
THE PODCAST CONSULTANT

SPECIAL RATES FOR

TAYLOR SCHULTE

CFP®



LAUNCH A PODCAST

Hire the podcast consultant to help you launch, edit, produce, and publish your podcast. You'll only have to worry about what goes into the microphone. Additional strategy sessions available for promotional and monetization assistance.

ALREADY HAVE A PODCAST

Tap into the expertise of The Podcast Consultant to review your existing podcast production, workflow, marketing efforts and more with a podcast audit or strategy session.

PODCAST SETUP

\$2250

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 (credit up to \$100)
- Podcast Artwork Design with 3 Rounds of Revisions (1400 x 1400 pixels, jpeg file)
- Decide the best equipment for podcast format and provide training. Includes practice recording session. (client purchases equipment)
- Select best podcast hosting platform (client subscription required)
- Configure RSS feed with the title, description, and contact information.
- Produce Introductory episode/trailer (Optional - up to 5 minutes)
- Submit RSS feed to podcast directories (Apple Podcasts, Google Podcasts, Spotify, TuneIn, Stitcher, any others requested by the client)
- Media training – discuss best practices for recording and ways to improve on-air performance. (ongoing)
- Marketing and monetization strategy calls

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 “Ums” and other verbal ticks (that don’t interfere with the 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.

Raw content up to 30 minutes = \$100 per episode/\$200 with basic shownotes/transcript

Raw content up to 60 minutes = \$150 per episode/\$250 with basic shownotes/transcript

Raw content up to 90 minutes = \$200 per episode/\$300 with basic shownotes/transcript

Custom pricing beyond 90 minutes.

Any show that requires less than 72-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, edits, or for additional guests.

All production is invoiced upon delivery 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

732-718-5175 | mathew@thepodcastconsultant.com



OPTIONAL ADD-ONS

Comprehensive show notes with transcription – A more robust episode summary that is perfect for description and a blog post, some social media language suggestions, hyperlinks, and a word-by-word breakdown featuring timestamps. \$200 per episode up to 60 minutes (\$50 surcharge for episodes needing expedited service)

Marketing Asset Creation – Assets that can be used to promote your podcast episode on social media and other channels. 2 video teasers (up to 60 seconds in length), that include moving waveform and subtitles (Square and Rectangle) 2 social quote images based off content of the episode. \$200 per episode or \$750 per month (weekly podcast release)

Mobile Podcast Recording - Bring professional podcasting equipment to your office, conference, or event to capture your latest podcast episode(s) with up to 4 total mics + floating audience mic if needed. \$125 per hour* consultant is on-site (requires 1 additional hour for setup and tear down).

*Does not include travel, lodging, or if podcast consultant will act as a moderator for podcast episodes

PODCAST TRAINING, CONSULTING, PODCAST AUDITS, AND ADDITIONAL SERVICES

Consulting/Training Calls: Ready to talk strategy. 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. Setup a time to ask about any and/or all of these aspects with The Podcast Consultant. \$150/hour (Video shares/recording available - must be requested when scheduling)

Recorded Calls with Audit: The Podcast Consultant will take you step by step through your podcast and support system to provide instant analysis of what's working and what's not. A video share call will be recorded so you can access the knowledge anytime after the call. \$150

Comprehensive Audit: The Podcast Consultant will spend a week reviewing your show, listening to episodes, observing your marketing, and running a detailed audit. Includes custom audit report, two-hour recorded video share with results. \$1,000

Extras: Ask about video services, graphic design, website building, social media marketing, email marketing, advanced writing, and more.

**Travel expenses billed to client if being on site is necessary or requested*

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