

THE PODCAST CONSULTANT

MAKE YOUR VOICE HEARD



PODCAST PRODUCTION

Hire the podcast consultant to help you launch, edit, produce, publish, promote and monetize your podcast. You'll only have to worry about talking into a microphone.

LEARN TO PODCAST

Train with the podcast consultant and learn the skills needed to launch, edit, produce, publish, and promote your podcast all on your own.

PODCAST SETUP

\$1250

Help with all the key decisions to get your podcast venture off on the right foot.

Determine podcast format, length, frequency

Identify production elements such as intro music, transition elements, commercial bed (client buys music)

Assist in developing podcast artwork (1400 x 1400 pixels, jpeg file)

Decide the best equipment for podcast format and provide training. Includes practice recording session

Select best podcast hosting platform (client subscription may be required)

Configure RSS feed with the title, description, and contact information.

Record Introductory episode (EP.00) (optional)

Submit RSS feed to podcast directories (iTunes, Google Play, TuneIn, Stitcher, any others requested by the client)

Media training – discuss best practices for recording and ways to improve on-air performance. (ongoing)

Setup is invoiced once podcast is approved in iTunes and the first episode is published

PODCAST PRODUCTION

Podcast editor will make sure all subjects sound professional by removing any “Ums” and other verbal ticks (that don’t interfere with subject’s natural 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, and publish episode.

Final target length up to 40 minutes = \$125 per episode

Final target length of 41-75 minutes = \$175 per episode

Final target length of 75 - 120 minutes = \$250 per episode

Any show that requires less than 48-hour turnaround subject to \$50 surcharge.

These prices are for basic cleanup of 1-on-1 interview style podcasts. Additional costs for more complicated formats and edits.

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

HAVE QUESTIONS?



The Podcast Consultant

MATHEW PASSY, THE PODCAST CONSULTANT
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OPTIONAL ADD-ONS

Comprehensive show notes – Podcast editor will create time-stamped show notes indicating topic changes and providing url links to referenced material. Will include an 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. Will share in Word document and dropbox folder. \$300 per episode (includes comprehensive show notes at no additional cost)

Live Podcast Recording – Conduct a live podcast event with up to 5 guests, recorded and used as a podcast episode. \$1,000 for 6 hours. (does not include cost to host event or travel)

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

PODCAST TRAINING AND/OR CONSULTING PER HOUR

Schedule podcast consulting to review and suggest improvements to your podcast show from configuring your feed, display on podcast directories, improving recording techniques, show production, content, marketing, distribution, and monetization strategies.

Work one-on-one with the podcast consultant to learn how to use your podcast equipment, improve your sound quality, edit audio, add production elements, process audio files, publish on most podcast hosting platforms, and market your podcast more effectively.

\$125 Hourly Rate for telephone or video conferencing sessions

Add \$.50/mile travel if arranging in-person sessions.

Bulk discounts available.

Redeemable in chunks no less than 30 minutes

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