

Innovative New App Aiming To Be The 'Actionable Version of Masterclass' for the 528 Million Entrepreneurs Worldwide



California, San Francisco, Aug 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - The power of Clubhouse as a medium has been well documented since the platform's upsurge in popularity recently and a brand new, innovative app '**The Winners Club**' launching on Friday 13th August is helping content makers, communities, and consumers connect at an even deeper level.

The Winners Club - a brand created by audio-first agency Phonic Media - has been running daily shows since January and steadily growing in popularity, mainly down to their super-inclusive focus of making every voice count and listening to the requests/suggestions from the hyper-engaged members.

The Winners Club attracts **over 100,000 unique listeners** every month and generates in excess of **1 million minutes of listening time** to their exclusive content. As well as ensuring a welcoming hub for a diverse range of voices the club has also become a regular hangout for some of the world's leading experts, speakers and entrepreneurs such as **Richard Walker** (CEO, Iceland Foods), **Sir Tim Smit** (creator of The Eden Project), **Tim Storey** (Celebrity Lifecoach, **Chatri Sityodtong** (ONE Championship), **Jan Muhlfeit** (Former Chairman of Microsoft), **Mark Wright** (winner of The Apprentice), **Daniel Masters** (\$4bn cryptocurrency entrepreneur), **Saul Blinkoff** (Dreamworks Producer), **Piers Linney** (BBC Dragon's Den).

And now the co-Founders have taken the amount of consideration they give to their member's requests to the next level by **building an app that the 25K members asked for!**

Through regular 'Community Town Halls,' The Winners Club asked members '*what do you need to make being part of the club even more valuable*' and the resounding answer was the ability to listen again to the amazing content that guests and contributors create, so that is exactly what has been developed within this new app.

The lack of recording functionality is often cited as an obstacle for content creators on Clubhouse (and other audio platforms) so this new app is causing **big waves of interest** across the audio-first social media space.

Co-founder **Ashley Shipman** said: 'Since we started creating daily rooms across audio social media platforms in January the reaction has been amazing. All we ever wanted to do was to create a space on audio apps like Clubhouse and Greenroom where everyone could get their voice heard. The community we have created is what I wish I had when I started on my business journey, it definitely would have accelerated my progress!'

Co-Founder **Paul Abercrombie** said: 'We realized that, through our various rooms, we were creating hours and hours of really actionable content each week that could genuinely have an impact on people's lives and it seemed like such a waste not to capture it so that people could listen again, use the info and move forwards in their life, business, brand, health, etc. depending on what we were discussing; so that is why we dived into developing this audio social media companion app.'

Co-Founder **James Burt** said: 'Having worked in media, broadcast, and branding for 15 years I had never seen a sector of social media like "audio- first". The audience is so passionate, so hungry for great content and so willing to use what they learned. We have cultivated an amazing space for personal and professional development and the new app is going to help people take their learnings and lessons to the next level.'

As well as room listings, live chat functionality, community social feed, and additional moderation tools **The Winners Club App features:**

Full uninterrupted replays -

Never miss a moment of game-changing, tactical content again with exclusive access to recordings of every minute of every room.

Executive summary of the main lessons -

As well as the full replays you can access a short written summary of the key moments and the most valuable content.

Show Notes -

Expert moderators keep a list of the key shares and most essential information which is shared exclusively in the app.

Key Audio "Mic Drop Moments" -

Not only does the app include written highlights but you are able to hear the audio gold too, with professionally produced clips allowing you to hear the best moments.

Exclusive Masterclasses & Keynotes -

Behind the scenes, the Winners Club founders, moderators, and expert guests create exclusive training content and online lessons.

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