



Florida Podcast Network
Podcasting Guide for Businesses



Affiliates: Podcasting for Florida Brands & Businesses

The Florida Podcast Network Makes It Easy!

Five Steps to a Professional, Profitable Podcast

Imagine having your own on-demand radio show (podcast) for YOUR brand...
Imagine being the voice of your town!

This guide shows you how easy and affordable starting your own
branded podcast can be with our help. No need to hire additional
staff or create a burden for your existing team.

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Updated as of May 7, 2018



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Step 1 - Work with the Florida Podcast Network

How FPN Will Help You be Successful:

- The Florida Podcast Network (FPN) is founded by a leader in Florida's podcast industry: Jaime ("Jemmy") Legagneur of [Flint Stone Media, LLC](#) (FSM). Since 2014, FSM has:
 - Produced roughly 260 episodes
 - Launched 17 different podcasts
 - Generated over 36,000 downloads
 - Interviewed hundreds of guests from various backgrounds and industries
 - Been enjoyed by hundreds of regular monthly listeners right here in Florida!
- In building the Florida Podcast Network, FSM is partnering with other experienced production and promotion experts local to Florida to create a fully robust podcasting engine.
- Offering your show on FPN helps you get your message out to FPN's current listeners--a whole new pool of potential customers for your brand or business.
- You enjoy the cross-promotion that you can only get by being part of a large network while still controlling the message and the content of your individual podcast.
- FPN takes the learning curve out of the picture, so you can have your professional turnkey podcast up and running in a few short weeks.
- FPN guides you through every step of the process and takes care of the technical production and distribution. We make it easy!!
- Working with FPN means that you won't have to hire additional staff or create a burden for your existing team. Plus, you can join the growing podcast revolution happening right here in Florida!

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Step 2 - Podcast Design and Development

FPN Works with You to Determine:

- **Your goals:** Determine the main message, targeted audience and show focus.
- **Show Frequency:** Will you do your shows weekly, every other week, twice monthly...?
- **Show Hosts:** FPN works with you to select show hosts who best represent the voice of your business, yet are still entertaining, authoritative, and influential.
- **Equipment:** Hosts can record from their homes, and inexpensive equipment packages are available to get them up and running for less than \$100.00.
- **Content:** FPN works with businesses to develop content and structure using best practices learned and developed by FSM over the years.
- **Training:** FPN trains show hosts in the use of the equipment and in developing a program structure that keeps it both entertaining and informative.

Podcasts are perfect for Floridians because they allow them to listen while on long commutes, at work, running errands, and enjoying our great outdoors. They can listen while doing other things; whereas, video requires their complete attention.



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Step 3 - Marketing and Promotion

FPN Works with Your Marketing/Sales Department to:

- **Generate Ad Revenue:** FPN works with your marketing/sales department to help them develop an advertising strategy that will make podcasting a profit center for your business.
- **Advise Advertisers:** FPN works with your advertisers to develop effective commercials for the show.
- **Create Album Art:** FPN works with your graphic artists to create the album art (show logo).
- **Build Website:** FPN includes the show art on the website's home page, builds the show's page on the FPN network, and provides the custom show player to be used on your business' website. No stressful, expensive web design required!
- **Distribution:** FPN sets up the distribution channels to accept the RSS feeds and sound files. These include outlets like iTunes, Google Play, Stitcher, etc., with a mobile app in the pipeline.
- **Statistics:** FPN sets up all the channels necessary to track podcast downloads and statistical data.

The 2018 Edison Research Podcast Consumer Study showed that over 73 million people download podcasts on a regular basis.



Step 4 - Recording and Production

FPN Works with You On:

- **Recording Shows:** FPN trains hosts on recording the shows and submitting sound files back to FPN for post-production.
- **Editing:** FPN does all post-production editing of the sound files, including: sound engineering; editing interviews; adding bumpers, show music, and sound effects; and generating the final MP3 coding and mixdowns to create a professional-sounding podcast.
- **Posting:** FPN creates show notes and also posts them with the episode to podcast services like iTunes, Google Play, Stitcher, etc. and to the show's webpage, which will include a custom remote player. ([Here is an example.](#)) Publishing podcasts can be a complex and confusing process, but you will have no worries when you work with FPN!
- **Social Media:** FPN will post to all your social media outlets or work with your social media team when the episodes post.

The 2018 Edison Research Podcast Consumer Study also showed that 51% of those who listen to podcasts have an annual household income of at least \$75,000.



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Step 5 - Financials

In addition to being a valuable customer tool and effective for new customer outreach, podcasts can become a profit center for your business. Podcasts allow you to offer advertisers a new way to get their voices heard (literally) by your business' customers, fans, industry network, and beyond.

FPN Partner Fees:

- **One-Time Startup Fee:** \$1,200 for a 6-month contract; only \$800.00 for a 12-month contract
- **Recurring:** \$300.00 per episode

Profit Potential:

- **Audio Ads:** By selling audio ads in the episodes, you can make your podcast into a profit center.
- **Ad Rates:** You can charge your advertising sponsors anywhere from \$100.00 to \$250.00 per episode. We recommended a maximum of 3 to 4 ads in an episode.

Interested in working with us? Fill out [our Affiliate Submission form](#) today!

After our fees, with a weekly podcast, you have the potential of generating over \$20,000 in additional revenue for your business per year--not even including your increased customer sales!

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