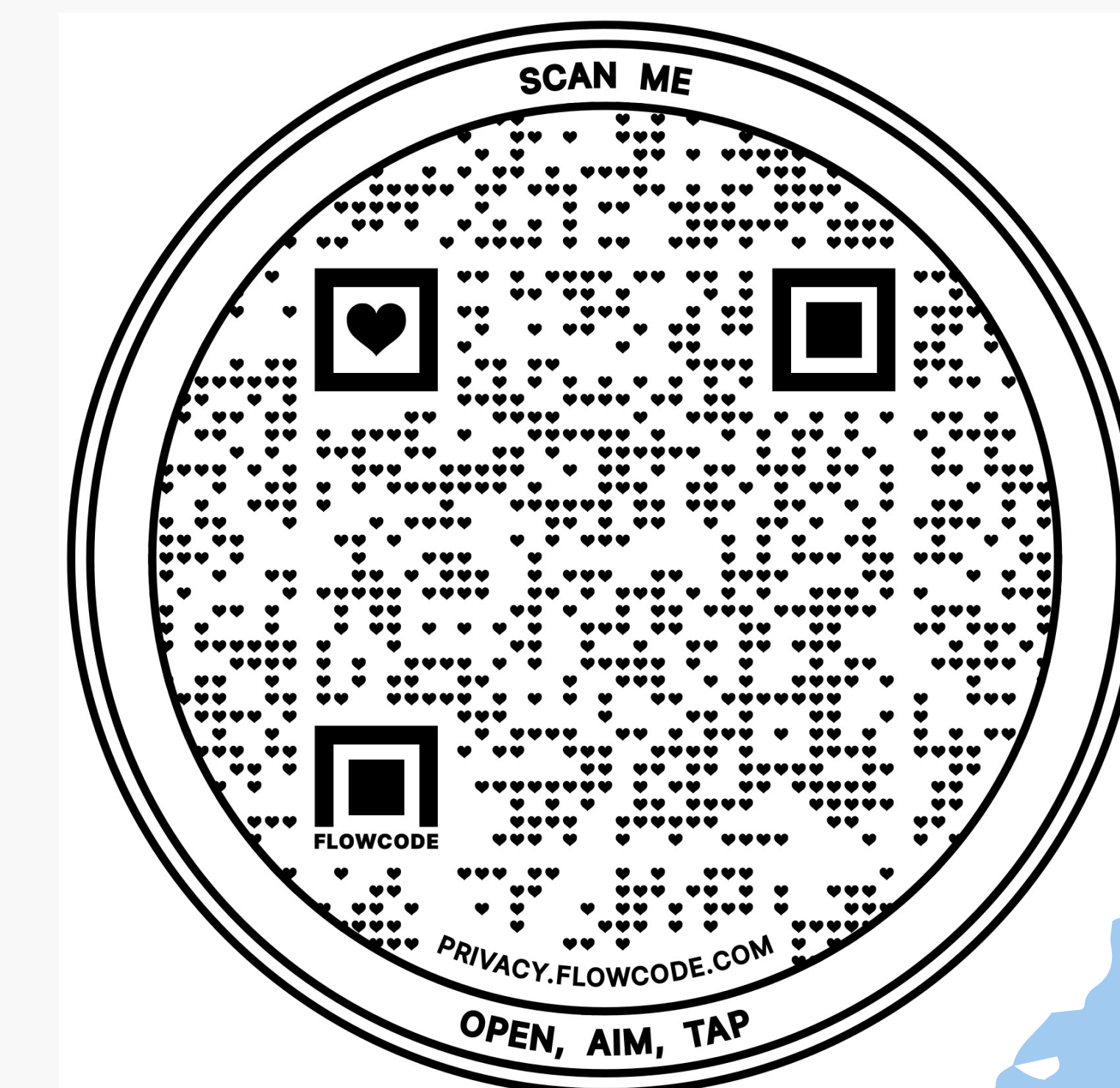
Findings

One key finding from the podcast episodes was that everyone's entrepreneurial journey is different. No two interviewees had similar stories, but there were two underlying details of all four podcasts:

- a passion for what they were doing
- good networking skills
- knowing one's intended audience and how to communicate to them

Significance

The insight from these interviews provide professional insight for myself, other PWR majors at Elon in their own career journey, and others at Elon curious about content creation or entrepreneurship. I also promoted the podcast to my personal brand which reaches over 20,000 people online so the interviews could provide entrepreneurial guidance beyond Elon. While all listeners and PWR majors might not want to freelance, advice from successful entrepreneurs can be a great benefit to any young professional.



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