

IRON SIGHTS

PRESS KIT

SCOTT HOWELL



2023

FITNESS PREPAREDNESS SELF-RELIANCE

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 SCHAFFER
MIND PUMP MEDIA



BRIAN LITTLEFIELD
CPO & CO-FOUNDER
JOCKO FUEL



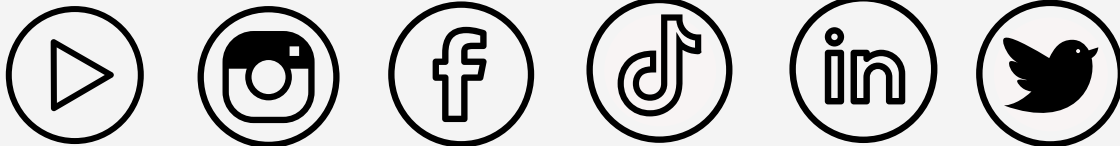
JOHN NORES
BEST SELLING AUTHOR, NATIONAL
SPEAKER, THIN GREEN LINE WARRIOR

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SOCIAL MEDIA PLATFORMS



@ironsightspodcast

SOCIAL MEDIA INSIGHTS OVERVIEW

Youtube 30 Day
Video Views

7.5M

Youtube 30 Day
Subscriptions

+25K

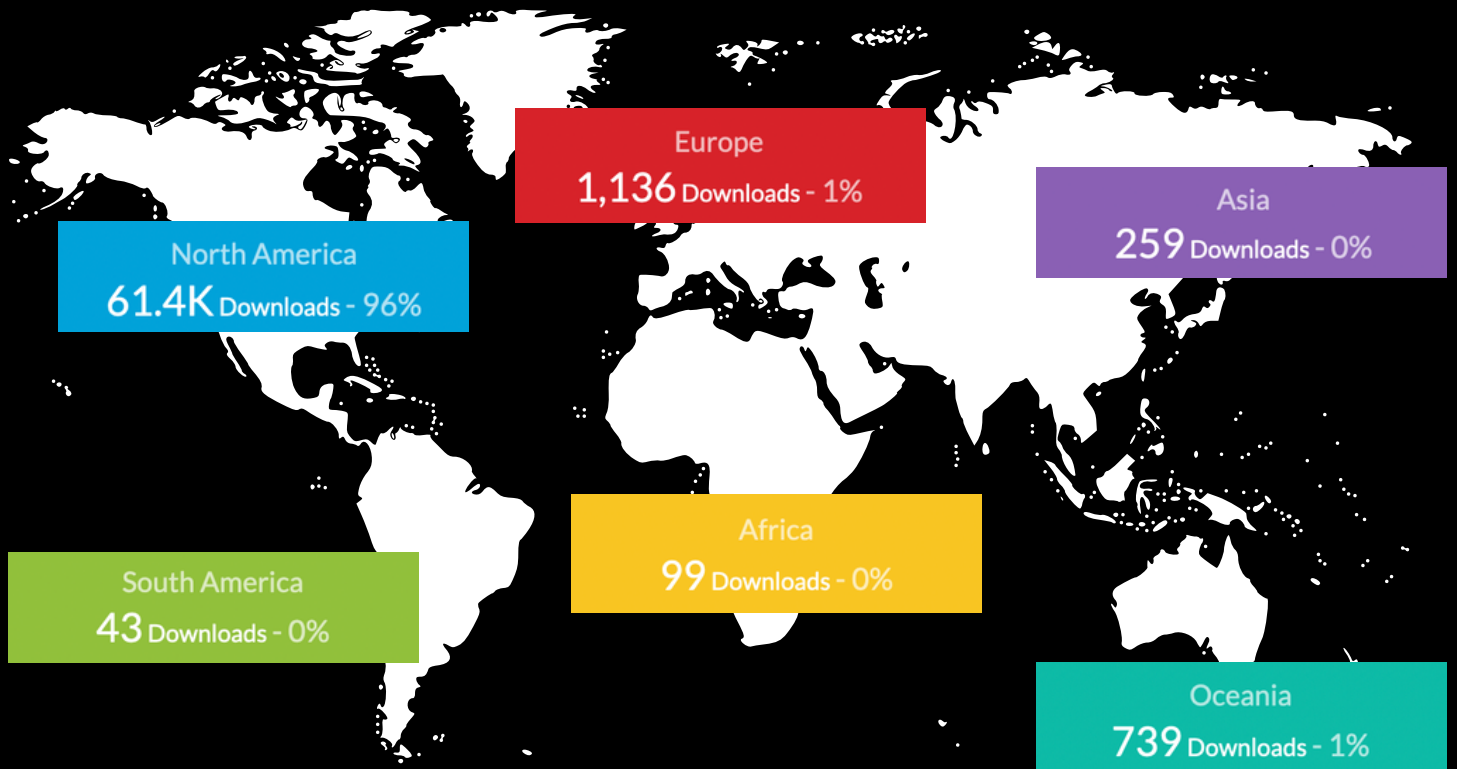
Tik Tok 30 Day
Video Views

7.2M

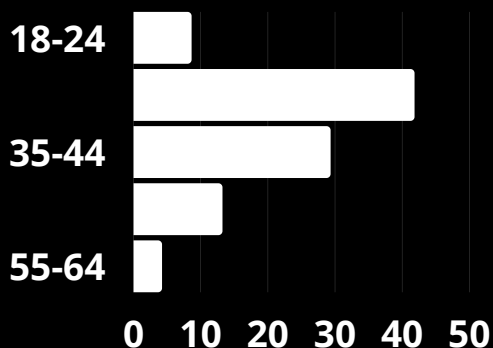
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DEMOGRAPHICS

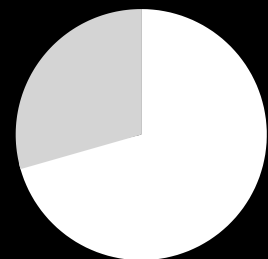


Average Age



Women

29.4%



Men
70.6%

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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

12,195

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

6,700

#61 - The Road To Recovery: Getting Back After Injury & How To Return Stronger Than You Were Before

5,570

Avg. Download
Per Episode

1.2K

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Downloads

88K

Avg. Ratings Via.
All Platforms

5★

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