



creating
soundwaves
THAT INSPIRE

Podcast Creation, Production and Promotion

Rate Card 2020.

The Sutherland Shire Podcast Station (AKA ShirePOD) is a digital platform giving locals a voice and a place to share their expertise, insights and stories. Opening in February 2020, the platform has hosting and streaming capacity with the ability to record live from anywhere to our registered audience on Podbean.com.

ShirePOD has both **education** and **production** services offering DIY, DWY and Done for You packages. Whilst podcasting is experiencing growth, it is still in its infancy with a strong demand due to the multitasking in our busy lives.

ShirePOD producers take your great podcast idea to the airwaves, supporting your creativity and educating you about the process of podcasting to make it a success.

Below is an overview of the services and opportunities this community of podcasters has available. We also support independent hosts with promotion and management.

My name is Pip Rae, I am an investigative journalist, podcast producer and host, radio presenter and content architect with a passion for stories and good mental health. I've proudly built ShirePOD, the community digital platform that shares the stories and boosts personal brands. I've worked with beginners, business owners and professional hosts taking their ideas to the podcast airwaves. I lead a team of creatives who are building a community podcasters who leverage guesting opportunities in both live and recorded episodes. Our focus is on producing valuable content, digital assets and artwork that stands out and promotion strategies that increase awareness and engagement.

A podcast is not just a podcast. It's capacity to inform, influence, educate, entertain, engage, enrol and sell. The potential is unlimited. If you would like to explore these possibilities book your free 15 minute consult here.

<https://sutherlandshirepodcaststation.com.au/podcast-creation-packages/>

or see the success of our podcast station at

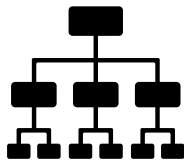
<https://podcasts.apple.com/au/podcast/sutherland-shire-podcast-station/id1514723962>

Our [Ultimate Road Map](#) and [Podcast Creator](#) are great resources to get you started. This overview will answer the following questions



- [What Equipment Do I Need?](#)
- [How do I make money with a podcast?](#)
- [What can a podcast do for my personal brand?](#)
- [How do I put a podcast together?](#)
- [How much does a podcast episode cost to create?](#)

Content Creation



Simple Ways to source your podcast content.

Blogs, Website, Research, Interviews, Digital Assets, Lead Magnets

Curate Your Content with our Content Architect and Podcast Producer

Do It Yourself (DIY): Learn what you need through our blog or book into a one off consult to get you started

This is a great way to get as much information about podcasting regarding, content, presenting, production and promoting as well as our guest strategy in an hour. This is \$249 for the hour which includes notes on the brainstorming session sent to you in an email.

Our [Masterclass](#), is currently online, downloadable anytime and includes everything there is to know about

- Preparing Your Content,
- Presenting for audio,
- Production and Edits
- Promoting your podcast.

You also receive a 15 minute mastermind after each session you download with a producer to answer any questions. I also provide you access to a network of creatives in design, branding, copy, media and PR.

Done With You (DWY) : Done with you teaches you everything you want to know, we take your idea to the airwaves in 4 weeks. There are two options here.

[Our Princes Highway Package](#) is Done With You. We scope out your series for two hours and I help you plan out your series, construct the format of your podcast and prepare your content. You use our equipment, we guide your presentation and edit your production. We help you strategise your promotion and launch your podcast to the world. We develop your digital assets to increase brand awareness and position you as the expert in this niche.

Done For You (DFY) : We take the reigns on production and pull it all together whether it's for an episode or a season, you bring the content, we produce the file. We have weekly production meetings to keep you on track.

[Editing and Production Packages](#) streamlines production, schedules recordings and produces your intro, outro, sets up hosting, manages publishing and streaming.

[Promotion and Publicity Package](#) develops your personal branding, Art Work Tile, One Sheet for Guesting Opportunities and social media strategy.



The Ultimate Podcast Creation & Promotion Package

Total Cost : \$2150 + GST

1. The scope out of the series (normally plans out over 6-12 episodes) and production of first three episodes, completely edited and ready for publication is **\$1000**.
2. The Promotion pack is **\$750** which includes tile art, one sheet, bio and promotion content plus simple strategy and social media plan.
3. Hosting on Podbean is included for 6 months, then it is **\$50** a month for management distribution and cross promotion strategy.
4. Show notes included and Artwork from Promotion Pack used.
5. You will have all the assets, skill set and knowledge

This package takes your idea to the airwaves and teaches you all 14 Steps from planning to promotion. You learn how to create, produce, and earn money from podcasting. We show you how to position your podcast in the market, help curate the conversation you want to have with your listener and elevate your marketing, sales and engagement strategies.



Other Podcast Packages

Every Episode has a 6 P's and these packages make it simple, you accountable and your audience happy.

Simple Podcast Package - One Offs

Cost: \$399 per 30 minute episode

- Intro & Outro, Musical Signature (\$249)
- Ideas for scripting, format and digital assets (\$249)
- Record episode using Studio quality equipment (\$125)
- Edit unwanted noises, denoise, mix and master levels (mp3 file) (\$75)
- Host and promote on ShirePOD.podbean.com for 3 months. (\$99)

Additional services

- Interviewed by Journalist for Brand Builder Podcast (+\$99)
- Design Artwork (provided or see personal brand package*)
- Set Up Independent Hosting and Publish to streaming platforms (+\$199)
- Episode Management, uploads and analytics show notes provided (+\$50 per month)
- Advertising opportunities, production and promotion alignment (\$300 per advert)

Professional Podcast Package

Cost \$999 including 3 published episodes, hosting and promotion strategy

- Intro & Outro, Musical Signature (\$249)
- Scripting workbook, podcast formatting and digital asset creation (\$99)
- Record 3 episodes, coaching for presenting and interviews, (\$375)
- Unlimited Edits to produce 3 x mp3 files (\$500)
- Sound Effects, mixing and mastering levels to produce mp3 files
- Time Stamping with comments and Quotes
- Develop Digital Asset Strategy and Create Show Notes for 3 episodes (\$99)
- 2-3 minute trailer released prior to launch (\$125)
- Hosting, Cross Promotion and Management on ShirePod.com (\$150)

Business Podcast Package: Done for you with production, edit & hosting.

These packages are specifically designed for business owners.

Business Brand Package

Cost: \$1750

Your business is made up of valuable assets including employees, products, processes, industry expertise, customers and ultimately a passionate owner who has a story to tell. This is the About Us page on your website. Whilst it shares time line developments and details, a business brand podcast introduces your website guest to the people behind the brand and business.

The decisions, the downturns and the developments. The story, the struggle and strategies.

These are interesting stories that when told in your own voice have 74% more impact and influence than the written word. Your voice has personality, emotion and tone that helps defines the characteristics and attributes of a human.

In this package, the business owner is able to narrate his story, interview talent or family and curate testimonials. Our onsite producer is also able to conduct an interview style podcast where you answer questions or have a conversation about the main points of your business. We curate an introduction and record a voice over that represents you and your business brand. We help you record an outro that directs listeners where you want them to go to find out more, like social pages, a blog or product page.

We create a podcast tile with existing artwork, write show notes with links and upload to the community platform as well as embed in your Wordpress website. Up to 4 people can participate, from whom we curate a 30 second profile pitch which is included in the podcast.

Getting to know the business owner is the most powerful marketing tool available.

Business Network Package

Cost: \$2100

Your business network is a force of influence, from suppliers to collaborators, partnerships and joint ventures, sharing the stories of business elements, ideas, events and adaptations is inspiring and addictive to business owners. This podcast is suited to Industry and showcasing unique selling points, products or related services. Up to 4-6 people with curated personal profiles.

In this package, you form a collaboration of guests, similar to a panel. Our producer can also be the moderator if needed. You and the panel discuss issues, topics and themes of your choice. These can form powerful conversations that can be reused and recycled into website blogs, social media content and audio files for curated presentations. We help you promote your podcast, leveraging the audience of each podcast guest and targeting the specific industries you address with loads of creativity around digital assets development.

Business Podcast Package: Production, Edit & Hosting, Promotion

What support you get

- Initial ideas and concept consult
- Equipment Hire and Set Up
- Host/Guest Checklist
- Podcast Strategy Worksheet
- Podcast Assets Worksheet
- Podcast submission to Directories
- Email information Templates for Guests
- Podcast interview/Conversation Outline
- Presenting for Audio Instructions
- Podcast Shownotes
- Launch Strategy & Calendar
- Podcast Promotion Checklist
- Recording of Episode with Studio quality equipment
- Editing, Split, Splice, Mix and Master
- Quote and Comments for Socials
- Unique URL link for episode promotion
- Simple Artwork for Podcast Tile
- Guest podcast thank you's email with link
- Fun, laughs, Outtakes and Bloopers
- Opportunity for that conversation you want to have with every listener.
- Podcast Personal Brand Identity Kit
- And MORE!



Additional Services

Podcast Hosting and Streaming and Management

Set Up hosting subscription

Cost: with [Podbean](#) from \$9p/m or [Whooshkaa](#) \$29p/m (see links for capacity)

- Webpage
- URL links
- Artwork (to be provided or supplied)
- Series overview notes

Submit RSS feed to distributing streaming platforms

Cost: \$199 one off, including

- Apple iTunes,
- Google Podcast,
- Spotify,
- Stitcher,
- Amazon Audition,

Hosting and Management of audio files

Cost: \$50 per month

- Storage, Upload to hosting platform, inclusion of show notes, hyper and back links, production details and credits.
- Return Embed Code,
- URL episode link and
- Statistical Analysis of downloads.



Personal Branding, Promotion, Pitch & Management Package

>Podcast Artwork

Cost: \$199 (starter) or \$299 (the works) + GST

Amanda Hamer (our graphic designer) will design your podcast artwork based on your ideas and concepts.

Starter: Pick from one of three concepts based on initial questionnaire, Up to 2 revisions.

Pro: Unique design concepts based on initial consult, Unlimited revisions to be Examples of Artwork;

>Personal Brand Pitch Package

Costs: \$750

Amanda Hamer (Daydream Creative) will design artwork for

- podcast tile,
- 3 social media templates and
- a one sheet

Pip compiles one sheet bio, questions, topic information, podcast guesting pitch email, quotes and comments from the podcast episodes.

>Pitch and Promotion Package

Costs: \$750 pm x 3 months

This includes the

- Personal brand Promotion Package
- Research and Pitch to podcast series hosts
- Management of bookings
- Promotion Strategy

>Social Media Management

Costs: From \$500 pm

This includes 3 branded social media posts per week

- Content for each post including links
- 1 Blog Post
- Upgrade to \$1000 per month to include 1 blog post with 10 back links, curated CTA and a digital asset.

>Promotion Strategy and Social Media Plan

Costs: from \$500 per month

This includes a detailed strategy and thoughtful plan that focuses on available digital assets and lead generating promotions.



Podcast Editing

> Simple Edit

Cost: \$75 per 30 minutes

- 1 x Audio File
- Suitable for Raw Interviews or monologue
- 2-3 minute pre-release trailer
- Audio Grabs

> Simple Interview Edit

Cost \$75 less than 30 minutes

- With pre edited intro and outro mixed in,
- Edit unwanted content,
- Noise reduction,
- Mixing and mastering levels for the final file.

> Professional Edit and Podcast Construction (split and splice)

Cost: Price is based on length and number of raw audio files provided. Virtual Recordings and Construction of Content. Multiple edits.

< 30 minutes : \$135

>30-60 minutes: \$185

>60-90 minutes: \$250

> Optional additional editing services suitable for batch recordings, audio books and online newsletters.

>90-240 minutes: \$500 per month retained (batch recordings)

- Musical Signatures \$50
- Show Notes \$50



Podcast Recording

> On-Location Recording (Premium Quality)

Cost: \$125/hour to facilitate the recording + GST

Pip creates a pop-up podcast recording studio in any office space, cafe or home using broadcast quality equipment complete with editorial, voice-over and technical advice and support on the day.

This is currently available in the Sydney Metro area.

Equipment hire \$95 includes up to four mics and headphones, 50% off if producer onsite. Combination of online and in person requires a strategy conversation.

- Recording Equipment Hire \$190 with Producer in studio
- Recording Equipment Hire \$150 with producer on site
- Recording Equipment Hire \$95 with no producer + \$200 bond

> Podcast Studio Recording (Best Quality)

Cost is \$125/hour + GST plus studio fee, \$40ph

Pip can record your podcast in a professional podcast studio located in Caringbah.

> Virtual Recording (Standard Quality)

Cost: \$80/hour + GST

Pip can facilitate a virtual recording over the internet.

This includes connecting you with your guests based on your needs and recording the interview audio for you.

> Upload files and management of hosting platform

Cost \$50 per month up to 4 episodes

Includes

- Storage and management of edited Mp3 files
- Upload to hosting platform
- Submission of prewritten show notes
- Complete Episode details
- Returns embed code for website
- Email confirmation of episode release
- URL episode link for sharing
- Return monthly stats on downloads.
- Doesn't include hosting subscription with [Podbean](#) from \$9p/m or [Whooshkaa](#) \$29p/m (see links for capacity)

- First time RSS Submission and set up to distributing platforms including Apple iTunes, Podcast Google, Spotify, Amazon Audition, \$175

Additional Services

- Podcast Artwork starts (\$199),
- We offer a Personal Brand Package (\$750)
- Publish to iTunes, Spotify, Google Podcast and Stitcher, (\$175 on off) which includes
- Hosting is where we set up your podcast channel with monthly hosting and weekly or monthly publishing for \$50

How to Promote Your Podcast

Promotion and Pitching of your podcast to other Podcast Hosts and Targets Groups in which the content would be relevant, relatable and well received as it aligns with the themes or brand of the series, is a great way to get the exposure and attention, reaching and expanding to a larger audience.

We use a cross pollination and digital asset leveraged strategies on ShirePOD. You can apply to have your podcast features on our station in addition to hosting your own webpage.