

American Builders — Podcast Kit

Born Between Generals, LLC · americasdreamproject

THE AMERICAN DREAM PROJECT · CONTENT KIT

AMERICAN BUILDERS

Podcast Segment — Production Kit

One real owner. One real story. Every episode.

The Concept

American Builders is a recurring segment that features one real business owner per episode telling their story — the problem they saw, the risk they took, the first customer, and the freedom building gave them. It runs inside an existing show (Roots, Rights & Reason is the natural home) or as a short standalone, so it launches on infrastructure AF already owns. Every episode doubles as the story engine for the Layer 3 campaign.

Format at a Glance

Element	Spec
Length	8–15 minutes (segment) or 20–30 (standalone)
Cadence	One builder per episode, weekly or biweekly
Guest	A real owner — ideally a Founder’s Circle graduate
Tone	Warm, plain-spoken, hopeful — not a business lecture
Reuse	Cut into short clips for social; transcribe for newsletter

Run-of-Show (segment template)

1. **Cold open (15s):** the guest’s single best line, pulled forward as a hook.
2. **Intro (30s):** host frames the segment and names the builder.

3. **The before (2–3 min):** who they were, the problem they noticed.
4. **The leap (2–3 min):** the risk, the fear, the decision to start.
5. **The first customer (2–3 min):** the turning point — the first real “yes.”
6. **What it gave them (1–2 min):** independence, pride, lessons learned.
7. **Close (30s):** host’s takeaway + call to action to join the Founder’s Circle.

Interview Question Bank

- What did you do before this, and what problem did you keep noticing?
- What scared you most about starting — and what made you do it anyway?
- Tell me about your very first customer. How did it feel?
- What almost made you quit? What kept you going?
- What does owning your own work give you that a paycheck didn’t?
- What would you say to someone sitting where you sat, afraid to start?

Pilot Episode Script (template)

Note: the builder below is an illustrative example to show the format. Replace with a real Founder’s Circle graduate before recording.

HOST: Welcome back. Today on American Builders, a story that started with a broken lawnmower and ended with three employees. Meet Dana, who turned a small-town repair problem into a business that serves her whole county.

HOST: Dana, take us back. What were you doing before, and what did you keep noticing?

GUEST: [Builder shares the everyday problem they saw — keep it concrete and human.]

HOST: There’s a moment people are afraid of — the leap. What did yours look like?

GUEST: [The risk, the fear, the decision. This is the emotional center — let it breathe.]

HOST: Tell me about your first customer.

GUEST: [The first paying “yes” — the moment they became a business.]

HOST: If someone’s listening right now, scared to start — what do you tell them?

GUEST: [The encouragement. End on hope.]

HOST: Dana, thank you. If her story stirred something in you, America’s Future wants you in our first Founder’s Circle. Add your name — link in the show notes. That’s American Builders.

Go build something.

Promo Copy

Episode blurb: “She turned a broken lawnmower into three jobs. On American Builders, real Americans tell the true story of starting something of their own — and the freedom it gave them.”

Social caption: “Every week, one real builder. One real story. This is how the American dream actually gets built. #AmericanBuilders”

Before You Record

- **Consent first:** every guest signs the Participant Story Consent & Release before recording.
- **Capture extra:** grab a few vertical clips for social while you have them.
- **Stay in lane:** celebrate the builder and the craft of building — keep it nonpartisan and educational.