



# PODCAST SERVICES

**PODCASTING FOR PROFESSIONALS**



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# WHY PODCAST?

Podcasting offers you the opportunity to raise your profile in your industry and your niche. You increase your exposure and highlight your expertise. Others in your profession—and potential clients—see that you have a network of experts who supplement your own knowledge and capability. The result is organic lead generation of highly desirable clients and an increase in your notability in your profession.

Professional Productions is here to guide you through your podcasting journey—and keep the amount of time you have to devote to your podcast—to a minimum.

## BENEFITS OF PODCASTING



Increase your brand visibility in new and current markets, boosting your exposure especially in your niche



Generate website traffic and boost your SEO through regular publication of episode show notes



Connect with other leaders both inside and outside your profession, providing the opportunity to collaborate and expand your network



Produce evergreen, high-quality content marketing assets



Minimal time commitment—we handle all the intense, technical work



# 3 PHASES OF PODCASTING

## DEVELOPMENT

First, we collaborate with you and your team to create a project road map. We'll focus on your professional goals, your strengths, things you'd like to improve, and your target audience. Together, we'll create the podcast's name, format, positioning, timelines, content strategy, marketing strategy, and recording logistics.

We'll also create a plan to support the host of your show. We'll guide them through the ins and outs of being an effective host.

We are always available to answer questions and collaborate throughout the life of the podcast.

## PRODUCTION

We support the production of your podcast to the level you prefer – whether you want to remotely record your episodes, record them live on-location, have us along to direct, or handle recording on your own.

And the production of content won't be a problem! We'll work with you to identify your areas of expertise and create an episode release schedule and content plan for your show. Between your know-how and your guests' expertise, there will always be content from which to produce more episodes.

## POST-PRODUCTION

We transform your vision into the reality of a professional podcast. Your recorded content is run through high-quality filters to ensure the best listening experience. You can choose to instruct us on how you want the episode cut, or leave it to our expertise.

We then polish the episode, adding sound design and a professionally produced intro and outro, preparing it for distribution to all the major podcasting platforms. All assets needed will be finalized, including episode artwork, edited transcripts, and marketing materials.



# SCOPE OF SERVICES

Professional Productions works together with you and your team to create the optimal podcasting solution to bring you the best results with minimal impact on your schedule.

## Vocal Coaching

- Not sure you have what it takes to host a podcast? Think again!
- Speaking and interview styles – develop your skills with us
- These skills translate to speaking at conferences, webinars, and more

## Podcast Series Planning

- Scheduling concepts that include the show theme, episode topic recommendations, research, and interview questions
- Episode/editorial release calendar assistance and consulting



## Content Development & Marketing Strategy

- Production of episode descriptions, intro/outro, interview questions, and CTAs
- Episode content and release schedule development
- SEO-optimized full transcripts for your website, customized to your content marketing needs, all done for you
- Tech setup and distribution of podcasts onto all major platforms such as Apple, Spotify, Amazon, Google, Stitcher, iHeartRadio, and more.
- Creation of marketing assets like audiograms, social media quotes, and downloads
- Full branding and artwork, with podcast logo and custom images for each episode for your website and social media presence

## Episode Production Services

- Professional editing and mastering of your podcast episodes
- Recording in our online studio
- Live episode direction around your schedule
- Additional options for professional voiceovers and professional podcast hosting
- Guest management and pre-recording episode prep



## NEXT STEPS

We're thrilled that you're looking to boost your visibility, highlight your expertise and market your professional services in the best way possible. And we're looking forward to joining you on your podcasting journey. Everything about the production of a podcast is part of a creative, evocative process and we relish the opportunity to work with you. Let's get into it! Contact us by phone or email to set up a conversation.

## CONNECT WITH US



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