



So you are considering launching a podcast?

Why?

Here is why, plain and simple.

Content is King

In today's online world, as a business owner, expertise, consultant or coach - to be able to compete, to be able to get the attention of your audience you MUST be consistently creating content. Content that your audience will consume, be attracted to, desire to engage.

But, unless you are a writer and you just have 5-10 hours a week to sit down and write on going articles, between working with clients, having a family and possibly even working out...(aka having a life)

How in the world are you going to get consistent content out?

Well, with your mouth! LOL

YEP! That is right, your mouth.

Podcast sells out offline venues === >

<https://www.wsj.com/articles/podcastings-new-world-groupies-stage-fright-and-sold-out-shows-1523279876?mod=searchresults&page=2&pos=11>

Marketers Add More Podcasts to the MiX - Spending on Podcast Ads Rose 86% last year== >

<https://www.wsj.com/articles/marketers-add-more-podcasts-to-the-mix-1528725600?mod=searchresults&page=1&pos=1>

Can you, as an expert have 4 interviews or 4 times that you sit in front of the computer and just talk? YES! You can!



Here are a few ideas of types of podcasts that work very well for consultants and experts:

- Interviews with other experts in your industry
- You doing a piece on the state of what is happening
- Case studies
- Client Highlights - interview a client

There are many more - those are just to name a few.

THE CHALLENGE:

Podcasting it self, sitting down and interviewing someone is NOT hard.

The CHALLENGE is all of the other many many many pieces that come after the initial audio recording.

The Title

The Description

The Show Notes

The Episode Image Changes

Uploading Facebook, Twitter, LinkedIn, You Tube

Pushing to iTunes, Google Play, Spotify, Stitcher and iHeart

Then turning that episode into a blog post, and article, a video...etc

That is where Haven Media comes in.

We LAUNCH your Show for You.

We do the tech, we do the first interview for you. We set up your RSS feed. We write your description, we write titles, we teach you the software you need, we walk you through all of the equipment....and so much for

Basically, we do it for you...so all you have to do is...TALK for 4 hours.

In this DONE FOR YOU PROGRAM,

Here is a checklist of everything that needs to get done to launch Your Show == >LINK

Here is what you will be required to do:



- 1) One Brand Strategy Call with Heather
 - a) Naming
 - b) Format
 - c) Structure
 - d) Launch Date
 - e) Equipment
- 2) Tech Call
 - a) Call with Tech to go over set up
 - b) Software Set up
- 3) Second Strategy Call with Heather and team
 - a) Approving Graphics
 - b) Naming Final
 - c) Music Selection
- 4) Episode 00
 - a) Heather Interviews you
- 5) Episode 01
 - a) Creating Episode 01
- 6) LAUNCH

Look, this may sound overwhelming - so many moving parts. But do not worry, this is why Haven Media was created.

You are busy, but you know you must stay relevant.

This is your opportunity to launch a show and get support ongoing if you choose to continue with our team after or you can pass the show off to your team. Up to you!

Either way, let's get you launched!

Heather Havenwood
Haven Media CEO

Investment: \$8,500
Downpayment: \$4,250
Remainder on date of Launch



Please Note we set a max deadline of 10 weeks, if the client is not getting Haven Media the details they need to move forward, Haven Media has the right to charge an additional penalty fee of \$250 / week after the 10 weeks.

Your Investment in Time:

Approximately

6 hours:

3 Calls

1 hour to get tasks done

2 Interviews