



Podcast Manager Services + Add-Ons:

Below are some options for services that you can offer and add to your monthly podcast management packages!

We do not recommend having this itemized list accessible on your portfolio for potential or current clients to see. If you have any questions, send us an email at hello@laurenwrighton.com or post in the [Podcast Manager Mastermind group on Facebook!](#)

Guest Management:

- Setting up Calendly or Acuity scheduling page (to include intake questions, automatic emails to be sent to guests, and Zoom integration)
- Research, pitch, and schedule guests
- Send thank you email to guest once the episode is live with graphics

Content Management:

- Potential interview questions and/or help with their intro
- Brainstorm episode topics with talking points
- New Intro/Outro package (providing script, music options, and mixing audio with music with up to 3 revisions)
- Episode editing
- Uploading and scheduling episode on hosting platform with episode description
- Show notes with necessary graphics

Graphics/Social Media:

- Cover art design
- Social media episode graphics (Facebook, Instagram, Pinterest, LinkedIn, etc!)
- Audiograms
- Pulling quotes and clips for audiogram
- Email written to promote episode

Launch:

- Setting up project management board for client's use
- Music selection support
- Mixing intro/outro with music
- Setting up hosting account
- Editing launch episodes
- Creating a podcast trailer
- Social media graphics for promoting launch
- Submitting new show to podcasting platforms

Consultation Services:

- Launch consultation, to walk through necessary steps and assets needed to launch a new podcast
- Podcast audit, to include 3-5 recommendations for growth
- Editing consultation, to include step by step instruction on basic editing skills

Miscellaneous:

- Podcast Pitching {your client to be a guest on other podcasts}
- Podcast Facebook community management (accepting new members, recording new member answers, offering suggestions for future podcast topics based on member needs, daily engagement)
- Providing monthly stats and analytics for show