



THE ABOUT PODCAST | EPISODE 50

We're Building Something Bigger Than a Podcast

Welcoming Blake Slaymaker and the future of financial education

What does it take to grow a podcast into something bigger than just conversations behind a microphone? Roy Huckle, Jeremy Scott, and new podcast team member Blake Slaymaker discuss the evolution of educational content and why authentic communication still matters.

EPISODE SUMMARY

Roy Huckle, Jeremy Scott, and new podcast team member Blake Slaymaker discuss the evolution of educational content, the future of digital media, and why authentic communication still matters. The conversation explores how content consumption habits are changing, the rise of short-form media, and the importance of making financial education more accessible and relatable for everyone.

The episode also dives into Blake's personal journey from athletics into media and marketing, the value of adaptability when plans change, and the mission driving future growth. Together, the conversation centers around one key idea: meaningful educational content should create value, simplify complexity, and genuinely help people navigate life and financial decisions with more confidence.

KEY TOPICS & TAKEAWAYS

- Educational content should focus on providing value, not simply chasing views or engagement.
- Short-form content and digital media are reshaping how people consume and learn information.
- Adaptability is critical when career paths or life plans unexpectedly change.
- Authentic conversations and trust still matter in an increasingly automated digital world.
- Financial education should feel approachable, practical, and accessible to everyone.

TIMESTAMPS

- 0:00 Introduction and the vision behind expanding educational content
- 1:45 Blake's background and transition from baseball into marketing and media
- 4:10 Why digital content consumption habits are changing
- 6:00 The growth of short-form video and educational media
- 8:15 Why authenticity matters more than polished marketing
- 10:20 Creating educational content people actually want to watch
- 12:40 Adapting when life and career plans change unexpectedly
- 15:00 The future vision for content, media, and education
- 17:10 Why simplifying financial education matters
- 19:00 Final thoughts on building something bigger through meaningful conversations

RESOURCES & LINKS

- [Listen to the full episode \(Audio\)](#)
- [Watch on YouTube](#)

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