

NEVER IN REVERSE



SHOW PITCH

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**“LIFE'S
UNEXPECTED
DETOURS.”**

Inspiring stories of overcoming challenges and embracing change.

→ Each week, a new theme, a new journey forward.

**NEVER IN
REVERSE** >>



Jeremy Axel
Host



Doug Cox
Co-Host

SHOW PITCH

Hosted by Jeremy Axel and Doug Cox, Never in Reverse shares stories of overcoming obstacles, embracing change, and navigating life's unexpected detours. Each episode offers authentic inspiration and explores new themes, uncovering personal triumphs and professional pivots along the way.

Fuel your drive with actionable insights and stories of resilience and innovation. Whether facing challenges or embracing new opportunities, this podcast delivers practical takeaways to help you stay in motion and move forward because life only goes one way.

DISTRIBUTION: AUDIO AND VIDEO

FREQUENCY: 40 MINUTES, WEEKLY

FORMAT: CHAT STYLE, CONVERSATION, INTERVIEWS

CATEGORY: BUSINESS AND FAMILY



FORMAT

Hosted by friends and business partners Jeremy Axel and Doug Cox, Never in Reverse combines unfiltered conversations, friendly jabs, and real-world wisdom to **explore life's challenges, change, and the importance of community.**

Inspired by shows like Joe Rogan and Smartless, they blend humor, self-reflection, and actionable insights to offer listeners authentic stories of resilience and personal growth. With a no-nonsense approach and a focus on forward momentum, Jeremy and Doug create **a space for natural, engaging dialogue** because **life only moves one way.**

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TOPICS

ACCOUNTABILITY

INNOVATION

NO LIMITS

GROWTH

BALANCE

HOST

JEREMY AXEL

Jeremy Axel is a dynamic **leader and passionate storyteller** with over 20 years of experience in sales and leadership. As the proud father of two energetic boys and husband to a remarkable wife, Jeremy blends his professional insights with heartfelt family experiences, **creating a relatable and inspiring narrative.**

A former college football player, Jeremy understands the value of teamwork, resilience, and the power of perseverance. His love for adventures—fishing at dawn, snowboarding down mountains, paddleboarding on tranquil lakes, or camping under the stars has shaped his perspective on life's challenges and triumphs.

On Never in Reverse, Jeremy invites listeners to embrace their journeys, focusing on growth, humility, and accountability. Committed to fostering meaningful conversations, he shares valuable lessons learned from both personal hardships and successes, encouraging his audience to always move forward.



COHOST

DOUG COX

A passionate leader and experienced professional with over 15 years in sales training, senior management, and financial planning. He cherishes his dedicated husband and father role and thrives on **empowering others and building genuine connections.**

A former college football player, Jeremy understands the value of teamwork, resilience, and the power of perseverance. His love for adventures—fishing at dawn, snowboarding down mountains, paddleboarding on tranquil lakes, or camping under the stars has shaped his perspective on life's challenges and triumphs.

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STYLE

Never In Reverse is a video and audio podcast filmed in two studios in Denver and Oregon. With a signature color scheme of blue and yellow, the show evokes its hosts' background and aesthetics.

The show's flow is thematic, and episodes are broken into interchangeable segments per the topic. The episodes tackle **high-level conversations** that are meant to leave the **audience motivated and educated** on how to balance the adversities of balancing **work and family**.



SEGMENTS

HOSTS CONVERSATION/DISCUSSION/DEBATE
INTERVIEW
BOOK CLUB
UPDATES



NARRATIVE THEMES

Never In Reverse aims to be a **timeless resource** for its audience to revisit episodes at any time as they are not tethered to world events but to who we are on our journey.

Jeremy and Doug's success is about always looking forward to the next goal. Life hardly stops to look back, so we have to keep up.

This podcast is a **platform for honesty**, and it never shies away from difficult conversations about self-doubt and failure in the pursuit of success.

Jeremy and Doug believe that admitting our faults requires emotional growth, but it also allows us to **understand our successes** and the nuances of what success can mean to different people.



PURPOSE

Never in Reverse is a show about high-level ideas of Grit, Accountability, and Work-life Balance. **Our hosts want to examine self-improvement, failure, and the lessons that come with that**, not delve deep into ripped from the headlines and sensationalized topics. Jeremy and Doug encourage conversations about the self, family, and teams, even if they touch on spirituality and faith but not strict religious views. **Our show never wants to make sweeping claims about people or be a space for preaching.**

TALKING POINTS

- **Setbacks:** Focus on personal and professional development.
- **Humor:** Incorporate lighthearted humor to showcase friendship and personality.
- **Lessons:** Share personal takeaways and how they can benefit others

THINGS TO AVOID

- **Politics:** Stick to personal experiences and avoid taking solid stances.
- **Stereotypes/Generalizations:** Focus on personal experiences and avoid making broad statements about others.
- **Preaching:** Share your story and its values without dictating to the audience.

EPISODE CONTENT

Never in Reverse has a big-picture view of how personal improvement can be used in daily life, and our hosts have engaged with topics of Grit, Extreme accountability, and **Balancing Life with professional success.**

Each episode uses a major general topic and then delves into the intricacies of what is in those themes.

Our hosts ask themselves the hard questions and reconcile them through an **open and humorous dialogue.**



EPISODE STRUCTURE

INTRO (30 SEC)

SEGMENT 1 (15 MIN)

SECTION 1 (CHANGE EVERY TIME) (10 MIN)

SEGUE TO BREAK (30 SEC)

BREAK

SEGMENT 2 (25 MIN)

SECTION 2 (CHANGE EVERY TIME) (10 MIN)

SECTION 3 (CHANGE EVERY TIME) (10 MIN)

OUTRO(30 SEC)

