YOUR  
LOGO

**COMPANY NAME**

PODCAST PRODUCTION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your podcast production. We specialize in creating high-quality, engaging audio content for businesses, creators, and educators.  
  
This proposal outlines our approach to launching and managing a podcast series for [Client Name].

# Project Objectives

The primary goals are:  
  
- Conceptualize and produce a professional podcast series  
- Ensure clear, engaging audio production and distribution  
- Build brand authority and audience engagement through consistent episodes  
- Manage pre- and post-production, scheduling, and promotional assets

# Proposed Services

Our podcast production services include:  
  
- Show concept development and format design  
- Scriptwriting and episode planning  
- Recording setup guidance or remote session coordination  
- Audio editing, mixing, and mastering  
- Intro/outro creation, music licensing, and transitions  
- Podcast hosting, RSS feed management, and distribution to major platforms  
- Promotional graphics and audiogram snippets

# Scope of Work

Scope includes:  
  
- Creative planning and content calendar development  
- Production of up to [X] episodes per month (length: ~[X] minutes)  
- Recording session support and voice direction  
- Full editing and mastering of each episode  
- Publishing and distribution via [Hosting Platform]

# Timeline

Proposed production timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Pre-Production | Show concept, scripting, calendar | [Start Date] |
| Recording | Guest coordination and session recording | [Recurring Date] |
| Editing & Post-Production | Edit, master, and finalize audio | [Recurring Date] |
| Publishing & Promotion | Distribute and share each episode | [Ongoing] |

# Pricing

Estimated cost breakdown for podcast production services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Planning & Strategy | Concept, format, and scripting | [Amount] |
| Recording & Editing | Session support, editing, mastering | [Amount per episode] |
| Distribution & Hosting | Publishing and analytics | [Amount/month] |
| Promotion Materials | Audiograms, thumbnails, graphics | [Amount] |
| Total Estimated Monthly Fee |  | [Total] |

# About Us

[Your Company Name] is a full-service media and content production agency with extensive experience in audio storytelling and branded podcasts.  
  
- Experience: [X] years in podcast creation, editing, and distribution  
- Expertise: Narrative formats, interview-based shows, educational series  
- Mission: To help brands and creators tell meaningful stories and build loyal audiences through podcasting

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Weekly leadership podcast for a B2B tech firm  
- Outcome: 25K monthly listeners and recognition in industry press  
  
Testimonial:  
“[Your Company Name] turned our podcast idea into a polished, engaging show that our audience loves.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, monthly billing for ongoing episodes.  
Scope: Includes scripting, recording support, editing, and distribution.  
Client Responsibilities: Provide guest information, feedback, and branding materials.  
Adjustments: Changes in episode volume, format, or timeline may affect costs with notice.

# Acceptance

To approve this Podcast Production Proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_