



Overview

The TurnKey Podcast Company scope of services include podcast consulting, training extensive guest management techniques, promotion and social media consulting, effective distribution planning, community building and revenue generating strategies.

Launch Goal

1. Concept to launch consulting including podcast concept development, creation & release.
2. Facilitate professional, monthly, podcast production and editing, launch promotion consulting, podcast distribution consulting and social media consulting.
3. Develop a monetization strategy and plan for your new show.

Scope of Services

I. Strategy for Ready Aim Fire Launch

Discovery, timeline, relaunch plan and execution for a fast, effective launch.

II. Distribution, Promotion, Revenue Creation

Provide consulting and coaching for distributing content, determining a plan of action for promoting podcast via digital channels including social media while establishing a plan for revenue generation and monetization of podcast.

III. Full Production

Production, editing and support of each episode.

IV. Advanced Monetization and Guest Management Coaching

Continued unlimited support once the relaunch process is complete



Full Production monthly

- Audio recording and editing services
- Noise Reduction (if needed)
- Dynamics Processing
- EQ- if needed
- Intro music mixing
- Outro music mixing
- Voice Leveling
- Loudness Matching
- Breath reduction
- Mouth noise reduction
- Manual edits to specifications
- Manually reduce umms and ahhs
- Manually edit out screw ups/false starts
- Show note consulting (including links & cover) or formatting using the transcripts
- Posting episodes to host account if applicable
- ID3 Tagging & SEO
- Sharing RSS links / specific HTML code that can be inserted on site for the individual episodes
- Social media post consulting
- Posting, Ad creation, call to action, format and guest management consulting services
- Phone, online support unlimited during launch period.



Ready Aim Fire Launch Milestones

Discovery, assess needs, develop show goals and create timeline for launch. Establish process, determine expectations and identify key player(s) and responsibilities. Concept development consulting, develop monetization goals and strategy, facilitate quality production and consulting to develop audience building strategy.

Milestone 1

- Hardware requirements
- Software requirements
- Show concept development
- Specifications for launch episodes

Milestone 2

- Guest management techniques and monetization consulting
- Community building concept development
- Best practices for interviews
- Launch promo specifics

Milestone 3

- Social media best practices
- Establish show distribution channels
- Launch promo specifics continued

Milestone 4

- Launch review
- Launch
- Post launch review

