



THE FUTURE OF PODCASTING

PODCASTING: THE LEADING EDGE OF SOCIAL MARKETING

150

51% OF AMERICANS LISTEN TO PODCASTS ONCE A MONTH. THAT FIGURE IS GROWING. 80%

NEARLY ALL PODCAST LISTENERS LISTEN TO ENTIRE EPISODES. THIS IS DIFFERENT THAN ALL OTHER CONSUMPTION MEDIA. JUST COMPARE THAT WITH INSTAGRAM. 1,000%

AD REVENUE FROM
PODCASTING JUMPED
1000% FROM 2015 TO
2018, AND IT'S NOW
THE MOST EFFECTIVE
WAY TO CONVERT
SALES. NOVEL
APPROACHES ARE
ALSO FINDING
SUCCESS.

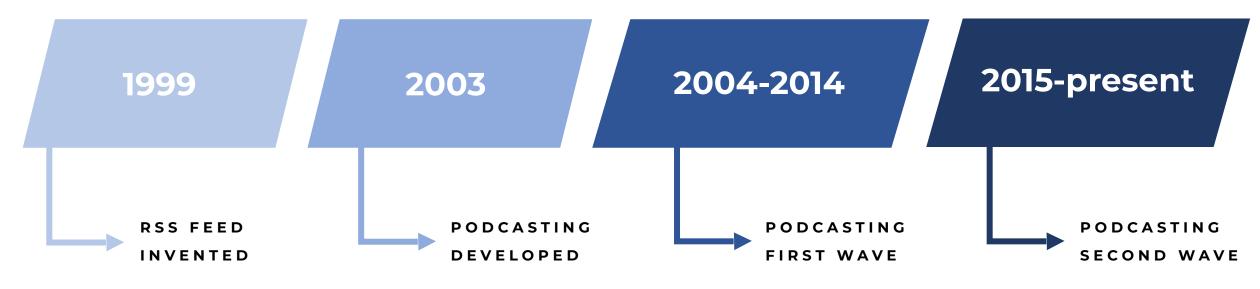
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WITH MORE THAN TWO
MILLION PODCASTS,
A WELL-EDITED,
HIGH-QUALITY
PROFESSIONAL
SIGNATURE WILL
HELP YOU GET YOUR
HEAD ABOVE THE
CROWD IN THE
MARKETPLACE
OF IDEAS



THE HISTORY OF PODCASTING

AND WHERE ARE THINGS GOING NEXT?



Since 1999, the RSS feed has enabled websites and consumers to employ web feeds, making it possible to syndicate news, blogs, and podcasts across the web.

The first podcasts were created by enclosing an audio file within the RSS feed. This enabled people on the other end of the feed to subscribe online to audio episodes.

In 2013, Apple reported that there were officially one billion podcast subscribers, only one decade after the format emerged. Podcast consumption becomes dramatically simpler.

The podcast marketplace is nowhere near saturation, despite some opinion that there are "too many podcasts". As listener and advertiser numbers skyrocket, quality content is needed.

PODCAST (TIMELINE

01 — Branding ◀

BRANDING KICKSTART

We started in 2005 as a boutique book publisher and branding agency, and we still like to start with the core brand and signature story, and build from there.

Our branding kickstart includes everything to get started, to go from idea to syndicated podcast efficiently and quickly. From tech setup to recording quality, and from artwork to show notes, we take care of every little thing — so you don't have to.





Strategy — 02

PROJECT STRATEGY

All of our work falls under the banner of what we call "thought leader support services," and strategic thinking is the core of that work. We help you develop a project strategy that will lead you to the best possible return on your investment, and to the biggest impact.

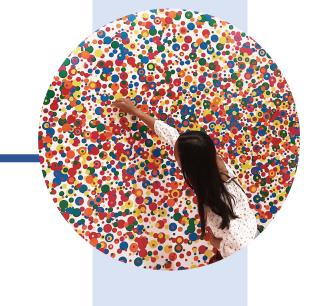
O3 Content— Development

CONTENT STRATEGY

A problem in the social media era is what we call "content waste" — materials you have carefully crafted, put into the blogosphere, or into people's inboxes, or onto social media ... bits of your soul, and important chunks of your intellectual property.

We don't want you to waste any more of your time, or throw your valuable content into the void. Instead, we are obsessed with capturing the value of the material you produce, and showing how you can use your precious ideas and time in just the right way.

What goals do you have with your content? Are you building an audience of like-minded followers? Are you building your credibility in the marketplace of ideas? Whatever specific goals you have, we work to create a strategy with you that is driven by your podcast, but doesn't end there.



Audience 04 Development —

TARGET **DEMOGRAPHICS**

We start the conversation around audience development by talking about a metaphor. Picture the stage of Carnegie Hall, with its 2,800 seats.

That's Instagram. And if you get the attention of 2,800 people there, it's the equivalent of a musician walking on stage, performing for 1 minute of a 2-hour performance, then walking back off stage. Instead, we want you to (metaphorically) perform for 30 minutes or an hour, in a smaller room, for an audience that is actively listening.



05 — Marketing

MARKETING STRATEGY

Through our book publishing brand, Books That Matter, we have worked with thousands of writers on writing, publishing, and then marketing their stories.

In our work with thought leaders and organizations, Brands
That Matter has worked to develop core biographies and
signature stories of our clients, then helping to build out a
social media presence for them, or set up a book tour, or
develop a strategic advertising campaign.

All of that work has led us to this. Podcasts make the best leading edge of a content marketing strategy, and that's what we are now bringing to you. It's not complicated — in fact, it's incredibly simple.

You create podcast episodes, which then become the content that turns into posts across your social media, testing messages, building your audience, and leading towards your desired results.



ROI — 06

RESULTS CENTERED

We keep your deep investments of time, talent, and treasure always top of mind. Whether an hour-long phone call, an especially long email, or a payment towards editing or mastering services, our job is to make sure that those investments lead to meaningful results, and a bigger impact.

From the beginning of our work together, we will ask you WHY you are doing this project, and we will work with you to determine where the best return on your investment will come from. For example, are you a speaker who gets \$25,000 per speech, a business owner who sells more widgets as a result, or a teacher for whom this is a passion and side hustle?



BRANDING KICKSTART

START WITH OUR HIGH-LEVEL BRANDING PACKAGE

White-Glove Service

Our goal is to make things easy for you

Artwork

Artwork by prize-winning graphic design team

Audio

We specialize in recording, editing, and mastering

Content Strategy

We work on the front-end strategy with you

Tech Support

If there are issues, we can help fix them

Success Coaching

Results-based coaching as needed

Production

Audio and executive production of all episodes

Bumpers & Stingers

All additional music needed for the podcast

Branding

Your podcast will be the front line of your brand

Copywriting

We work on show descriptions and show notes

Theme Music

We create, find, license, or master theme music

Syndication

We syndicate the show to all major platforms

Social Media Plan

We help with social media strategy

Publishing

We publish and syndicate episodes and notes

Voice Mastering

We clean up, fix, improve host and guest voices

Add-Ons Available

Wide range of services, from books to websites



Monthly Plan

Weekly Plan

Daily Plan

Price \$250 /month

- √ 1-2 episodes per month included
- ✓ Up to 60-min. of running time

Price \$500 /month

- ✓ 2-4 episodes per month included
- ✓ Up to 120-min. of running time

Price **\$750** /month

- 31 episodes per month included
- ✓ Up to 180-min. of running time

ALL PLANS INCLUDE:

Audio Production

Editing, Sound Design, Production, Mastering

White-Glove Support
Real people providing our best white-glove service

Podcast Distribution
Syndication to Apple, Spotify, & all major networks

Brand Strategy
Your podcast will be the front line of your brand

Secure Hosting

Secure and redundant hosting, resistant to attacks

Success Coaching
We coach with accountability and ROI in mind

Content Strategy
Your podcast content can drive your business goals

Voice Mastering
We clean up, fix, improve host and quest voices

SSL Protection

Secure, protected navigation and streaming

Technical Consulting
We help with every technical challenge

Social Media Plan
Use your podcast to power your social media

... and More

Countless services and add-ons available at will



Find your voice and inspire others to find theirs.

STEPHEN COVEY

