

For Immediate Release

Press Release

Female Founder Shares Stores of Failures Through New Web Series and Podcast

Interviewing entrepreneurs about how they “effed” up in business

October 29, 2019, is the launch of the highly anticipated web series and podcast *The Failure Report*. Deon Stokes is the founder of Joint Effort Business and Marketing Consulting and the host of *The Failure Report* where she interviews celebrities, entrepreneurs, and intrapreneurs on how they leveraged their failure(s) for success(es).

The Failure Report was birthed after Deon experienced multiple professional missteps, mess-ups, and mistakes as an entrepreneur. “Our mission is to remove the shame, isolation, and embarrassment associated with failing in business. Although I felt alone, I knew there had to be other entrepreneurs who were facing the same feeling of shame every time a deal fell through or you made a major mistake like choosing the wrong business partner” stated Deon.

The Failure Report travels the U.S. interviewing professionals who are willing to share their “reports” as a cautionary tale to others of what not to do in business. This season will feature some amazing “reports” from individuals like celebrity chef Darnell “SuperChef” Ferguson, vocal coach Kate B., and activist, writer, leader, and co-host of the podcast *Leading in Color*, Marta Miranda Straub. During the interview with Restaurateur and Food Network shining star Darnell Ferguson, he reveals how he went from providing his culinary expertise during the Olympics in China to being homeless and in and out of jail to owning and operating restaurants nationwide. Deon stated, “we listen to countless motivational speakers who only touch on their professional mistakes, but I want to hear the real story. How do you know when you have “effed” up? How often have you failed? How did you face your staff? Your business partners? Your investors? I want to hear the truth and share the truth. The idea is to learn from their mistakes as opposed to making your own”.

The first season of *The Failure Report* will be released every Tuesday and can be seen on YouTube, Facebook Watch, IGTV and heard on all podcast platforms including Spotify. Due to the overwhelming number of emails received from individuals sharing their personal “reports,” *The Failure Report* will be launching a blog in December 2019, where personal stories will be shared and follow up conversations on each episode will be posted.

Please like, share, and follow The Failure Report @thefailurereport on YouTube, Instagram, Facebook, Indeed, and @thereportfailure on Twitter. Also, never miss an episode by turning on your podcast notifications. Visit www.thefailurereport.org for more information and an opportunity to support.

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