



A Client's Guide to Getting Started



one team to do all your podcast production tasks

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PRO TIP

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CHAPTER 1

Introduction



Welcome

We're glad to have you.

—— “ ——

We do the hard work so you can
focus on creating quality content.

—— ” ——

Why is Podlab right for you?

You're getting busy

As you move forward with your podcast and build your audience, you may not have time to do the post production yourself. Or even in the beginning, you may not want to go through the steep learning curve of the technical stuff behind a podcast. That's where we come in. We can manage all aspects of your podcast production, saving your time so that you can focus on your business, and creating better quality content.

You're looking for better quality

The podcast industry is expanding and there's a lot of new podcasters adding content every day. So you may need to improve your audio quality and stand out from the crowd.

We're here to help you with that, not only from the post production aspect, but also by guiding you through proper recording techniques, tools and other resources.

Podcasting is a lot of work

Managing your website, creating shownotes, posting on social media, publishing your podcast to different services, yeah.. we know it can take huge amount of time. We can manage all those for you, saving your time to do more work.

We offer an easy workflow

Just record and send your audio to us and we can take it from there. Audio, shownotes, social media, graphics, we cover everything.

Custom made Payment plans

Our payment plans allow you to create your plans according to your needs. You decide how and what services to use.

Services we provide

Audio Production

Editing and producing your podcast is one of the most time consuming tasks for a podcaster. And it also requires certain expertise to make a podcast sound good. Our audio engineering experts will provide complete audio production for your podcast with a fast 48 hours turnaround time. We cover all your audio needs for a podcast.

Regardless of what type of a plan you choose, you get all of the following audio services by default.

- Noise/Hum/Hiss Reduction
- Mixing Intro/Outro/Bumpers/Adverts
- Loudness Balancing
- Professional Mixing & Mastering (According to industry standard loudness levels)
- Adding ID3 Tag / Cover Art
- Feedback on how to improve recording quality
- Exporting the final audio to your choice of a file format

Optionally you can choose to get the following services

- Removing Distracting Language (Stammers, mistakes, filler words etc.)
- Removing long pauses, mistakes and
- Custom Music Production

Show Notes & Transcription

We understand the need of documenting your podcast and the SEO benefits of it and the importance of creating a strong community of listeners through detailed documentation. Our professional transcriptionists and writers are ready to create well-written and keyword-rich documentation for your podcast. Our transcription services list includes the following from which you can choose the best that matches your podcast.

- Keywords-rich descriptions for each episode
- Bullet Pointed Content Summaries
- Links to Resources Mentioned in the Podcast
- Linking Affiliate Programs or Sponsors

There's a lot of services where you can get automated transcriptions for FREE, such as www.otter.ai but if you'd still like the luxury of a full manual transcript, our team is ready to provide transcription as well.

Services we provide

Graphic & Publishing

A successful podcast will always need an eye catching logo and a cover art image. In fact some podcasters use a different cover art image for each episode. We're prepared to create beautiful graphics for your podcast at an affordable rate. Our graphics division will provide following services.

- Logo Design
- Podcast Cover Art Images
- Episode Cover Art Images
- Icons
- Social Media Flyers

We also help out clients with publishing the podcast episodes. When you subscribe to our publishing options we will manage publishing your podcast to the following platforms.

- Your website
- Your podcast host (Libsyn, Podbean, Bubbry etc.)
- SoundCloud
- Converting to a video and uploading to YouTube

Web Development

A website is the best tool to create your online presence and to build your brand. Our web development team will create good looking and user-friendly websites. As the majority of internet users come from mobile devices, we develop all our websites in mobile-first designs. Our web development services include the following.

- WordPress Based Web Development
- Custom Website Development
- Podcast RSS Feed configuration
- Design Optimization
- Website Speed Optimization
- Search Engine Optimization
- Penetration Testing

Consulting

If you're a newbie to podcasting or in need of some guidance to improve the quality of your podcast, we offer consulting services to podcasters. We help podcaster with buying gear, making budgets, improving room acoustics and best practices for audio production.

Podcast Launch Service

Need help with starting your new podcast? Our new podcast launch plan comes with all the services you need to start a new podcast.

Click here to sign up :

Our new podcast launch process goes as follows.

Step 1: Strategy & Goal Setting

- We'll start with a one-on-one chat with you to discuss what you want to achieve with your podcast, your brand strategies and your target audience. If you have an existing online presence we can take a look at them and talk about how to enhance your business with podcast.
- We'll guide you through the process of starting a podcast and different tools & services you'll need along the way.

Step 2 : Choosing Tools & Services

In this phase we'll help you decide the following things according to your budget & preferences.

- Web hosting services to use
- Your podcast hosting platform
- Equipment to buy
- Software for recording and online interviews
- Voice-over, music and sound effects
- Graphics & artworks
- Theme of your podcast website

Step 3 : Training

We'll have a training for you on:

- Equipment setup
- Improving your room acoustics
- Recording and file transfer
- Conducting interviews and co-hosting your podcast
- Inter-connecting your social media channels

Step 4 : Getting to Work

At this point, you can start recording your first podcast episode. Meanwhile, we'll get busy working on:

- Building your website or integrating podcast into your existing website
- Creating Artworks
- Making voice-overs / sound effects / intros / outros

Podcast Launch Service

Step 5 : Post Production

Now that you've recorded your first episode it's time for post production, which includes:

- Audio editing
- Preparing show notes
- Adding artworks & ID3 Tags
- Prepare social media material
- Create podcast Feed
- Feedback / Q&A on improving your audio quality

Step 6 : Publish & Launch

- This is where we get your first episode to your listeners.
- Publish your first episode
- Publish to your social media channels
- Post on YouTube
- Submit your podcast to iTunes, Google Play, Stitcher and other available platforms

Step 7 : After launch services

After you've finished launching your podcast we extend our service to the following, without additional costs.

- Audio editing, show notes, social media material & publishing to YouTube for your second & third episodes.
- One-on-one consulting session on lessons learnt and how to further improve your podcast quality and make your production process more efficient.

For our new podcast launch package, you'll get:

- WordPress Based Podcast Website with Premium Theme
- Royalty Free Intro/Outro Music
- Intro Outro Voice Over
- Podcast Cover Art
- Podcast Logo
- RSS Feed Configuration
- Audio Production for First 3 Episodes
- Optionally you can choose to have a dedicated theme music clip, created just for you.

Click here to sign up :

CHAPTER 2

Getting Started

Joining Podlab as a client

You can join Podlab as a client in four easy steps.



Tell us about your podcast

Go to the sign up page and fill the sign up form. And don't forget to include a link to your podcast (if you have an existing podcast) and we'll go listen to some of your previous episodes and will contact through within about 6-8 hours.

Click [here](#) to sign up:



Let's talk about your podcast

Now you can decide a time and talk to one of our team members about your expectations and discuss how we can help you with making your podcast better.



Take the FREE test episode

It's time for you to test how good we are. You can send your audio files (20 minutes max but but sometimes we offer longer free test episode promotions)for the episode and we'll do the post production according to your requirements. And yes, you can publish this test episode, no strings attached.



Start your journey with Podlab

If you're satisfied with the work we provide for the test episode, we'll add you to our customers list and you can start working with us by starting a monthly production plan according to your requirements.

Plan options

MINI PODCAST

Ideal for short podcasts
10 - 20 minutes

4 Episodes / Month

Noise Reduction

Mix in Intro/Outro/Commercials

Complete Audio Editing

Mixing & Mastering

Adding ID3 Tag & Cover Art

Shownotes & Tweetables

Publish your website

STANDARD

Medium length podcasts
20 - 40 minutes

4 Episodes / Month

Noise Reduction

Mix in Intro/Outro/Commercials

Complete Audio Editing

Mixing & Mastering

Adding ID3 Tag & Cover Art

Show notes & Tweetables

Publish your website

RSS Feed update

LITE

Medium length podcasts
20 - 40 minutes

4 Episodes / Month

Noise Reduction

Mix in Intro/Outro/Commercials

Streamlined Audio Editing

Mixing & Mastering

Adding ID3 Tag & Cover Art

Show notes

Publish your website

ULTRA

Ideal for long podcasts
40 - 75 minutes

4 Episodes / Month

Noise Reduction

Mix in Intro/Outro/Commercials

Complete Audio Editing

Mixing & Mastering

Adding ID3 Tag & Cover Art

Transcription & Show notes

Publish your website

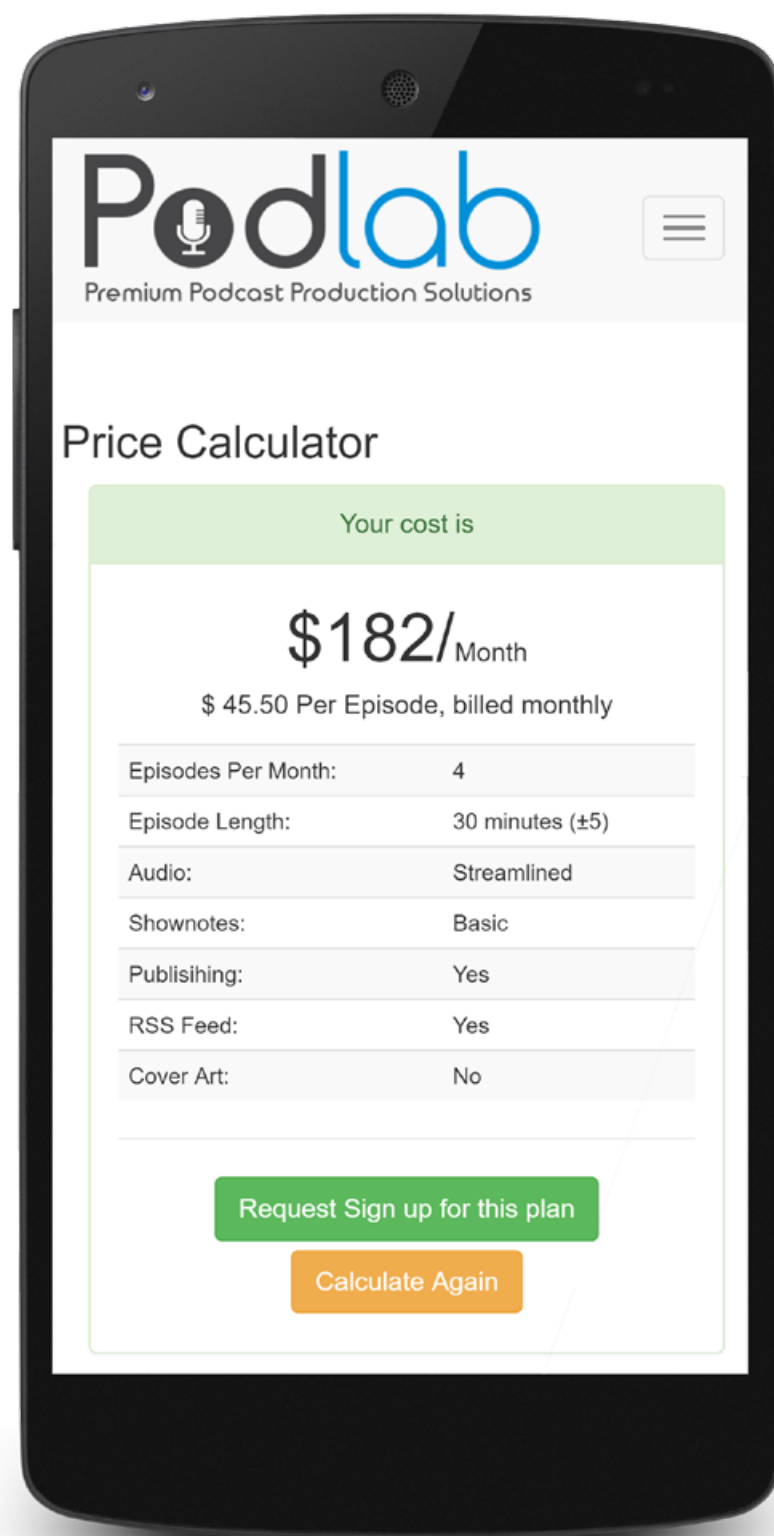
RSS Feed update

Custom Pricing Plans

You may need more than our pre-defined plans.
So we created custom plans.

How to get started with a custom plan?

- Go to our Price Calculator page at [www.podlab.net/price-calculator](#)
- Select the features and services you want to use.
- Calculate the price for your plan. (You can change options and re-calculate at this step)
- Once you've decided the options you want, click the "Request signup for this plan" link.
- You will be taken to our sign up page. From here you'll sign up the usual way and we'll contact you.



Custom plan options

Length & number of episodes per month	In custom plans you can choose a length of your choice for your podcast episodes and how many episodes you want to publish per month. Once in a while if you decide to add a bonus episode or an episode shorter or longer than usual, we'll adjust the plan for that month according to your needs.
Audio production type	<p>Complete - In this type of audio production our audio engineers will listen to your whole podcast and remove any distracting language, mistakes etc. In addition you'll get all the default services we provide for audio production.</p> <p>Streamlined - In this type we will listen only to a few short samples to decide the settings for all the processing instead of listening to the whole podcast. Except for that you'll get all the default services for this type also.</p>
Show notes	<p>Basic - In this type of show notes you'll get a keyword-rich introduction (100-200 words) and a bullet-pointed summary of episode content, list of links & resources mentioned in the podcast along with 2-3 phrases you can use for tweets and other social media promotions.</p> <p>Advanced - A keyword-rich descriptive summary (350-450 words / 2-4 paragraphs) and a bullet-pointed summary of episode content, list of links & resources mentioned in the podcast along with 4-6 phrases you can use for tweets and other social media promotions.</p>
Publishing	If you choose to have this option, just delivering audio and shownotes to you, we can publish the episode to your website and any other platforms you use. In addition, we can convert your podcast into a video and add to your YouTube channel for no additional cost.
Cover art image	<p>Template based - In this option we make a template and use it to create a cover art image.</p> <p>Fully unique - Our graphic designers will create unique cover art images for each of your episodes.</p> <p>Even if you choose not to get cover art images from us, you can still give us an image you already have and we'll add it to the episodes for no additional cost.</p>
RSS Feed update	If you host your own podcast feed we can update it for you under this option. You will not need this option if you use a podcast hosting service.

CHAPTER 3

Production Workflow

Submitting content for production

It's pretty easy!

We've made the submission process simple and straightforward so you can send your podcast episodes to us in a few seconds.

Go to our submission page at, podlab.net/submit and add your info.

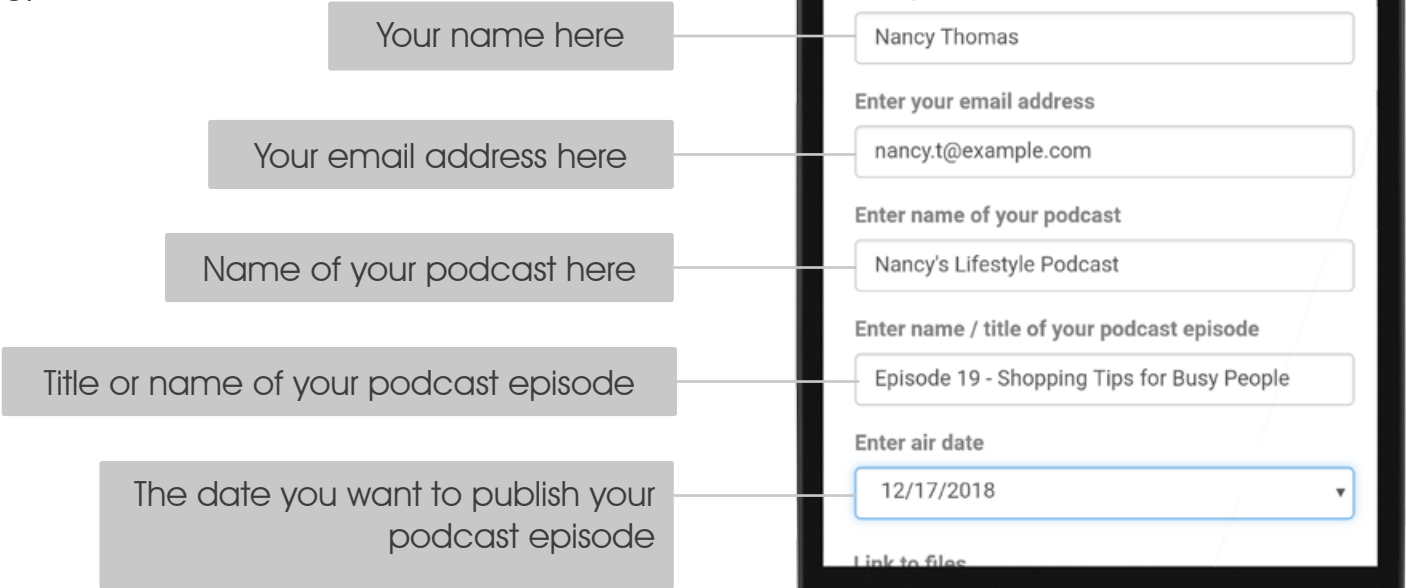


Diagram illustrating the submission form fields and their corresponding labels:

- Your name here
- Your email address here
- Name of your podcast here
- Title or name of your podcast episode
- The date you want to publish your podcast episode

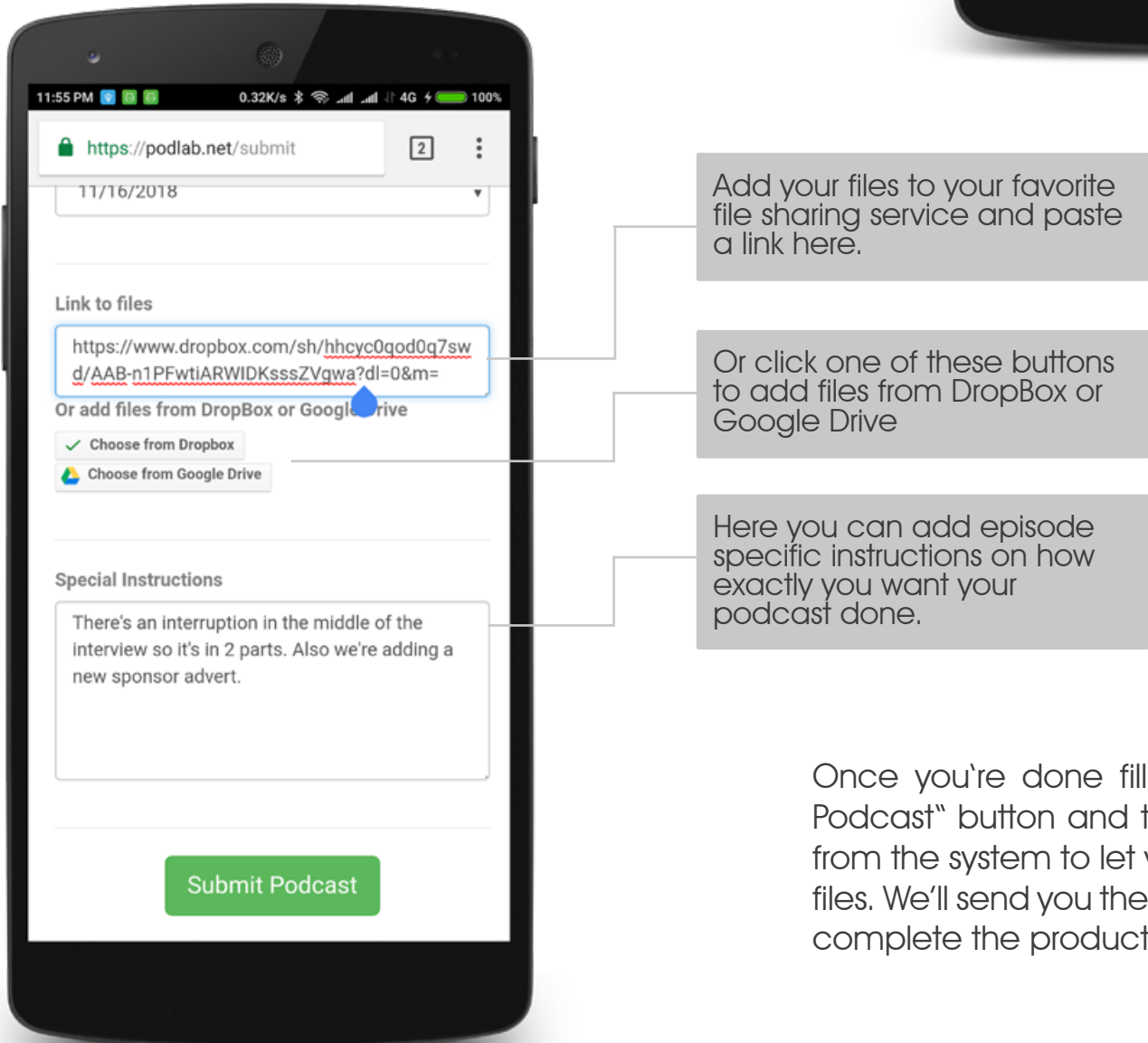


Diagram illustrating the submission form fields and their corresponding labels:

- Add your files to your favorite file sharing service and paste a link here.
- Or click one of these buttons to add files from DropBox or Google Drive
- Here you can add episode specific instructions on how exactly you want your podcast done.

Once you're done filling the info, click "Submit Podcast" button and that's it. You'll get an email from the system to let you know we received your files. We'll send you the edited files as soon as we complete the production.

Turnaround timeline

“
It's just 3 days!
including revisions

Day 01

In the first 24 hours from the time you submit your podcast through our submit page, our audio engineers will clean up the audio with noise reduction, basic loudness processing and other necessary processes and assign our editors to do start listening to your podcast and start the editing process. Meanwhile our writers will also start to write your shownotes.

Day 02

By this time we'll have your episodes edited and our audio team will assemble it and create your podcast audio file. Shownotes and graphics will also be ready by this time. By the end of the second day, we'll either send the finished files to your email or if we're publishing it for you, we'll have the episode drafted in your podcast host.

Day 03

This day is for you. In the third day you can check the episode and let us know if you want anything changed. We'll do the changes and have your podcast ready for publishing within the day.

Express Production

Once in a while you if you need things faster than usual, for a small additional fee you can get express production. In express production your podcast will be finished in 24 hours.

Delivery and publishing

Once we have finished production and you have checked if everything's okay, it's time for publishing. So, if you're publishing to your podcasting, web and social media platforms, we'll send the finished files to your email so you can take care of it.

If you'd like to save more time from your workflow, we can do the publishing for you. If you go this way, we'll also do the following tasks once we've finished

- Uploading to your website (this includes adding the show notes to a blog post along with a player to play the podcast on your website).
- Uploading to your podcast host or other platforms
- Converting your podcast to a video and uploading to your YouTube channel
- Publish to your social media pages (Facebook, Twitter, Instagram, Pinterest)

CHAPTER 4

Payments and Billing

Billing cycle

“

It's Pre-Paid
but you only pay for
what you use

Billing cycle

- The billing cycle starts at the beginning of every month. We'll send you an invoice to your email, with a link to make the payment within the first 2 days of the month.
- We expect you to make the payments within the first 7 days of the month.
- If you start working with us in the middle of a month, we will not bill for the whole month, only for the episodes you actually do with us.

Adjustments

We know that it's not always possible to stick to strict plan when you're a podcaster. So we'll make adjustments to your monthly plan to make it more flexible for you and to make sure you only pay for the service you actually use.

These adjustments will be added to your invoice for the immediate next month (e.g: If you have adjustments for January, they will be added to your February invoice). Here are some instances we make adjustments.

- If you decide not to post an episode , we'll reduce that amount from the next month's payment.
- If you want to do an additional episode we'll add it to the next month's invoice.
- If you have an episode longer or shorter than usual we'll compensate for that in the next month's invoice.
- If you use express production for an episode, we'll add it to the next month's invoice.

Making payments

Monthly invoices

- At the beginning of every month we'll send you an invoice for that particular month and the previous month's adjustments.
- Along with this you'll get a link to make the payment. You can go to the link and make the payment with a VISA or Master card.

Using Payoneer

- We use Payoneer as our payment processor.
- You do not need to have or create a Payoneer account to make payments.
- We don't keep your card information and as of now we do not make automatic payments.

Ready to get started?

Click below to sign up and get your free episode.

podlab.net/join

Happy Podcasting!

We're here to help you to make your podcast with everything we've got. Feel free to contact us if you need support.
Email: hello@podlab.net

Click below to visit our website for more updates.

- [Privacy Policy](#)
- [Terms & Conditions](#)
- [Price Calculator](#)
- [Submit podcast for production](#)
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