

AFROS & AUDIO PODCAST FESTIVAL (Virtual Only)

Parlaying Your Podcast into a Production Company

DESCRIPTION:

This breakout will cover steps podcasters in today's industry can utilize to grow a production business out of their podcast.

Collecting Samples of Your Work:

- Samples from your own show (edits, full episodes)
- Samples from any clients you may have

Building Your Online Presence:

- Creating an online portfolio
- Create an RSS feed of your portfolio

Pricing:

- NOT working for free (bartering, borrowing, and bargaining)
- Acknowledging ALL the skills you bring to the table

Finding the Right Clients for YOU

Quick Tips on Sales:

- Listening, rather than talking
- Wrap-Around Services



FACILITATOR:

Producer Jaime Legagneur discovered podcasting in 2014 and has grown her business, Flint Stone Media (along with the Florida Podcast Network), hosting/producing podcasts and managing podcast networks. She is a podcast producer, coach, speaker, and industry expert who earned the privilege of being the first Podcasting Instructor for the Connecticut School of Broadcasting and has been the recipient of various awards, including Podfest's 2020 High Achiever Award and a 2022 Gold Crushie from the Craft Beer Marketing Awards for Florida Beer Podcast. She is the co-host and producer of the official Podfest Podcast and also host and producer of her own show, Podcasting Your Brand.

Considering a podcast for YOUR brand's content offerings? Be sure your show not only represents your brand's quality, mission, and message, but is also maximized for success! Learn the tools to properly launch and then build your brand through the power of podcasting on Podcasting Your Brand.

Host and Producer Jaime, has been an award-winning professional podcast Host and Executive Producer since 2014. With tips ranging all the way from developing your show's topic and the technical side of a podcast launch through higher-level aspirations of audience growth and monetization, Producer Jaime opens her books on how to achieve all your goals.

Flint Stone Media

Flint Stone Media is a highly resourceful podcast production house and consultancy firm based in south Florida that has been elevating brands through the power of podcasting since 2014. Whether reigniting your current brand or sparking a new endeavor, our acumen for professional content creation can propel your podcast and image to new heights!

Florida Podcast Network

From the salt life to the swamp life and from its swing state status to its collection of eclectic characters, the Florida Podcast Network team hopes to help our great State continue to prosper through the power of local voices in podcasting. We want our podcasts to inspire and entertain the Floridian in everybody!!

