



PODCASTING WITH THE PODCAST CONSULTANT

Podcast guidelines,
proposal, and resources
for getting started

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Welcome to Podcasting

Hi,

If you are reading this, we most likely had a conversation over the phone or online about your potential podcast project. You have taken the first step towards becoming a content creator and podcaster. The potential is huge and I am excited to help you turn your podcast dreams into a reality, but here's a few things to keep in mind before you get started.

1. The following is just a proposal and guidelines. It is not a contract and it is not set in stone. I am happy to work with you and be flexible so that you are comfortable with final arrangements.
2. If you are going to podcast, you need to be ready to commit. Just because you are getting help, it doesn't mean this project won't require a major commitment on your end. If you are not willing to put in the time, stop now. I'd rather you not podcast, then create something that will reflect poorly on your brand.
3. Consistency is king. If you promise your audience a show every week, be ready to deliver every week. If you can't, they might wonder where else you can't deliver.
4. Podcasting is not a get rich quick scheme. You absolutely can make money doing it but it's not going to happen overnight. Settle in for the long haul.
5. Podcasts require marketing. Just because you published on iTunes doesn't mean people will flock to your show. You need to tell people you have a show and let them know what value you provide. Time is money, so make sure you know why the audience should give you their valuable TIME to listen!
6. There are many ways to podcast. The following are strategies and suggestions that have worked for me and my clients based on trial and error. If someone suggests another way that works, great! I only ask that you make sure that person is fulfilling YOUR needs and they're not just forcing you to do it their way. If they aren't asking questions about your goals, they can't help you accomplish them.
7. Even if you decide to go elsewhere, I still want you to succeed. Please feel free to ask questions about other podcast proposals you have received if you don't understand what they are offering. And let me know when you launch! I am happy to RT, Share, Like, Review, and rate your project because I genuinely love the medium.
8. There are no rules to podcasting. There are best practices. There are strategies that have proven to work. However, the only limits are your imagination. Go make something special.
9. **MOST IMPORTANT:** Podcasting should be FUN! The audience can hear your smile. If you are not enjoying yourself while talking about your subject, there's no reason the audience will enjoy listening. Make sure this is something you WANT to do.

Happy Podcasting!

Podcasting with Mathew Passy (The Podcast Consultant)

Creative Session - Meet with key stakeholders to determine overall goals of the podcast project and best practices.

Theme – Title, description, URL, social media, and contact information for the show

Format – Determine the structure and estimated length of the show, decide what elements are needed for each episode.

Equipment – Help the client decide if they would like to purchase and install their own equipment or if they require a producer on site for episodes.

Production Elements – Identify and develop intro/outro elements, music, disclaimers, commercials (if appropriate)

Recording – Train client to record and deliver content to producer or have engineer on site to record all episodes.

Editing – Determine the level of editing needed; quick, intermediate and comprehensive.

Publishing Platform – Figure out the right podcast hosting solution, distribution channels, and how content will be delivered back to the client

Production Schedule – Set how often episodes will be produced and when they will be published

Extras – Comprehensive show notes, marketing material, audio clips, video components

Preliminary creative session is \$150. (Applied to setup costs if client decides to move forward)

Setup – Help make all the key decisions to get your podcast venture off on the right foot.

1. Determine podcast format, length, frequency
2. Identify production elements like intro, outro, music (client buys music)
3. Develop podcast artwork (1400 x 1400 pixels, jpeg file)
4. Equipment management (client can select to buy their own equipment), will setup and train on best technique including practice recording sessions.
5. Select best podcast hosting platform (client subscription may be required) and configure RSS feed with title, description, and contact information.
6. Record Introductory episode (EP.00)
7. Submit RSS feed to podcast directories (iTunes, Google Play, TuneIn, Stitcher, any others requested by client)
8. Media training – discuss best practices for recording and ways to improve on-air performance. (on going)

Setup is invoiced once EP.00 is recorded, RSS feed is configured, submitted to podcast directories, and approved. \$1150

Equipment Packages

Basic – These are great recording solutions that travel well and can easily be setup and taken down when not in use.

1. Setup One – Ideal for one-on-one interviews where the two main subjects are not in the same location.
 - a. [ATR-2100 Microphone](#) (\$69) – Recommend [desktop stand](#) and [headphones](#)
 - b. Skype (free) and choice of software based recording software (\$0 to \$50)
 - c. **or** [Ringr Software](#) (\$14.25/month) **(Preferred)**

*Add second ATR-2100 microphone for dedicated co-host or if you decide to ship microphones to guests

2. Setup Two – This is ideal if the podcast features 2 – 4 regular subjects in the same location and you have no intention of connecting with remote guests. This setup is portable and travels well. Recommend at least one set of [headphones](#) for checking levels
 - a. [Shure SM58](#) Microphones, [desktop stands](#) and [cables](#) (\$123 each, need one per guest)
 - b. [Zoom H5 Recorder](#) (Ideal for two guests) (\$269.99)
 - c. **or** [Zoom H6 Recorder](#) (Ideal for four guests) (\$349.99)

*If there's a chance you want to add 2 more guests **occasionally** purchase [this module](#).

3. Setup 3 – These are the components that would be required if you decided to have two hosts recording in the same location and wanted to bring in remote guests. (If this will be the norm and part of a long-term strategy, I suggest installation of a professional broadcast studio at a much higher price point)

Need one set of [headphones](#) per host.

- a. [Shure SM58](#) Microphones, [desktop stands](#) and [cables](#) (\$123 each)
- b. [Focusrite 2i2](#) USB Mixer (\$129.99)
- c. [Dual XLR to Single XLRM Splitter](#) (\$8)
- d. [Cloudlifter](#) + Cable (\$149)
- e. Skype (free) and choice of software based recording software (Free to \$50)
- f. **or** [Ringr Software](#) (\$14.25/month) **(Preferred)**

Advanced – We can also discuss building a larger, more permanent studio with a professional sound.

It is recommended that client purchase the equipment on their own so that they can handle returns and warranty issues. However, I am happy to place equipment orders on your behalf and deliver the equipment. This option requires a 25% down payment and includes 10% markup with payment due on delivery. Not responsible for any damages to the equipment after it's been setup and initially tested.

Recording - If client decides to forego equipment purchase and would rather have engineer on site with their own equipment, client will be charged \$100 per recording session hour plus additional travel costs (i.e. parking, public transit)

Episode Editing/Production – Three levels of podcast production available and billed by length of production.

Quick – Podcast editor will remove any erroneous content identified by the client that was problematic (time stamps required), will process audio, equalize levels, add production elements, metadata.

45 minutes or less of raw material = \$30
45 minutes or more of raw material = \$50

**Raw material does not include non-content audio.

Intermediate – Podcast editor will listen to entire audio recording and remove for client erroneous noise such as sneezes, coughs, interruptions in the conversations, pick-ups, editor will tighten conversational gaps, remove excessive ums, any other content client requests to remove (timestamps required), will process audio, equalize levels, add production elements, and metadata.

10 minutes or less raw material = \$35
11 – 40 minutes of raw material = \$45
41 – 60 minutes of raw material = \$65
61 – 90 minutes of raw material = \$85
90 + minutes of raw material = \$105

**Raw material does not include non-content audio.

Expert Editing – Podcast editor is willing to re-arrange audio content and will microedit to give all subjects professional sound. Remove “Ums” and other verbal ticks (that don’t interfere with subject’s speech pattern), coughs, sneezes, interruptions, pick-ups, tighten conversational gaps, edit for length (upon request), any other content client requests to remove (timestamp required), will process audio, equalize levels, add production elements, metadata.

Final target length of 10 minutes or less = \$50
Final target length of 11-40 minutes = \$100
Final target length of 41-60 minutes = \$150
Final target length of 61-90 minutes = \$200
Final target length of 90+ minutes = \$250

All production is invoiced upon upload of the final audio file to client/hosting service, and paid within 15 days of receipt.

Client will provide title and brief description of episode for metadata (unless extended show notes package is selected)

Consulting/Training – Schedule time to learn or discuss a strategy for launching, growing, improving your podcast project

\$125 Hourly Rate

\$.50/mile travel

*Can be redeemed in chunks no less than 30 minute at a time.

Extras

Comprehensive show notes – Podcast editor will create time stamped show notes indicating topic changes and providing url links to referenced material. Will include introductory description and preferred CTA for host and guests. \$75 per episode

Extended Marketing Package – Podcast editor will create 4 Facebook/LinkedIn posts, 12 tweets, and 4 visualized audio videos using Wavve with text, and a YouTube version of full episode. Will share in Word document and dropbox folder. \$200 per episode.

Live Podcast Recording – Conduct a live podcast event with up to 5 guests, recorded and used as a podcast episode. \$750 for 6 hours. (does not include cost to host event or travel)

Call-In Shows – Record a two-hour live podcast with the ability to take phone calls from audience members. Podcast producer will help with call screening and loading the session into podcast feed. \$350

Advertising – Podcast producer will help negotiate podcast advertising terms, develop script, provide production elements, and voice commercial where requested. 10% of advertising revenue plus \$250 to produce spot (where applicable).

Guest Booking Services – Assist podcast host with opportunities to appear on other podcasts and secure guests for their show. \$300 monthly

References and Tools

Hosting Solutions:

1. Libsyn – Top name in the industry with straight forward hosting and reliable statistics.
2. Blubrry – Hosting solution that is made to work best with Wordpress based websites. Allows you to control your RSS feed.
3. Podbean – Simple solution for podcast hosting with excellent network pricing and premium features.
4. Omny Studio – Basic podcast hosting with excellent usage stats, automatically generated visualized audio player, excellent pricing.

Podcast Music

1. Pond5 – Large collection of royalty free music ranging from \$1 to \$500. No exclusivity
2. Premiumbeat – Excellent source of royalty free tracks
3. AudioJungle - Excellent source of royalty free tracks

Podcast Marketing Tools

1. Wavve.video – produce visualized audio clips of audio
2. Clamrr – Share short audio clips that connect back to your feed
3. Tung.fm – Social media network for audio, allows users to comment and clip audio.

Recording Software

1. Audacity – Free audio editing and recording software. Ideal if you are just starting out and looking to record your intro/outro or a couple of mics through a mixer.
2. Adobe Audition – More comprehensive digital audio workshop (editor and recorder) Requires subscription but may be free if you already have access to Adobe's Creative Cloud.
3. Ringr – Double end recording solution. Best for recording 2 people simultaneously. Works on mobile and desktop. Great if guests don't have a microphone.
4. Zencaster – Double end recording solution that allows several people to connect via skype. Ideal if everyone is at a computer and has a microphone.
5. Ecamm – Will automatically record skype calls on a Mac
6. Audio Hijack – Will record skype calls and other audio features on a mac
7. Amolto – Free skype call recorder on a PC
8. iFree Skype Recorder – Free skype call recorder on a PC

Processing Audio

1. Auphonic – great way to process, compress and produce audio on your own. Costs per production or requires subscription plan.

Transcription

1. Rev.com - \$1 per minute, \$0.25 per minute to add time stamp, \$0.25per minute to add verbatim (Umms, you knows, repeated words)