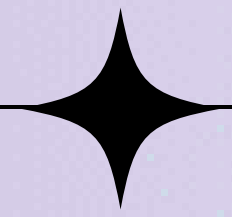




Are You Ready for a Producer?



How to Know If the
Time is Right



What Does a Producer Do?

Pre-production

Format development	Episode development
Guest research	Podcast setup
Guest outreach	Segment development
Guest contact info	Guest booking
Guest scheduling	Video podcast strategy
Guest prep	Podcast creative direction
Interview prep	Podcast branding
Interview questions	New podcast setup
Outlines	Show concept development
Research	Podcast trailer
Scripts	Podcast artwork
Show outreach	Podcast name
Audience strategy	Podcast relaunch
Podcast launch strategy	Content calendar
Podcast migration	Episode planning
Podcast strategy	Editorial strategy
Podcast content strategy	

Production

Engineering audio & video

Recording schedule

Recording reminders

Guest management

Talent coordination

Live streams

Remote podcast production

In-person podcast production

Podcast production workflow

Day producing

Audio and video set up and teardown

Managing day-of schedule

Audio & video monitoring

Communicating with post

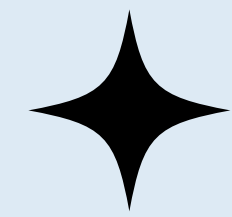
Studio booking

Post-production

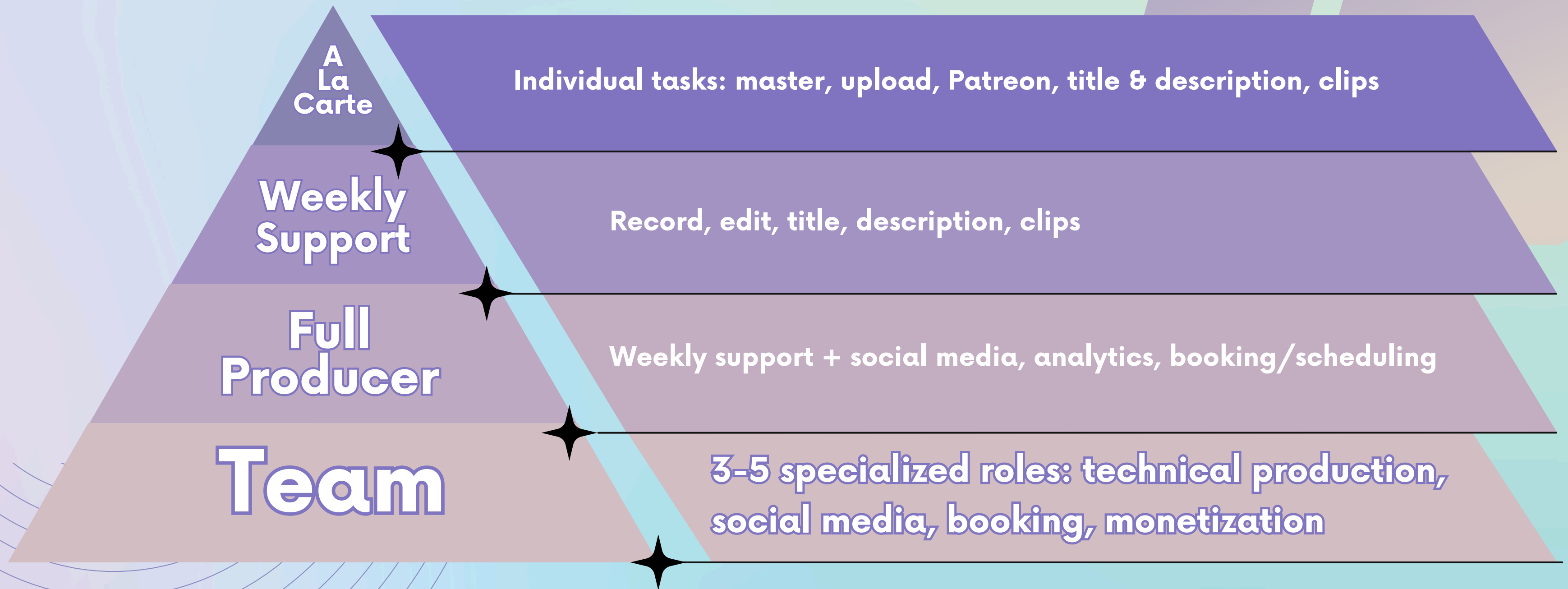
Episode uploads	Podcast show notes
Write title	Transcript management
Quality check/listen through	Podcast descriptions
Audio editing	Episode scheduling
Video editing	Podcast platform management
Publishing	Podcast discoverability
Schedule audio episode	Podcast keywords
Schedule video episode	SEO show notes
Ad insertion	YouTube titles
Baked-in ads	YouTube descriptions
Dynamic ads	YouTube timestamps
Show promotion	Podcast clipping
Ad QC	Social media clips
Write/correct captions	Short-form content
Social scheduling	YouTube Shorts
Newsletter blasts	Audiograms
Discoverability optimization	Promotional clips
Audience interaction elements	Social media assets
EQ, mixing and mastering	Content repurposing
Promo & collaboration	Podcast analytics
Promo swaps	Podcast performance
Cross-promotion guesting	Audience analytics
Analytics	Episode performance
Gather data	Download analytics
Audio cleanup	YouTube analytics
Analytics strategy	Spotify analytics
Noise reduction	Apple Podcasts analytics
Loudness normalization	Audience development
Audio restoration	Content performance
Filler word removal	Quarterly analytics
Multicam editing	Hashtags and ID3 tags
Video syncing	YouTube SEO
Podcast distribution	Podcast audience growth
Podcast hosting	Spotify podcasts
RSS feed management	YouTube podcasts

Special Projects

Podcast launches	Podcast management services
Website & blog updates	Team management
Sponsored content	Podcast consulting
Patreon management	Podcast monetization
Ad-free feed	Growth strategy
Merch management	Podcast monetization
Newsletter integration	Branded content QC
Bonus episodes	Subscriber content
Contribute to content	Podcast migration
Podcast production services	Podcast audit
On-mic talent	Full-service podcast production
Brand partnerships	
Misc editing services	



Levels of Support



Delegation Matrix

ENJOY

GOOD AT



NOT GOOD AT

*DON'T HAVE
TIME FOR

DON'T ENJOY

★ Pricing ★

\$50-\$100 / week
a la carte

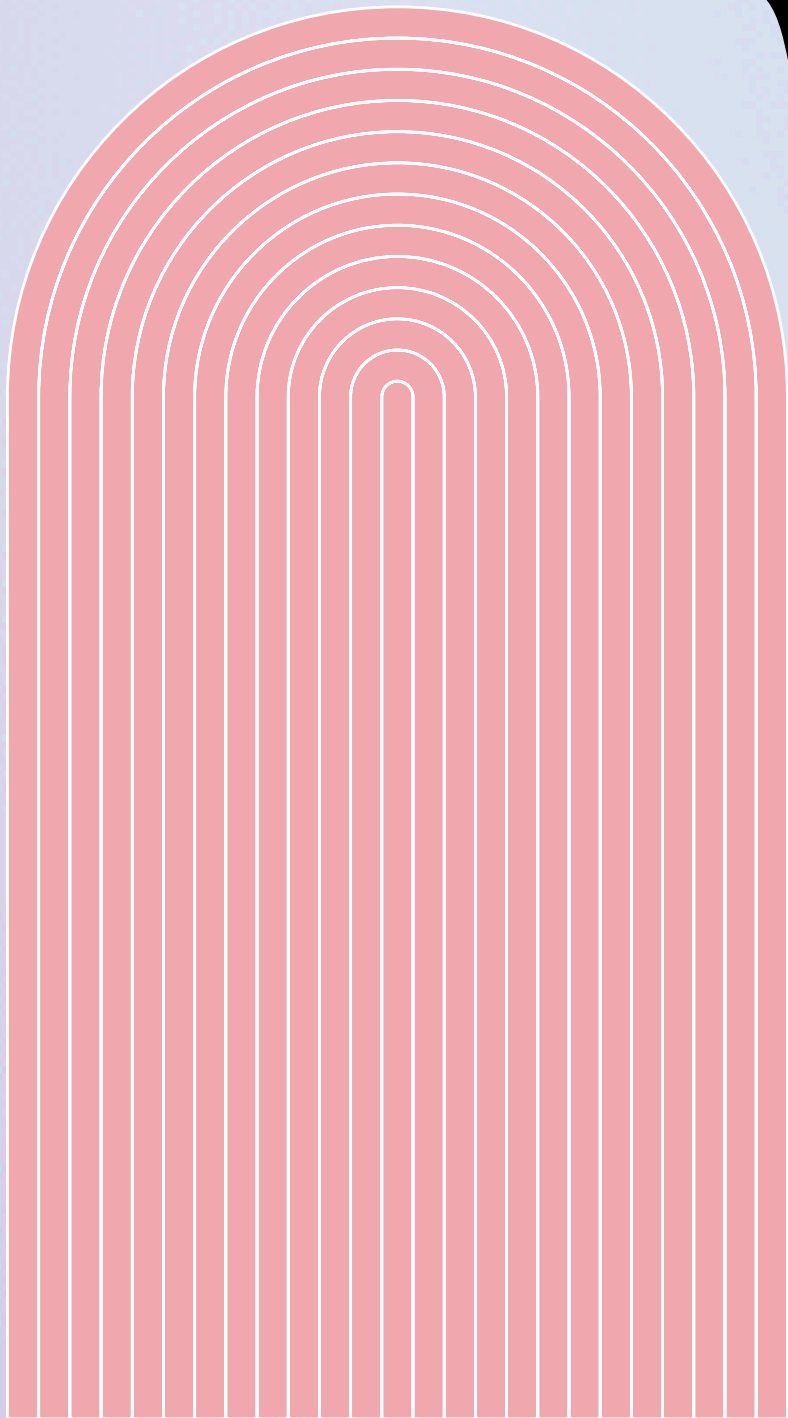
\$500+ week
full producer

*Hourly or
Per-Project?*

\$200-\$500 / week
technical producer

\$2,000+ / week
team

Ready to Hire?



YOU KNOW WHAT YOU **LOVE TO DO**, SO:

- Look at the delegation matrix
- Define roles for yourself
- Define roles for ideal producer

YOU KNOW WHAT A PRODUCER DOES, SO:

- Start to ask questions! Are you doing everything as efficiently as possible? Is it sustainable as you grow?
- Do a workflow audit – time yourself

YOU KNOW WHAT YOU NEED HELP WITH, SO:

- Find aligned potential producers, take meetings, ask about samples
- Start preparing to handoff materials
- Develop scope of work

EARNESTLY ASK: ARE YOU READY TO HIRE A PRODUCER?

- Be willing and able to hand off tasks and get the services you need.
- Know your budget
- Have contract & payment process established
- Start looking!

How to Get Producer Ready



✦ get consistent

✦ get organized

✦ get creative



Find Us!



Alli

Audio/Video Producer
between buildings
production



Jeanette

*Creative Director, Podcast
Producer & Editor*
JC productions



Mak

Content Creator
freelance podcast
producer