PODCAST STRATEGY - CONSULTANCY:

To ensure you create a podcast show which is going to support your business and marketing objectives we work with you to gain clarity from the start about how your show is going to work for you.

We help to make sure your concept is clear and specific so it's easy for you and others to recommend to friends. Word of mouth is still the best way to grow anything, so let's set up to make that friction free.

Service involves:

One-on-one work focussed on:

A. Podcast Strategy

- Purpose of the show (Why do you want a show?)
- Concept of the show (What is the problem of challenge it solves? Why should people listen?)
- Positioning of you, as the host (who are you to be talking about this topic?)
- Tone and style (How do you want it to come across? How will it look and sound?)
- Audience (Who is this show ideally for?)

B. Format and structure of the show

- Style (decide on the overall style of the show - solo, guests, mix, workshop-y, etc)
- Format of the episodes (a flow you can stick to for consistency and easy planning)
- Broad edit guidance to support you and help when you click 'record'
- Broad content themes to guide episode planning and guest decisions

C. Decision making on key functional aspects

- Advice on hosting vs singular platform releasing
- Guidance on tools and equipment choices
- Remote vs studio recording

D. Help pack

- Checklist for you for 'recording day' (things to remember)
- Preparation checklist for your guests (ensure they have what they need and aids smoother recording)
- Planning document to help keep you focussed going forward with episode and/or season planning
- Quick start task list to help you project manage the "to-dos" for each episode (from planning to promoting).

Service investment: From £1,800+VAT (one-off)

In our Discovery Call we'll establish if you need anything extra and adjust pricing accordingly.

NOTES:

1. We can stay on as your podcast mentoring partner adrer the strategic work (if you have your own team to handle the ongoing work). Please let us know if this is of interest.
2. If you engage us for the ongoing management - a monthly mentoring / progress call is included in that service (as an extension of this strategy work)

Copyright © 2020 - 2026, Harbour 32 Limited

PODCAST BRANDING - CONSULTANCY & DESIGN:

Your podcast show is personal to you, and it is a representation of your business as well. Let's ensure that it has its own, standout identity and is easily recognisable with you and your values.

We help to give you a fresh, professional feel and ensure everything looks and stays consistent for your audiences going forward. Once it's done, you don't need to phaff with anything creative afterwards.

Service involves:

One-on-one work where we build on the strategy work you have done already, and focus on:

A. Visual Branding

- The visual identity of the show (a visual representation of the name of the show - logo, icon, fonts)
- Walk through the design of the 'show icon' which is used to register your show with the podcast directories (and is what you see on the podcast apps when your listeners find you)
- The branding will align with your podcast strategy where you have been clear about the look and feel you want to create.
- We'll provide you with a one-page style guide to add to your business brand guidelines as well as a folder with all your original visual files

B. Audio Branding

This is the music and/or voice artist which is used in the background, in your introduction, or closing of the episodes, as well as in 'jingles' which are used to break up the episode.

You can expect the following to be included:

- Selecting the theme music that best aligns with how you want your show to be experienced
- Help with choosing the voice artist that will work best for your show (if relevant)
- Fully produced branded intro and out-ros (with or without voice artists)
- 3 feature jingles (worded and/or music-only)
- Help with any script writing for the intro and outros.

Service investment: From £1,350+VAT (one-off)

While this service is fairly standard and the same for many clients, in our Discovery Call we'll establish if you need anything extra and adjust pricing accordingly.

NOTES:

1. If you do not do your podcast strategy with us, you will need to provide us with your podcast strategy and branding guidelines to support this design work.
2. If you engage us for the ongoing management - we will create video-based intro and outros in your onboarding month, for your main episode video, as well Canva templates for your thumbnails.

Copyright © 2020 - 2026, Harbour 32 Limited

PODCAST PRODUCTION & MANAGEMENT SERVICE:

Once you have recorded your episode, then the work really starts for us. You will provide your original files and then we take over at that point and get your episode polished, up where it needs to be, and then help you to continuously drive attention to it.

Note: this service is an initial 12-month contract, with 3 check-in points. Compatibility and being useful to you are really important to us. Longevity and good habits is the name of the game, so we need time to set you up for success.

Below is based on producing **2 episodes per month.**

Service involves:

Branding elements created and saved (on-boarding month)

- All visual and audio branding elements saved and in place (show icon, badge, music, jingles etc)
- Templates designed and set-up for all thumbnails and graphccs needs for each episode)
- Video templates created - for main video and shorts (or for audiograms if audio-only)

Systems & Processes set-up (on-boarding month)

- Show hosting account set-up (we recommend CaptivateFM - a separate subscription, under £20pm)
- Set-up your remote recording tool (we recommend RiversifeFM or Squadcast - a separate subscription)
- Your recording equipment is chosen and in place (and ensure you are confident in using them)
- Asana and Dropbox systems set-up so we can work seamlessly together
- Podcast episode planner is in place and first few monthly progress calls booked
- Episode flow and show notes template structures agreed and templates created

Episode Editing and Production (on-going)

- We take your raw recording files and produce your polished, edited episode, ready to be listened to by your audience.
- Upload the episode to your hosting account (like CaptivateFM) - which then publishes it to (Apple, Spotify, etc)
- Produce show notes in a Word doc (we can also upload these to your podcast website home)

Short-form social media repurposed content (on-going)

- We create a batch of short-form content which you can then use to schedule on your social media regularly to continuously drive interest to each episode over time. (Key to growing your listenership). Includes:
  - Short clips of copy for platforms like Instagram, and slightly longer copy for platforms like LinkedIn.
  - 3 x vertical short videos (or audiograms if you do audio only) - from 1min to 3mins long.

Monthly mentoring call to help with progress and accountability (on-going)

- Every 4 weeks we will have a call to keep you on-track and motivated. This helps with generating new ideas for topics, guest ideas and provide you with feedback (if you'd like it).
- We guide you along a milestone track - so you know how you are doing realistically and we'll pull metrics together that help to measure your improvement, audience growth and other opportunities.

Service investment:

Between £930 & £1,450+VAT (1st on-boarding month) *
From £1,100+VAT (per month thereafter) - audio only *
From £1,450+VAT (per month thereafter) - audio & video *

* Figures depend on your needs and whether you record audio-only, or video and audio. After our Discovery call we can confirm exact figures. These are meant to be realistic ballpark figures.

OUR PODCAST STRATEGIC CONSULTANTS:



IMOGEN JONES - LEAD PODCAST STRATEGIST

While having been born in the UK, Imogen hails from friendly Spanish roots. She has a CIM Diploma in Digital Strategy and 20 years experience across product and customer-focussed roles in market research and healthcare industries.

She specialises in podcast show strategy and positioning and particularly enjoys being a cheerleader for our clients in her podcast mentoring.

She lives with partner Dan in Oxfordshire, and is Dog-Mum to Golden Retriever, Asta. She's an avid reader, enjoys her local parkruns and training for marathons.



SHELLEY RÖSTLUND

Shelley is South African-born and British-grown. She has an Economics Degree, a DDM Diploma in Digital Marketing and NLP Practitioner certificate. She leads our Personal Brand work, and supports Imogen with new podcast strategy clients. Her niche specialism is unique strengths ("genius") positioning for consultants, coaches, mentors and advisors.

She lives with husband, Christian, and their teenage daughter in Northamptonshire, and is Dog Mom to lapdog Lily the Cavachon. She has her own podcast, is an avid romantasy reader, and enjoys a good RomCom.

TESTIMONIALS: CLIENTS

"The team have worked with me on my podcast show strategy, branding and I also stayed on for their production and mentoring support.

Oh my goodness with the podcast branding work it was like they crawled inside my head and plucked out what I couldn't see for myself! They listened to what I was wanting, asked great questions and then magically pulled together exactly what I was craving to see born!"

ALISON O
Podcasting and personal branding client

"I'd totally recommend the team for their skills in listening, asking challenging questions and then producing ideas and a strategic framework for me to follow.

This gave me the much-needed focus and actionable plan to achieve my podcast show goals."

DAVID V
Podast strategy and management client

NEXT STEPS

Keen on creating a podcast show that accurately reflects YOU and the message that you have to share? Having clarity early on, on why the show is important to you and your audience, is key. Let's talk.

Everything starts with a conversation.

BOOK A CALL