



THE
BETTER
PODCAST

What Is It?

Inspired by Joe Towne's acclaimed workshops for actors, athletes and industry creatives, The Better Podcast features longform interviews with leading experts across film, television, sports, science, and music. These conversations feature the tools and techniques it takes to reach the next level of "better" both personally and professionally. Our hope is that our listeners leave each episode excited about progress within their own personal journey, while continuing to uplift those around them in the process. Towne's mindset coaching touches all parts of our everyday lives, including: daily habits, physical and mental health, career goals, and more.

Who Is Joe?

A passion for creativity and storytelling was instilled in Joe Towne by his parents from a young age.

Born and raised in New York, Joe graduated with a B.A. in Theater from University of Southern California. Joe then embarked on a highly acclaimed 30-year career in the US and abroad as an actor, creator and coach. He has directed and produced both on stage and screen, cultivating a cross-training perspective from different lenses of production. Joe's passions have led to a career as an acting coach and to study with a feng shui master...both of which taught him the power of being intentional with our practices. However, in recent years, he felt like something was missing.

A huge sports fan, Joe noticed that athletes at the highest levels were training their minds in much the same way they training their minds in much the same way they were training their bodies and technique. Researching the science behind this, Joe was determined to implement for actors the practices that were helping athletes. In 2018, The Performers Mindset was created to complement actors and creatives of all types with proven mindset tools and techniques to complement and support their craft.

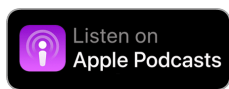


Life's challenges spurred important conversations with his clients about acknowledging what they do well and how they can be better. Ultimately, Joe recognized the importance of sharing these conversations with the world, and in 2021 The Better Podcast was born. Through The Better Podcast, Joe hopes to inspire and encourage listeners to celebrate getting better slowly, while lifting up those around them in the process.

Special Guests Include:

- **YOGI ROTH** *Emmy award winning host/producer; NY Times Bestselling Author; On-air host for Pac-12 Networks.*
- **LINO DISALVO** *Head of Animation Disney's Frozen; Director of Playmobil and Head of Creative ON Animation.*
- **KEVIN CARROLL** *Former Head Trainer for the Philadelphia 76ers turned Creative Executive for Nike.*
- **WEBB SISTERS** *Musicians with storied music careers; Toured with both Leonard Cohen and Tom Petty for nearly a decade.*
- **PAMELA SHELDON JOHNS** *James Beard nominated author of 17 cookbooks; Curator of the agrotourismo Poggio Etrusco; Tuscan Olive oil sommelier.*
- **NOA KAGEYAMA** *Performance Psychologist, Concert Violinist and current faculty at Juilliard.*

Future Guests include Grammy, Emmy, NAACP award winning leaders from around the world!



Get in Touch!

Media & PR Inquiries:
PR@hellonewhouse.com

Guest Booking,
Advertising & Partnerships:
booking@thebetterpodcast.com

theperformersmindset.com/podcasts