



# YELLOW HOUSE

media

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who

we

are

WELCOME HOME.

We're a full-service podcast production agency for people who are changing the way we think about culture, creativity, leadership, and business.

 **YELLOW HOUSE**

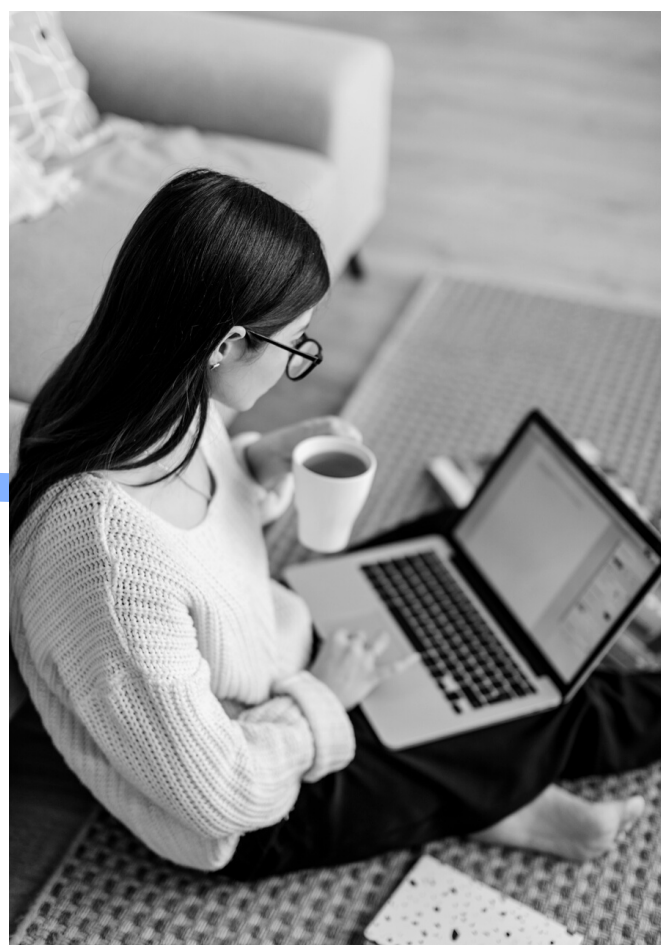
who  
you  
are

**NICE TO MEET YOU!**

You are a curious storyteller, an inquisitive interlocutor, or a bold thinker. Quite possibly all three. You're ready to reach your audience (realized or potential) in a new way. And you want to sound good.

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# who we work with



## BUSINESS OWNERS

Raise your profile and share your work.



## AUTHORS

Take your book's ideas to the (digital) airwaves.



## SPEAKERS

Demonstrate the power of your ideas.



## ACADEMICS

Make your work accessible beyond the ivory tower.



From  
ideas to  
mp3s

## our production philosophy

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No matter what podcast production package meets your needs, our goal is to help you focus on your ideas and conversations. We're there to do the rest.

We partner with you to help you plan editorial content, align your content with your goals, and learn new skills as a podcast host.

We'll handle all of the project management, audio editing, communications, distribution, and more.

We believe in experimentation, creative exploration, and holding our plans loosely. Our goal is to help you trust yourself to do things the way you want to do them.

Starting a podcast is no small commitment—but we aim to drastically reduce the workload and mental energy required to do the job well.

# what makes us different

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## content strategy

We're your partners from start to finish. We help you create a compelling premise, position your show in your market, and create editorial plans that highlight the issues you care about most.

## streamlined

We manage your whole project: guests, editing, promo graphics, show notes, distribution, etc. No more wrangling multiple contractors to get the job done.

## progressive values

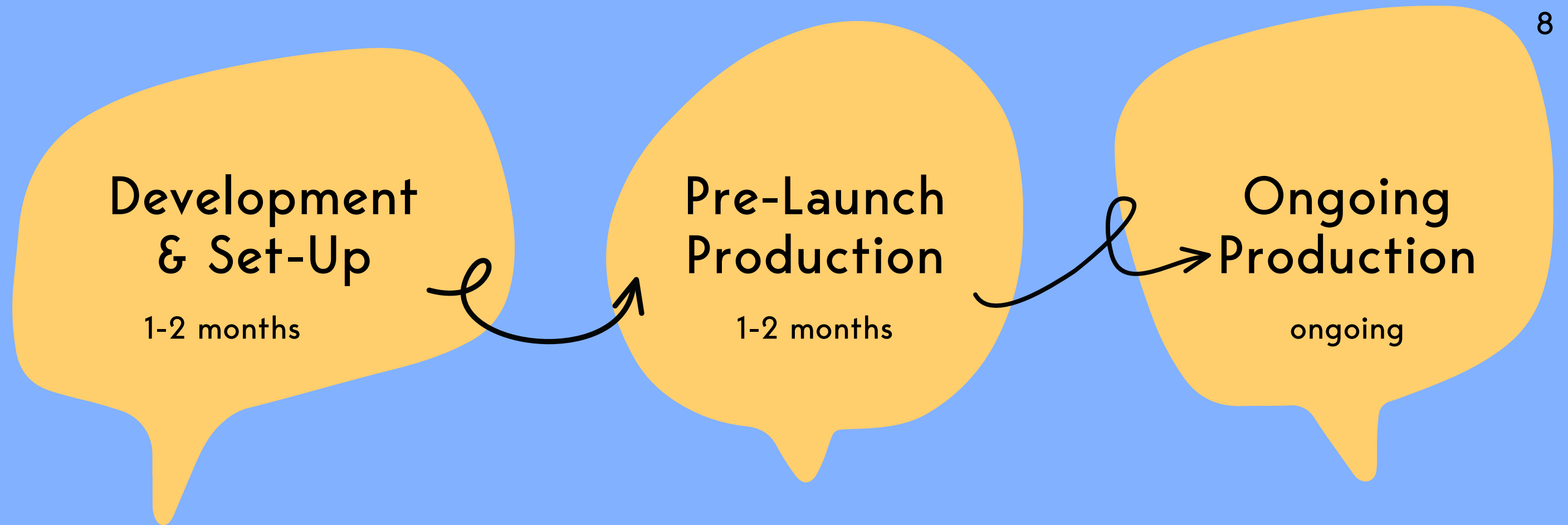
We are radically inclusive. We want to help you share ideas, stories, and information that make the world a more equitable and welcoming place for people who have historically faced the biggest social, financial, and political challenges.

## experience

Our marquee podcast, What Works, first aired in 2015 and has produced over 400 episodes to date. Today, we produce over 40 episodes per month for a diverse slate of podcasters.



# Podcast Launch Package



Q: HOW LONG DOES IT TAKE TO LAUNCH A PODCAST?

A: Our podcast launch package typically covers about 3-4 months. Many factors influence how long it takes to launch: your available time, how developed your idea is, how quickly you can book guests, etc.



# Podcast Launch Roadmap

We're with you every step of the way.

We'll help you hone the premise and positioning for your show. We'll work with you on your trailer script. We help you develop your podcast brand—from cover art, to promotional assets, to the sound of your podcast.

1 | CREATE YOUR PODCAST PREMISE

2 | DRAFT YOUR PODCAST TRAILER

3 | CREATE YOUR PODCAST BRAND

4 | INVEST IN YOUR EQUIPMENT

5 | PRODUCE YOUR LAUNCH CONTENT

# Podcast Launch Roadmap



You focus on what you want to say.

We'll take care of the rest. We've built a full-service team to take as much of the guesswork out of creating a standout podcast as possible. We want to help you turn your ideas into mp3s without adding much to your workload.

# Services Overview

## Talk Show: Solo, Duo, Interview

- Show Development
- Visual Brand Development
- Editorial Planning & Strategy
- Project Management
- Guest Management
- Standard Audio Editing
- Show Notes
- Promotional Assets
- Publishing & Distribution

## Narrative Podcast

- Show Development
- Visual Brand Development
- Editorial Planning & Strategy
- Project Management
- Guest Management
- **Script Development Assistance**
- **Creative Audio Editing**
- **Sound Design**
- Show Notes
- Promotional Assets
- Publishing & Distribution

## Consulting

In a 75-minute session with executive producer Sean McMullin you might:

- Create an editorial plan
- Improve your workflow
- Up-level your sound design
- Sync your podcast to your goals
- Develop new formats
- Ask all the questions!

# Investment

Talk Show: Solo, Duo, Interview | Weekly

## Podcast Launch

Launch package: \$7200

The initial fee (paid in installments) covers the initial development, set-up, trailer, and 6-8 episodes (approx 3-4 months).

Ongoing production: \$1800 per month

After the launch package, we bill you \$1800 per month for ongoing weekly production.

Want to take a break? We can hold your spot for up to 3 months for 25% of your usual rate.

## Podcast Takeover

Takeover package: \$5400

The initial fee (paid in installments) covers initial planning & strategy, project management set-up, and 6-8 episodes (approx 2-3 months).

Ongoing production: \$1800 per month

After the takeover package, we bill you \$1800 per month for ongoing weekly production.

Want to take a break? We can hold your spot for up to 3 months for 25% of your usual rate.

# Investment

Talk Show: Solo, Duo, Interview | BiWeekly

## Podcast Launch

Launch package: \$4000

The initial fee (paid in installments) covers the initial development, set-up, trailer, and 3-4 episodes (approx 3-4 months).

Ongoing production: \$1000 per month

After the launch package, we bill you \$1000 per month for ongoing weekly production.

Want to take a break? We can hold your spot for up to 3 months for 25% of your usual rate.

## Podcast Takeover

Takeover package: \$3000

The initial fee (paid in installments) covers initial planning & strategy, project management set-up, and 3-4 episodes (approx 2-3 months).

Ongoing production: \$1000 per month

After the takeover package, we bill you \$1000 per month for ongoing weekly production.

Want to take a break? We can hold your spot for up to 3 months for 25% of your usual rate.

Rates quoted here represent our typical engagement. If you're looking for additional services or support, your rate may be higher. 13

# Investment

## Narrative Podcasts

### Seasonal

Narrative podcast production is highly customized but typically includes everything in our solo/interview show package plus:

- Creative Audio Editing
- Sound Design
- Script Development Assistance
- Story Consulting

A 12-episode narrative podcast season starts at \$24,000. Prefer something smaller? A 6-episode season starts at \$14,000.





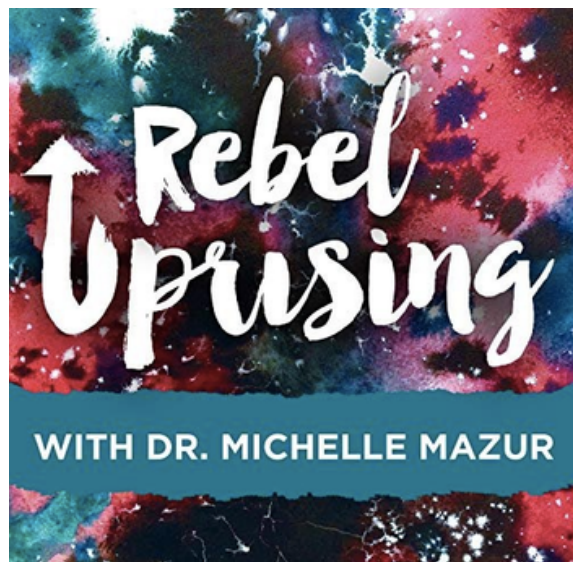
## meet the team

YellowHouse.Media is a team of people who love people, ideas, and podcasts—in that order.

We're led by co-founder and executive producer Sean McMullin. Tara McMullin, the host of the long-running business podcast What Works, is our co-founder and consulting producer. Lou Blaser, the host of Second Breaks, is our production coordinator. And writer Emily Kilduff is our production assistant.



# Our Shows



Looking to disrupt the status quo in your field, industry, or area of interest?

Welcome home.

Our client roster is a diverse group. We're currently producing shows that focus on social justice, the future of work, community-building, homeschooling, transgender issues, and entrepreneurship.





Is there a yellow house?

There sure is. The Yellow House is the house that Sean's family lives in in Montana. We call it the Yellow House because that's the name that his younger brother, Tyler, gave it.

 **YELLOW HOUSE**



Will podcasting grow my audience?

Maybe. Typically, we recommend that prospective podcasters build an audience (even a small one) before they start a podcast. Unlike social media and YouTube, podcasting lacks a good "discovery" mechanism. That means that your initial audience will already know you. From there, we recommend appearing on other podcasts, pursuing traditional media, or live online events to grow your audience.

Can you help me get on other shows?

We're happy to talk strategy and execution with regards to appearing on other shows. But this one is on you. You can also check out our friends at Gingko Public Relations and PodcastAlly for support.



What does it take to get my show into all the podcast directories?

Surprisingly little! Plus, we'll take care of it for you. Once your show is set-up for distribution, we'll submit it to Apple. After it's approved for Apple Podcasts, we submit it to Spotify, Stitcher, and Google. Every other platform pulls on data from the biggies.

Are there other expenses I should be thinking about?

Yes. Podcasters need to cover their Transistor.FM (podcast host) and Squadcast (podcast recording) subscriptions—approximately \$40-50 per month. If you'd like white-glove transcripts, we can manage that and bill you (no markup)—approximately \$1.25 per audio minute. Finally, we'll help you choose music that fits your budget—approximately \$10-150 once.



Is my show a good fit for YellowHouse.Media?

If you've gotten this far, almost definitely! You'll enjoy working with us if you value curiosity, context, and care. And you'll get the most from our services if you appreciate the social justice, capitalist critical, feminist lens we bring to our work.

What equipment should I buy?

Don't buy anything yet! We'll help you select the equipment you need to sound great at a budget that works for you. You can pay as little as \$75 for a solid microphone or up to \$400 for something truly exceptional. Most importantly, we'll help you use the mic properly (it's key!) and make adjustments to your recording space to optimize your sound quality.

**We can't wait to welcome  
you to the yellow house.**

Ready to take the next step?

**INQUIRE WITHIN**