



Podcast Production

Your own mini business radio shows, **from only £55 p/month**

What This Product Gives You

Communicate your message to your clients and colleagues in a highly dynamic way.

Open yourself up to a new audience who don't fully read newsletters, but prefer to absorb information in audio form, e.g podcasts & other web-based audio.

A product that by its very nature will be more viral than just text alone. This allows you to promote it very effectively through social media channels like Twitter, Facebook, blogs etc.

Enhanced brand awareness which reaches your audience in a very personalised way.

A presence on the world's biggest podcast marketplace, the iTunes** podcast directory.

What You Will Receive From Me

A radio-quality, professionally recorded voice track, cut together with high quality music, & intro/outro company 'ident'. (Radio style promo that announces your company & website URL).

A fully edited and polished MP3 file, so you can allow it to be a downloadable link on your website. (Up to 4mins duration)

Flash Audio embedding code, so you can simply paste this on to your web page, allowing instant playing with the built in buttons and timeline. E.g.



The loading and monthly updating of your podcast onto the iTunes directory.

You'll also receive further promotion of your podcasts through my own website, blog and social media activity, helping spread your message to an even wider audience.

What I Need From You

The script you would like me to record, written in full (as it would be heard). This can be anything from your company newsletter, to something more bespoke, like an audio version of a blog entry, for instance.

Need help with your content? Speak to me and I can put you in touch with fantastic writers.

Two days from receipt of script to produce and deliver your finished product ready for broadcast/distribution.

** iTunes

By having a presence on the iTunes podcast directory, it gives you the opportunity of being amongst other top-rated podcast producers including the likes of the Financial Times, The Guardian, and other mainstream media outlets who all have their own shows.

By being amongst this calibre of people, it shows the world that you are the go-to person for your industry, being a source of knowledge, in a very current and accessible format.

By being on iTunes, you will have your own channel, or feed, just like the one shown below, giving you a link straight back to your website if people wish to contact you.

The screenshot shows the iTunes interface for the podcast 'Richard Heathcote's VoxPods - Biz & Tech Talk'. The page includes a navigation bar at the top with categories like Music, Films, TV Programmes, App Store, Podcasts, Audiobooks, and iTunes U. The breadcrumb trail is 'Podcasts > Business > Management & Marketing > richardheathcote.co.uk'. The podcast cover art features a microphone and the text 'BIZ & TECH VOXPODS'. A 'Subscribe Free' button is visible. The 'Podcast Description' states: 'Richard Heathcote, Voice Over Artist talks all things business, marketing and tech; with interviews every month with business folk from all walks of life offering opinions, ideas and advice.' Below this is a table of episodes:

Name	Time	Released	Description	Popularity	Price
1. Episode 6 - Smartphone Suicide, Sub...	17:06	26 7 10	In this episode, I talk about smartphone sui...	██████████	FREE
2. Episode 5 - Audio Marketing, a podca...	24:14	19 5 10	This is a recording of a talk I recently made...	██████████	FREE
3. Episode 4 - Clarity In Your Communic...	11:42	15 3 10	This episode we're talking to Nigel Morgan...	██████████	FREE
4. Episode 3 - Top Sales Tips from Gary ...	26:24	17 2 10	This episode we're talking to Gary Gorman...	██████████	FREE
5. Episode 2 - Time Lords, Averting Bac...	13:12	13 2 10	This episode we're talking about being a Ti...	██████████	FREE
6. Episode 1 - Twitter, The Global Com...	7:21	13 2 10	A look at how Twitter has become a global ...	██████████	FREE

Total: 6 Episodes

Below the table, there is a section 'Listeners also subscribed to' with eight recommended podcasts: 4Networking Pirate Radio, The Daygame Podcast, TPN: The Edinburgh..., Big Gay Pod, Dream Your Life, L..., Curiosity Aroused, and NeuroLeadership &... Results Coaching Sy...

If you'd like to know more about how you can take advantage of this, get in touch with me today.

More background on what podcasts are:
www.richardheathcote.co.uk/voice-demos/podcasts.html

As an additional/alternative service....

As an alternative service, I can extract your already-created audio from video material you may have. This audio can be edited together into podcast form, and still utilised on the iTunes directory as an additional outlet for your message and brand. Bear in mind, that audio from a video source should only really be used if the sound quality is good, and not hissing, sounding 'far away' etc, as this will diminish the overall podcast quality, and could be detrimental to your end goal.

Contact Me Today

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