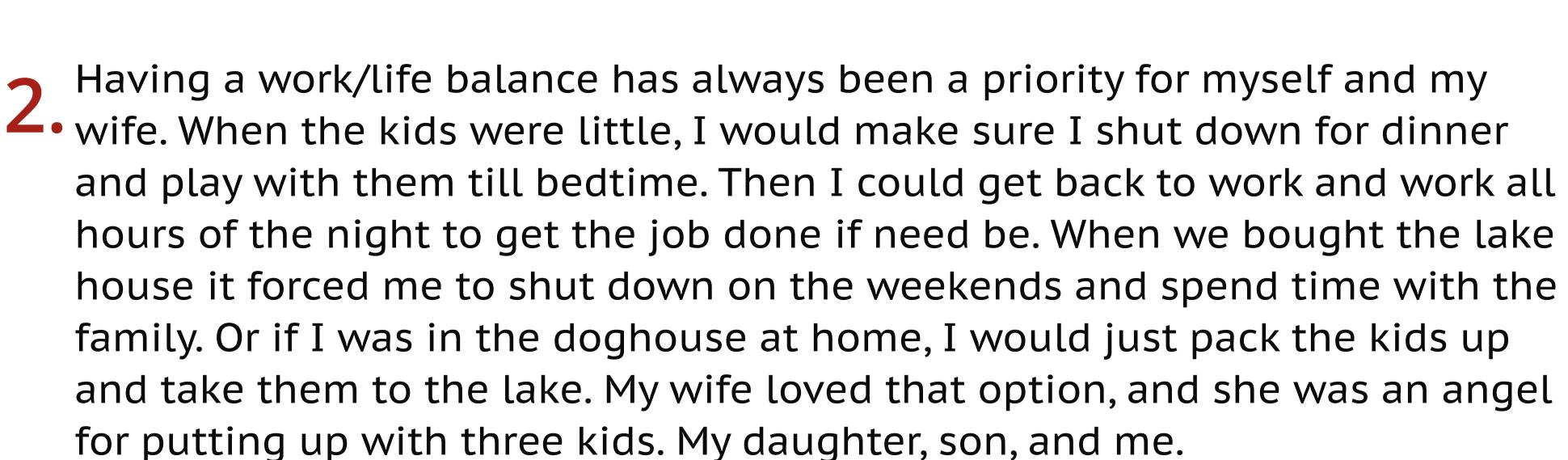
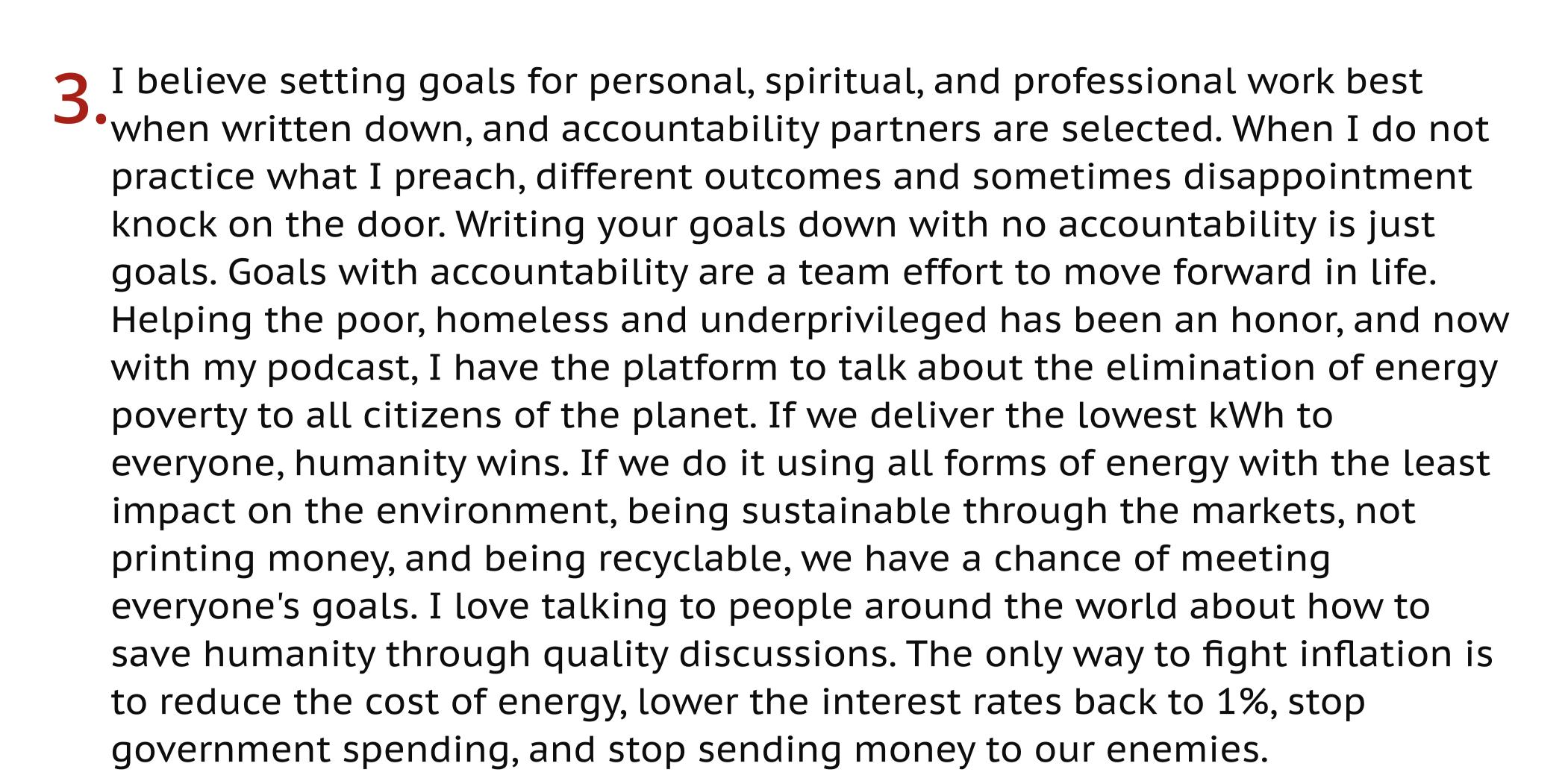
• own company. My path included technical sales and territory management, sold. With the diverse background, there was one common theme: "Thought Leadership." Taking the skills and education from Oklahoma State and my MBA from Oklahoma City University all have come together being the CEO of Sandstone Group. The icing on the cake is having a successful podcast cohosted with my partner Michael Tanner.







Stuart Turley **President & CEO Sandstone Group**



Thought Leadership with Humanity First

What is Sandstone Group's methodology for customers and your approach to the energy market? We are an energy consultancy with a fun culture, extensive reach, and business systems expertise that can transcend markets. Sandstone covers the energy,

medical, real estate, and general investment markets.

Sandstone has several components of the business: Media, Consulting, and Implementation verticals. The consulting group solves complex problems and designs solutions to meet our clients' goals.

Even though Sandstone has several markets like energy, medical, and real estate, one common theme is Thought Leadership.

People want to buy from people, especially people who are respected as thought leaders in their given markets. We have developed a proven formula for organic thought leadership growth at Sandstone. Michael Tanner and I host the Energy News Beat Daily Standup podcast, where we muse about the daily energy news. I also interview executives from around the energy business, solving the world's energy crisis one conversation at a time.

How is your thought leadership working to help your business?

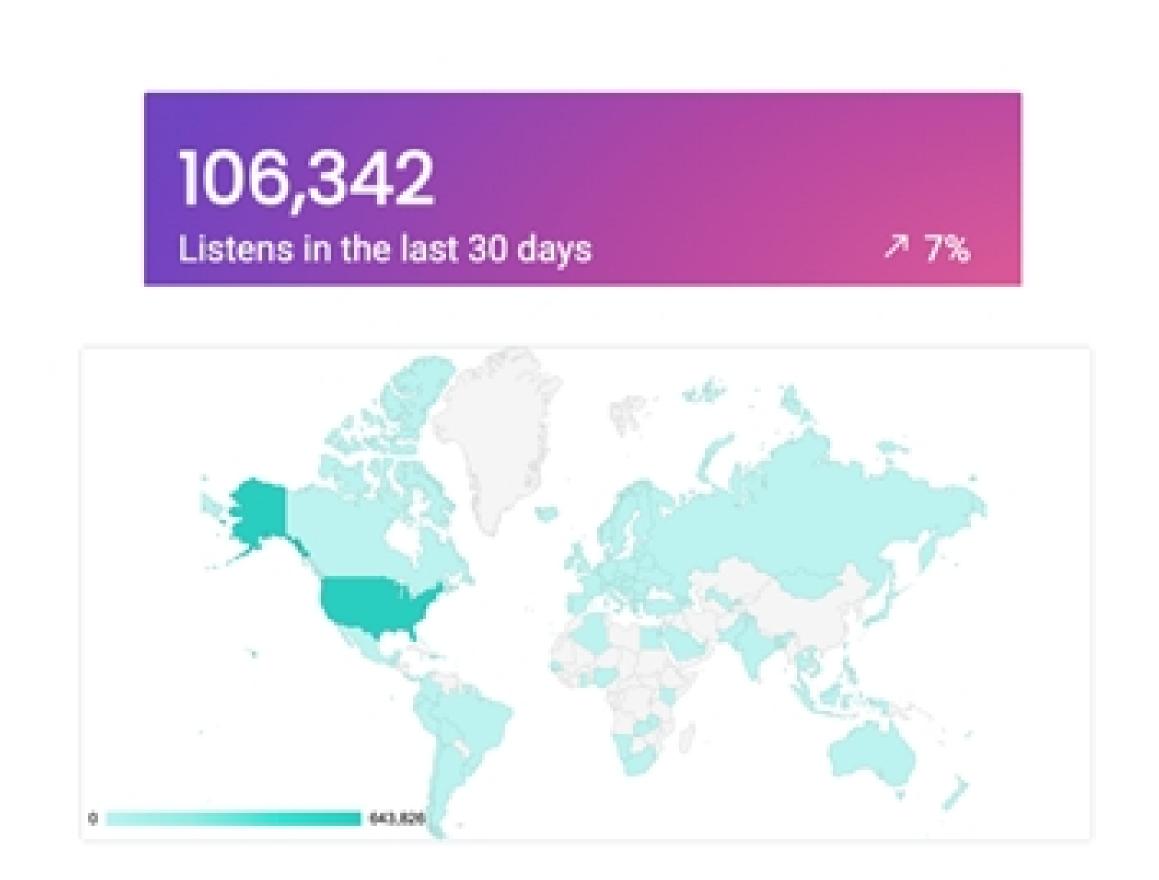
The podcast show's popularity has been steadily growing. The podcast is approaching 1 million in downloads and has over 4 million in impressions on our ad network in 2023. We have global coverage and reach over 107 countries. Our guests come from around the globe and include one common theme: Humanity First. Energy should be used to elevate humanity from poverty by delivering the lowest kWh to everyone with the most negligible environmental impact. That requires that we use all forms of energy, including fossil fuels, nuclear, hydro, renewables, and even coal. Sustainable means just that. People forget that printing money is not always an option, and the energy source must be able to remain

One key common theme from the CEOs and industry thought leaders is "This was the most fun podcast and interview I have been on" or "When can I come back", and even "Let me have these other executives interviewed by you." I have had many industry leaders like Patrick Moore, Alex Epstein, Gregory Wrightstone, and others who have been on the show several times while planning even more interviews.

profitable without subsidies or printing of money.

Flagship Channel – Energy News Beat Podcast

- Number #1 Channel within Sandstone Media Episodes Released Daily
- Over 3,500 downloads per day Over 4 million impression in ad system and
- transcribed articles for 2023 In over 107+ countries
- Two Shows:
 - ENB Daily Show Conversations w/ Stuart Turley



With each show being filmed and published on our news website, social media, and all major podcast channels, it generates a tremendous SEO value for organic messaging and reduced marketing expenditures.

How do you transfer what is working for the internal Sandstone Group into a deliverable product? For our energy customers who are looking for investors, we can install a content marketing engine and help raise private placement capital. Using the same methodology and systems, we have helped doctors and home health companies take their business to the next level. This marketing engine is delivered in a unique way. We train customers in how to use the system, hand the keys over to them, and help support the system. Or they have us manage the system for them.

Outside of media and capital raising, Sandstone offers extensive reservoir engineering, financial analysis, and traditional A&D/M&A services to the oil and gas space.

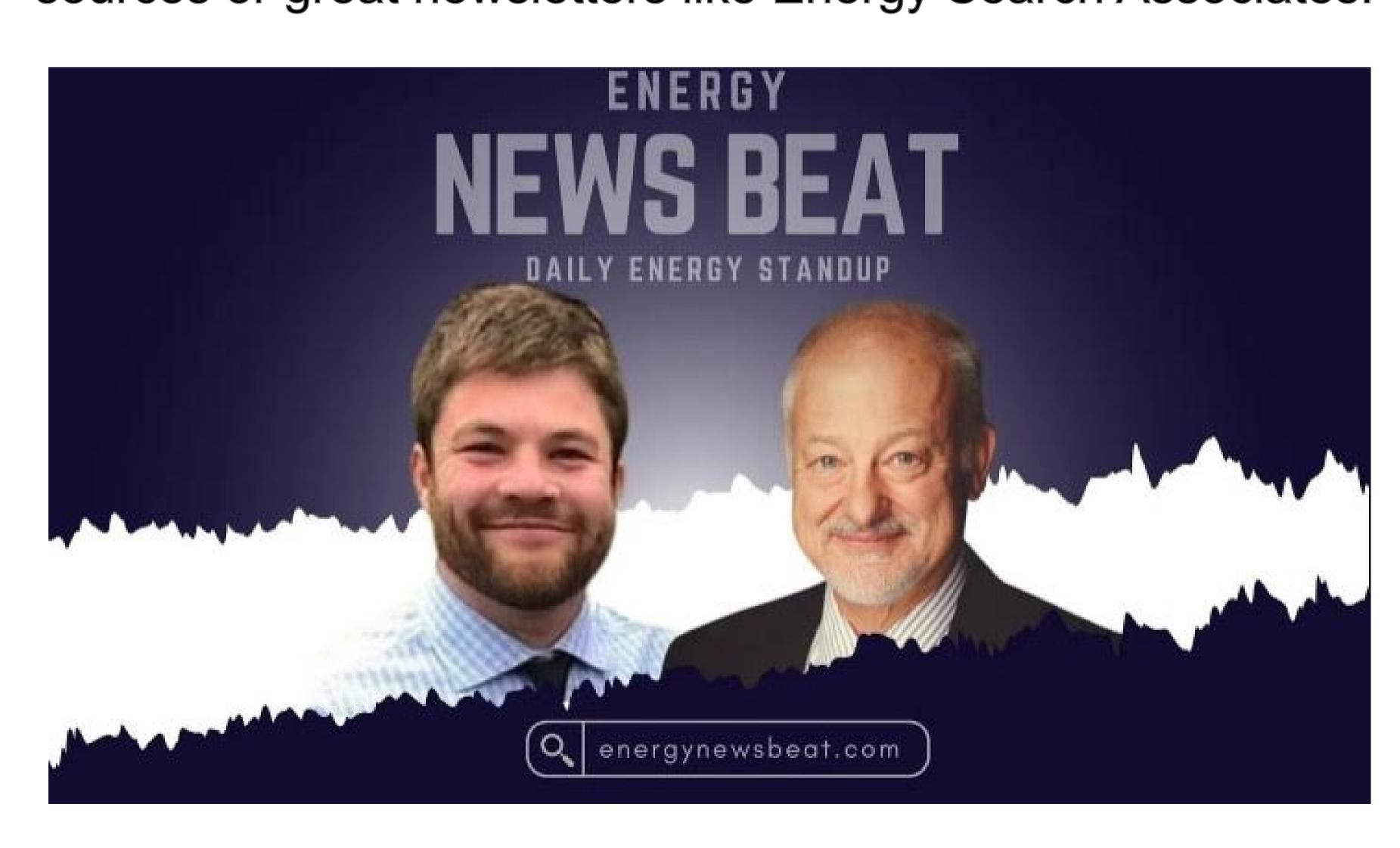
Where do you see the energy market going?

We see the oil and gas market evolving and growing. The IEA has said that peak oil is happening within a few years, but we are seeing that we will need oil and gas for the foreseeable future. There is a great awakening around the globe around the inability of wind and solar to be sustainable financially or even survive the critical mineral and supply chain shortage. The only way countries can make any significant cuts in their carbon footprint will be to replace more coal-fired power plants with natural gas and nuclear. Even the EIA just recently stated that the US reduced its carbon footprint only due to the increased natural gas power installations. Renewable energy has failed to keep up with the expectations, not from a lack of trying but from physics.

It's about physics; we will get the technology soon to manufacture low-cost renewable energy. Soon maybe decades, but technology will get there, and in the meantime, we need as much oil and gas as possible.

What call to action would you give our readers?

If you are an energy company executive and want to get your company's story out there or a company looking to raise capital, feel free to reach out to us. We would love to share how we have created thought leadership distribution machines. If you need to grow your business, it may be time to get your own podcast. I never thought I would be a podcast host, but you may need your own distribution channel when the truth can only come from alternative news sources or great newsletters like Energy Search Associates!



Daily Show with Michael Tanner and Stu Turley, Energy News with humor

To connect with Stuart Turley **CLICK HERE**

To connect with Sandstone Group **CLICK HERE**

Connect with us:

Have an Oil & Gas position to fill or want to learn about our openings? CLICK HERE or email clark@energysearchassociates.com



