Communities Connected

A Land and Lifestyle Podcast

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The Communities Connected: A Land and Lifestyle Podcast by Alosant features one-on-one conversations with host April LaMon, Co-Founder and CEO of Alosant, and expert guests.

Discussions feature invaluable insights from a diverse group of forward-thinking, well-respected leaders in **real estate development, proptech, lifestyle management**, and related fields. Each episode is designed to inspire, educate, and offer key takeaways from some of the brightest minds in the industry.

What to expect in show format and questions

Once you are confirmed as a guest, our team will help develop an episode outline tailored to you. We'll also provide a conversation guide with the theme, questions, and overall flow to help you prepare.

Before recording, we'll meet with you virtually to go over any questions and walk you through the recording process.

How long is each episode?

Your recording session will be 60 minutes long so that we have adequate time for tech checks & topic alignment before recording.

The final episode will be ~30 minutes long.

Is the show audio or video?

The show is audio on podcast platforms, and we also record video for YouTube and social media clips.

How to prepare for your interview:

- **Use your computer -** Please use your computer for recording, not your phone. This will ensure we have the best quality possible.

- **Google Chrome is preferred -** If possible, please have Google Chrome open during the interview. This enables us to record an audio backup of the interview. If you don't have Google Chrome, it's ok, but it's preferred.

- **Remove distractions -** Please be in a quiet area where you will not be disturbed and silence all notifications on your computer and mobile device.

- **Audio quality -** Please use the best microphone you have available. If you do not have a microphone then use at minimum a pair of earbuds or a headset. This ensures the best audio quality for the listener.

- **Raise your webcam to eye level** (you can stack your computer on top of books if needed).

- **Ensure that the light is in front of you and not behind you.** If you have a window, set your computer with the window behind your computer screen so there is adequate light on your face.

How will this be recorded?

We will record your interview via Riverside. Please make sure to have Google Chrome installed on your computer.

Where is the podcast hosted?

The podcast is hosted on **Apple Podcasts**, **Spotify**, and all other major podcast directories. The video episodes will also be on **YouTube**.

What is the time commitment & process?

To get involved with an episode, a guest should expect:

- **Podcast briefing** - with the support of our podcast team, we create a "podcast brief" of proposed questions and talking points for the episode.
- **30-minute kickoff call** - to discuss topics and refine the podcast outline.
- **Asynchronous time** - to review and approve talking points.
- **60-minute recording session** - 60-minute session to record the final episode. The final run time will be ~30 minutes.
- **(Optional) Asynchronous time** - to share and promote the episode once live.

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The Power of Lifestyle in Community Building

with Sarah Phelps

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"Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore."

-Sarah Phelps

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What will I receive after the episode goes live?

After the episode goes live, you will receive social media assets that may include social videos, audiograms or quote blocks. You're welcome to share these on your social platforms — we'd be grateful!

When will the episode go live?

An episode will typically be published 30–90 days from the date of recording, depending on the number of episodes we have in the pipeline.

What are the expectations for promotion?

We will deliver social assets to every participant of the episode. Sharing these on your social platforms is always appreciated.

Co-marketing opportunities

Our team would love the opportunity to partner with your marketing department to co-promote the episode. We typically collaborate in the following ways:

1. Our team can create a written article based on the podcast episode that lives on your company's site. Our team will handle content development, and we can co-create it to match the tone of the corporate blog.

2. We can provide social media content to help you promote the episode from your company's corporate LinkedIn to expand reach and drive awareness.

3. If you have a podcast or webinar series at your company, we would be happy to have April appear as a guest.

Meet your host

April LaMon

April is the CEO and Co-Founder of Alosant. She is an experienced entrepreneur and real estate technology expert with an innate curiosity for consumer behavior. Together with Co-Founder Michael Swanson, the duo has pioneered the creation of purpose-built software that connects real estate developers and their communities with residents, prospective home buyers, and local businesses. Alosant-powered apps make it easy for users to stay informed and engaged, offering solutions to connect with everything their community has to offer.