

# IRON SIGHTS

## PRESS KIT

SCOTT HOWELL



2023

***FITNESS PREPAREDNESS SELF-RELIANCE***

[WWW.IRONSIGHTSPODCAST.COM](http://WWW.IRONSIGHTSPODCAST.COM)

# IRON SIGHTS

hosted by Scott Howell

## ABOUT SCOTT

Scott Howell, host of the Iron Sights Podcast and CEO and founder of Red Dot Fitness, Inc., is a veteran health and fitness industry expert with over 25 years of hands-on experience as a business leader, innovator, and educator. Scott has always been passionate about expanding his physical, mental, and hard skills to be prepared for whatever life might throw at him. From fitness to firearms, and beyond, taking a holistic approach to being prepared has led him on a journey to seek and share both knowledge and skills from expert resources in the civilian, LEO, Military, and First Responder communities. The mission of this podcast is to help others expand their capabilities and knowledge of preparedness while building strength in the community that shares similar goals and values...so, we contribute together & grow together.

## ABOUT IRON SIGHTS

Iron Sights is a podcast that candidly seeks to create opportunities and deliver impact by sharing the experiences and wisdom of successful entrepreneurs and thought leaders who unapologetically aim to WIN in health, fitness, business, preparedness, and self-reliance. Welcome to old school meets new school, tradition meets innovation, and imperfection meets excellence.

## STREAMING PLATFORMS



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LISTEN ON



**Spotify**



Watch & Listen On

**YouTube**

## PAST GUESTS



**ADAM SCHAFER**  
MIND PUMP MEDIA



**BRIAN LITTLEFIELD**  
CPO & CO-FOUNDER  
JOCKO FUEL



**JOHN NORES**  
BEST SELLING AUTHOR, NATIONAL  
SPEAKER, THIN GREEN LINE WARRIOR

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## SOCIAL MEDIA PLATFORMS



@ironsightspodcast

## SOCIAL MEDIA INSIGHTS OVERVIEW

All Time  
Youtube Views

**33.7M**

Youtube  
Subscriptions

**+70.3K**

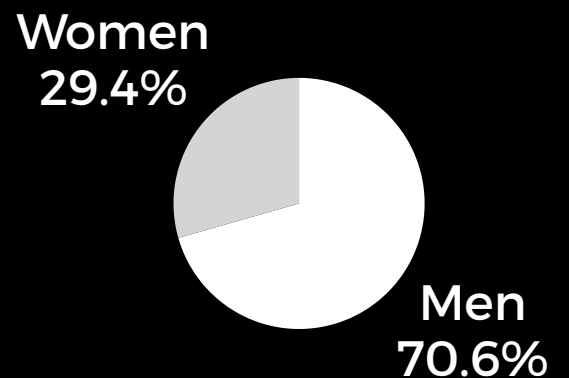
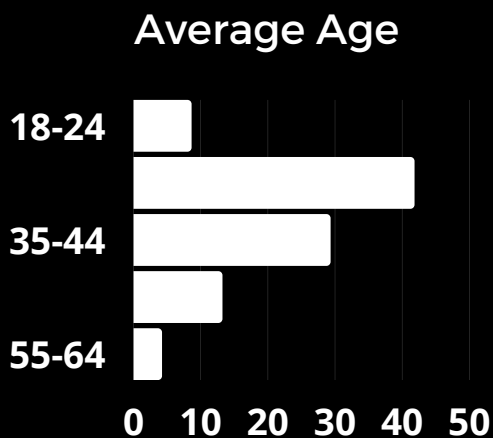
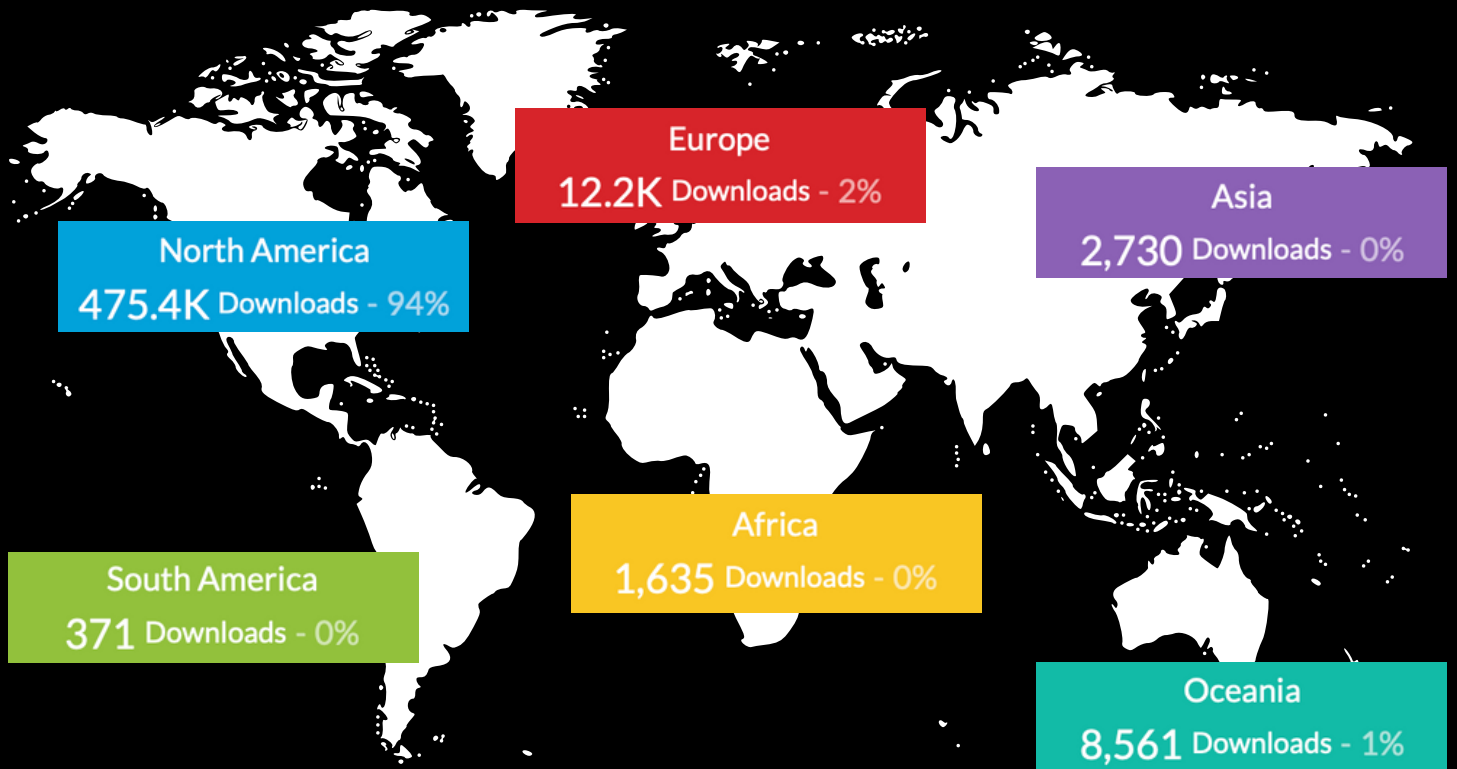
Tik Tok 30 Day  
Video Views

**7.2M**

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## DEMOGRAPHICS



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## TOP 3 EPISODES (All Time)

#32 After Dark - Getting Shot In The Face, Death On The Job & Becoming A K9 Police Handler with Retired Cop Nicholas McCarthy

**20,698**

#35 After Dark - Police Culture with Hostage Negotiator & K9 Handler Chris Haugh

**8,449**

#83 - The Science of Creatine: How It Works & Why It Matters

**7,645**

All Time  
Downloads

**501.2K**

Recent 90 Day  
Downloads

**88K**

Avg. Ratings Via.  
All Platforms

**5★**

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CONNECT WITH US

## CONTACT

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