

Podcast Launch Management

This is the BEST way to launch your podcast and set the future of your show up for success! The Pod Squad will launch your show for you, in its entirety, from planning, production, launch strategy, and more, while keeping your creative vision intact.

This is the package for you if you:

- Are launching a NEW podcast
- Are a busy entrepreneur
- Don't want to take on the backend work of launching a podcast
- Lack the time to plan and launch your podcast successfully
- Are looking for support and expertise to launch your show with success!

Over a two month period we will provide you with all of the documents, strategies, and podcasting know-how to create your show, manage your future guests, and use social media to your advantage to launch your podcast with a professional bow on top!

Cost: starts at \$2150 CAD + HST* ~ 50% paid up front, 50% paid upon completion of work

all prices subject to change | all prices listed are base prices

*monthly cost for podcast host platform not included, as that will be charged to your own account

Podcast Launch Management

Includes:

- Initial creation meeting (1 hr)
- Asana Board to manage launch period
- Dropbox, Squadcast, Google Drive, & admin set up
- RSS feed & metadata set up
- Podcast cover artwork with revisions
- Setting up your recording studio meeting (30 mins)
- Sourcing music, editing & mixing intro/outro
- "Best Practice Tips" document for interviewing & recording
- Guest email template & intake form
- Editing, production & sound balancing of trailer with 3 rounds of revisions
- Editing, production & sound balancing of 3 launch episodes with revisions
- Show notes & scheduling of launch episodes & trailer
- Podcast listening platform set up & final launch meeting (30 mins)
- Ongoing communication via Voxer for quick questions and troubleshooting

Social Media:

- 3 Grid Posts ~ 2 reels & 1 static graphic**
- Social Media Kit ~ to send to future guests of your podcast
- Copy Writing Guide ~ for future episode release posts

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**Social Media does not include scheduling

Add-Ons

For the podcaster looking for a little something extra, these add ons are designed to scale your Podcast Launch Management package the way you see fit!

Social Media Template

Creation:

Ideal for the podcaster who is looking to manage their podcast after the launch of the show.

- 3 static graphic templates**
- 3 reel templates**
- 3 story templates**

Cost: starts at \$300 CAD + HST* ~ paid with first half of Launch invoice

Transcription of

Episodes:

Ideal for the podcaster who is looking to scale their output of content from one episode recording session.

- Transcription of 3 launch episodes
- Grammar correction of 3 launch episodes
- Provided in a PDF format

Cost: starts at \$150 CAD + HST*** ~ paid with first half of Launch invoice

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*does not include scheduling

**templates via Canva Pro

***price will increase for additional episodes