

# LAUNCH + RETAINER

## **LAUNCH PACKAGE - \$1,999**

The aim of the Launch package is to have your podcast up and running within 4-6 weeks. I do the lion's share of the launch process, and guide you through the tasks you need to complete. The full 6 week process comprises of:

- Creating Podcast Name
- Writing Podcast Description
- Commissioning Cover Art
- Determining Episode Format
- Sourcing Podcast equipment
- Writing Podcast intro, outro and trailer script
- Recording Podcast Intro and Outro
- Recording Podcast Trailer
- Creating social media templates
- Devising social media strategy
- Setting up podcast host platform
- Setting up project management tools

## **MONTHLY RETAINER - FROM \$500 PER MONTH**

This package is for the time-poor individual who wants their work to begin and end with hitting the record button. With this package you can run your business, tend to your clients, create that course, and still have a consistent podcast publishing weekly by outsourcing the hours involved in this - to me ☺

These services apply per episode, and you can add or remove offerings to address your needs:

- Audio editing
- Episode descriptions
- Uploading episodes onto host website
- Creating social media assets
- Ad-on Services are offered, detailed on the Extras page

# ***EDITING ONLY***

## ***BASIC EDITING - \$49 FOR 1HR AUDIO***

Just need a dope editor? This package is a cost effective way to ensure your basic audio editing is covered on a weekly basis.

Who this is for: this isn't your first rodeo, you've got the gift of the gab and don't do retakes. Perhaps you record from a script or from a set of defined and organised bullet points. Your episodes are one-take-wonders and mistake free. You don't need content quality control, you just need your audio cleaned up, crisp and broadcast ready.

This includes:

- Mixing
- Mastering
- Levelling Sound
- Background Noise Reduction
- Removing "ohms and ahh"
- Removing unnaturally long gaps

## ***CLASSIC EDITING - \$99 FOR 1HR AUDIO***

Who this is for: you wake up in the middle of the night and think "shit, I shouldn't have said that!" You prefer to record an inspired, loosely structured way to maximise creative flow and then have an editor remove all the false starts and rambling bits in post. If this is you, you definitely need a human editor for quality control.

This includes everything from Basic Editing plus:

- Removing false starts
- Removing segments you request to be deleted
- If what you've said could be misinterpreted, I'll email you the soundbite for your executive decision

# EXTRAS

## AUDIO

Audiogram (you get 1 free per episode)	\$15
Per 10min over 1hr	\$10

## VIDEO

Video Clip Audiogram	\$50
Visual Podcast (per 30min)	\$100
Resizing clips for Tik Tok, Instagram, Facebook, LinkedIn etc	\$10

## CONTENT

Transcripts	\$10
Show Notes	\$25
Monthly Content Calendar	\$50
Social Media Optimized Captions (per 1x caption)	\$10

## PRODUCTION SERVICES

Stats Report	\$20
Sourcing Guests for your show (5)	\$99
Pitching you as a Guest (5 podcasts)	\$99

## CONSULTING - \$99 FOR 40MIN + WRITE UP

I offer Consulting services for those who wish to relaunch or revamp an existing show, and need direction with:

- Launch Strategy
- Management Systems
- Creative Direction
- Growth Strategy
- Social Media Management
- Monetization

Included in your Consultation is a strategy write up

Need a service that's not listed? Contact me for a quote

[mukundwa@wowowpodcasts.com](mailto:mukundwa@wowowpodcasts.com)

# PACKAGE COMPARISON

	<b>Basic Editing</b> \$49/1hr episode	<b>Classic Editing</b> \$99/1hr episode	<b>Monthly Retainer</b> \$125/30min or \$250/1hr
Full Audio edit: mixing, mastering, levelling, noise reduction	✓	✓	✓
Removing filler words: "uhm, ahh, like"	✓	✓	✓
Removing unnaturally long gaps	✓	✓	✓
Removing segments you request to be deleted	✓	✓	✓
Removing false starts		✓	✓
Double checking sensitive/easily to misinterpret content		✓	✓
Writing episode descriptions			✓
Uploading and scheduling episodes on host website			✓
Pulling 1 audio highlight for social media			✓
Regular Stats Reports			✓