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Accelerating Business at The Speed of Sound

Great podcasts don't just "happen". They're born out of inspiration, trust and collaboration.

Everything necessary to plan, produce, promote and launch your podcast is right here. If you need a production team who will understand your needs, tell your story with excellence and meet the quality of your business, consider us your best solution.

We are Imagine Podcasting.

We are a creative agency made up of producers, writers and editors who can help you leverage the power of audio storytelling in ways you never thought possible. It's never been easier to start, grow and scale a *new* avenue for marketing your business... through podcasting.

It's one of the most creative and effective forms of content your company can provide to begin a relationship with - and build trust between - you and your clients, leading to warmer leads and increased sales.

It offers the experience of speaking on a convention stage to a crowded auditorium of people, without the travel, hotel, flights, venue, catering etc. – a valuable commodity, especially now. Podcasts will also help you be a better communicator when talking about your business. It's speaking in public without the public's eyeballs on you.

Keep your audience engaged and entertained and they'll come back for more! Imagine what that could do for your business. Much less stress, with much better results.

So how is it done?

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The best podcasts require planning, human appeal and audio expertise to stand out. We can help.

We'll help you craft a sensory experience your listeners will love. We offer premium podcast producing and editing services, launch packages, strategy consulting and coaching services. We can also design branded visual assets to help sell your show, because custom cover artwork goes a long way in compelling people to share your podcast on their favorite social media platforms.

The Packages Description tab explains the different packages, what's included in them and how they would be the most beneficial to you. So, spend some time, kick the tires and when you're ready, we'll be happy to answer any questions you may have.

We love podcasting, and we think you will too!

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MACH 3 (2301 mph) Podcast Package

Imagine starting BIG.

MACH 3 is for the business that wants take full advantage of *everything* The Imagine Podcasting Agency has to offer.

Our in-house team will assist you every step of the way in the planning, setup and production of your complete, professional, mini-branded, marketable and syndicated media channel.

From helping you develop your show's brand message, to establishing your podcast across all media / social media channels, The Imagine Podcasting Agency will handle all management aspects of the creation of your show and will do the heavy lifting during the launch.

A host of additional resources will also be at your disposal, including podcast strategic planning, mini-brand development, story branding, "True Voice" voice coaching, promotion and community expansion consulting, professional graphic design, and the development of a custom podcast launchpad. We can also help explore options of how to monetize your show.

Ultimately, this start-up package will give you everything you need to establish a high level of credibility in your industry.

The Imagine Podcasting Agency will:

- Assign a Dedicated Producer to you to help oversee all aspects of the project.
- Execute Brand Discovery through creative sessions designed to help you discover what your brand is and how to best implement it.
- Ascertain what audio equipment would best fit your needs and space and make the appropriate recommendations. One size does not fit all in this area.
- Develop optional additional Media Assets: intro/outro music, audio insertions, etc.
- Design and Custom Plan your podcast show. Bring together all aspects of the project.
- Provide "True Voice" coaching, which covers voice branding, proper microphone usage and best techniques.
- Get your show and your message out into the world through promotion and Community Expansion Consulting.

- Provide editorial content and copywriting to elevate and develop your message.
- Create mini-branded artwork for the podcast launchpad: album, episode, YouTube, and Social Media.
- Develop a Digital Media Kit (and possibly a landing page).
- Design and implement the Podcast Launchpad: a custom mini-branded podcast launchpad website.
- Design your Episode Production Workflow: covering show note templates, production, publishing, social media, and promotion.
- Create a 30-second Promo Episode.
- Include full transcripts of the episode for posting to a blog page.
- Review all aspects of the podcast, brand, and production workflow “pre-launch”: make additional recommendations and adjustments necessary.
- Explore Promotion and Monetizing Options.
- Execute Podcast Submissions to Apple, Google, Spotify, Amazon Music and about 120+ other podcast networks.
- Execute the “30-days to launch” strategy.

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MACH 2 (1534 mph) Podcast Package

Imagine accelerating your business at TWICE THE SPEED OF SOUND.

MACH 2 is for the business that wants a simple plan to get started podcasting but needs some assistance along the way. We will provide everything you need to get started.

With this package, you'll get to work with our team to set up your media channel, develop the mini-branded artwork, Podcast Launchpad, and media syndication channels. You'll be doing your own Graphic Design and Social Media in this case, but by the time we're done, you will have a complete, marketable, syndicated, media channel in place.

Once you are on your way, *we* are confident that *you* will be confident in producing your own podcasts knowing they are a properly syndicated media channel.

The Imagine Podcasting Agency will:

- Assign a Dedicated Producer to you to help oversee all aspects of the project.
- Ascertain what audio equipment would best fit your needs and space and make the appropriate recommendations. One size does not fit all in this area.
- Develop optional additional Media Assets: intro/outro music, audio insertions, etc.
- Design and Custom Plan your podcast show. Bring together all aspects of the project.
- Design and implement the Podcast Launchpad: a custom mini-branded podcast launchpad website.
- Design your Episode Production Workflow: covering show note templates, production, publishing, social media, and promotion.
- Create a 30-second Promo Episode.
- Include full transcripts of the episode for posting to a blog page.
- Review all aspects of the podcast, brand, and production workflow "pre-launch": make additional recommendations and adjustments necessary.
- Explore Promotion and Monetizing Options.
- Execute Podcast Submissions to Apple, Google, Spotify, and about 120+ other podcast networks.

MACH 1 (767 mph) Podcast Package

Imagine being able to fully SELF START and BREAK THROUGH the barriers your business currently faces.

MACH 1 is a self-starter package for those that want to professionally set up and execute the launch of their podcast media channel but want a simple plan and guide to work from, with someone to look over things before the launch.

We will give you everything you need to get started podcasting, and you will feel confident knowing you have the best information and established steps required to successfully start podcasting.

The Imagine Podcasting Agency will:

- Assign a Dedicated Producer for 2-hours of consulting. After you've reviewed the Setup Sheets and Plan, it's recommended that the first hour is used to answer your questions. The second hour is dedicated to checking all aspects of your implementation, and then we'll make any necessary recommendations as needed.
- Provide setup sheets so you can self-implement and execute the creation of the show: artwork, production, podcast page, podcast network submissions, promotion
- Assist in making a good decision on audio equipment requirements.

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Episode Production Options (215 to 665 mph)

These options are based on how much you and/or your team are willing and able to do yourself, e.g. doing the episode notes yourself.

The Imagine Podcasting Agency can provide:

- Professional Audio Editing - removing lip-smacks, filler words like "ums," etc. essentially making you and your guests sound great!
- Professional Episode Notes created by our "business journalist" resulting in an entertaining, SEO friendly episode description.
- Episode Transcripts for blog posts.
- The Producer Mixes, Masters and Publishes to the Media Channels (podcast apps) including Apple Podcasts, Google Podcasts, Spotify Podcasts, Amazon Music Podcasts, and anywhere people get their podcasts. You'll also have an option to have us add "chapter marks" allowing your listeners to skip ahead to chapters in the episode.
- Social Media Amplified - designed to amplify your episodes on social media using podcast tactics like "video-grams" and motion graphics to gain more attention.

All Start up Podcasting Plans Include:

Production workflows, Equipment recommendations, Media channel setup templates, Syndication guidelines, Recommended podcast best practices, Recommended social media guidelines, Recommended podcast resources, and Access to premium content.