

THE RELENTLESS IX PODCAST (TR9POD): Hosted by Jude Geoghegan & Eddie Hajimina

Please do keep in mind that our strategy will be frequently updated.

PODCAST & MEDIA STRATEGY 2026–2027: As of 19/11/26

Our Vision: Inspiring people, challenging perceptions and sharing stories that deserve to be heard.

1. *WHO WE ARE:*

The Relentless IX is an independent podcast and media platform built around inspiring stories, meaningful conversations and the people making a difference in sport and society.

Our mission is to inspire individuals, with or without disabilities, by providing a platform for people from all backgrounds to share their journeys, experiences, challenges and achievements.

We believe that everyone has a story worth telling and that circumstances should never define someone's potential.

Through conversations with athletes, footballers, coaches, entrepreneurs, community leaders and individuals with extraordinary experiences, we aim to educate, inspire and challenge perceptions.

OUR BRAND MESSAGE: "Unfiltered Conversations. Inspiring Stories. Relentless Mindsets."

2. *OUR MISSION & OBJECTIVES:*

Our main objectives are:

- Inspire people with and without disabilities.
- Raise awareness of disability and inclusion in sport.

- Give underrepresented individuals a platform.
- Challenge stereotypes and misconceptions.
- Celebrate achievements across sport and society.
- Connect with individuals and organisations making a difference.
- Encourage young people to pursue their ambitions.
- Build a recognisable and influential media brand.

We want audiences to leave our conversations feeling inspired, informed and motivated.

3. *OUR GUESTS & THE STORIES WE TELL:*

Our guests are at the heart of TR9.

We want to feature individuals with different backgrounds, experiences and perspectives. Their stories demonstrate that inspiration comes in many forms.

LEON MANN:

One of our first guests was Leon Mann, co-founder of the Football Black List.

Leon brought an important perspective on representation, diversity and creating opportunities within football.

His work highlights the importance of recognising individuals who contribute to the game, both on and off the pitch.

Key themes:

- Representation and diversity in football.
- Creating opportunities for underrepresented communities.
- Recognising individuals making a difference.
- Leadership and changing the football industry.
- Inspiring the next generation.

The message: Making a difference in football isn't just about what happens on the pitch. It's also about the people creating opportunities for others.

SOFYAN FILALI:

Award-Winning Chelsea Amputee Footballer | 18 Years Old

Sofyan Filali is an inspiring young footballer whose journey demonstrates incredible determination and resilience.

Following a cancer diagnosis, Sofyan underwent an amputation of his right leg. Despite the challenges associated with his diagnosis and recovery, he continued pursuing his passion for football.

At just 18 years old, he has already achieved significant success in amputee football.

His achievements include winning the EE Disability FA Cup during the 2024/25 season with Chelsea.

He is now looking to build on that success and compete for more titles and break records.

His story gives us the opportunity to discuss:

- His cancer diagnosis and journey.
- Life following amputation.
- Returning to football.
- Overcoming challenges and adversity.
- Disability football and opportunities within the game.
- His ambitions for the future.

The message: Your circumstances don't define your potential. Your ambition, determination and mindset can take you further than you ever imagined.

OUR OTHER GUEST CONVERSATIONS

Our platform also features conversations exploring women's sport, personal experiences, awareness and the wider sporting community.

Through guests such as Sydnee Geoghegan and Ali, we continue to broaden the perspectives represented on the podcast.

Our aim is to ensure that The Relentless IX isn't restricted to one type of guest or one type of story.

Every individual brings something different, and every conversation provides an opportunity to inspire someone.

4. *OUR OTHER PODCAST SHOW:*

We aim to develop another complementary show under The Relentless IX brand.

It will have its own identity, format and personality while sharing the same

overall mission.

SHOW NAME: '**OFF SCRIPT'**

REAL CONVERSATIONS. NO FILTER.

Off Script will introduce a different energy to our platform.

It will be more relaxed, spontaneous and personality-driven, creating opportunities for open discussions, debates and conversations that go beyond traditional interviews that are not related to sport.

This show will allow people of a non sporting background to tell their inspiring stories.

Off Script will allow presenters and contributors to express their personalities while encouraging audiences to participate in discussions.

OUR AIM: Create an entertaining and engaging show that encourages people to think, share opinions and become part of the conversation.

5. *OUR SOCIAL MEDIA GROWTH STRATEGY:*

Growing our social media presence is one of our biggest priorities.

We want to use Instagram and TikTok to introduce new audiences to our guests, conversations and overall mission.

Rather than relying solely on people watching full podcast episodes, we will turn every recording into multiple pieces of short-form content.

INSTAGRAM:

OUR COMMUNITY & BRAND PLATFORM

Content:

- Interview highlights.
- Inspirational guest stories.
- Behind-the-scenes footage.
- Guest announcements.
- Reels and short clips.
- Motivational quotes.
- Audience polls and questions.
- Podcast announcements.

Our aim is to create a recognisable and engaging Instagram presence.

TIKTOK:

OUR DISCOVERY & REACH PLATFORM

Content:

- Powerful interview moments.
- Inspirational stories.
- Emotional and thought-provoking clips.
- Football debates.
- Interesting guest opinions.
- Short-form discussions.
- Unexpected and memorable moments.

Our aim is to reach people who may not have discovered the podcast otherwise.

YOUTUBE:

OUR MAIN VIDEO CONTENT PLATFORM

Content:

- Full-length podcast episodes.
- Off Script episodes.
- YouTube Shorts.
- Guest interviews.
- Special features.
- Behind-the-scenes content.

Our aim is to build a library of conversations that audiences can discover and return to.

LINKEDIN:

OUR PROFESSIONAL NETWORKING PLATFORM

Content:

- Guest achievements.
- Inspirational stories.
- Football industry discussions.
- Disability awareness.

- Partnership announcements.
- Organisational milestones.
- Professional collaborations.

Our aim is to build relationships with clubs, organisations, athletes, businesses and people within the sporting industry.

6. *TURNING ONE PODCAST INTO MULTIPLE PIECES OF CONTENT:*

Every recording should provide opportunities to create additional content.

For example, one interview could generate:

1. A full-length YouTube episode.
2. Four to six individual interview clips.
3. An inspirational quote graphic.
4. A guest introduction post.
5. Behind-the-scenes footage.
6. An Instagram Reel.
7. Multiple TikTok videos.
8. A LinkedIn post highlighting the guest's story.

This allows us to maximise every recording and maintain a consistent social media presence.

These recurring features will help establish a recognisable identity across our platforms.

8. *OUR GUEST & PARTNERSHIP STRATEGY:*

We want to continue building relationships with individuals and organisations that align with our mission.

Potential guests include:

- Paralympians and disability athletes.
- Professional footballers.
- Amputee footballers.
- Women's footballers.
- Coaches and managers.
- Former athletes.
- Sports entrepreneurs.
- Community leaders.
- Disability advocates.

- Individuals overcoming personal adversity.
- Organisations promoting inclusion in sport.

Potential partnerships include:

- Football clubs and academies.
- Disability sports organisations.
- Grassroots football organisations.
- Sporting charities.
- Football governing bodies.
- Sports brands.
- Community organisations.
- Media and broadcasting organisations.

This will be cruicial as we want to grow our connections and show significant growth by the end of 2027.

12. *OUR LONG-TERM VISION:*

Our ambition is to develop The Relentless IX into a recognised independent media platform.

We want to expand beyond traditional podcasting and explore opportunities such as:

- Additional podcast formats.
- Football documentaries.
- Exclusive interviews.
- Disability sport features.
- Live podcast events.
- Community projects.
- Partnerships with football organisations.
- Original digital content.
- Merchandise and brand collaborations.

We want to build a platform that has a positive impact both within football and beyond it.

OUR MESSAGE:

The Relentless IX is about more than football.

It’s about the people, the journeys, the challenges and the achievements that deserve to be heard.

Leon Mann demonstrated the importance of representation and creating opportunities.

Sofyan Filali demonstrated that adversity does not have to define ambition.

Our other guests have shown the importance of sharing experiences, raising awareness and giving people a voice.

Every guest brings a different perspective. Every conversation has the potential to inspire someone.

We want to continue telling stories that challenge perceptions, celebrate achievements and encourage others to believe in what is possible.

UNFILTERED CONVERSATIONS. INSPIRING STORIES. RELENTLESS MINDSETS.

MORE THAN FOOTBALL. MORE THAN A PODCAST. A PLATFORM FOR EVERY STORY

TR9 | PASSION. DEDICATION. GLORY.