



**The Wedding Biz Network**  
Businesses Guide for Affiliates



Imagine having your own branded podcast for your slice of the wedding and events industry. Even more... imagine having your show introduced to an established audience of listeners already perfectly niched for you? Well:

**The Wedding Biz Network Makes It Easy!**

**Five Steps to a Professional,  
Profitable Podcast**

**for Wedding Brands & Businesses**

The Wedding Biz Network  
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# The Wedding Biz Network

## Businesses Guide for Affiliates



There's no question that the future of content creation and media is being driven by the newest kid in town: podcasting!



The 2018 Edison Research Podcast Consumer Study<sup>1</sup> showed that over 73 million people download podcasts on a regular basis.

And, the growth has only continued. According to Statista<sup>2</sup>, Podcasting awareness has **exploded** in recent years:

In 2006, only 22% of consumers knew what a podcast was, but by 2019 over 64% of consumers were aware of podcasting.



By 2022, it's estimated that podcast listening will grow to 132 million people in the United States.

**It's time for podcasting and the wedding industry to properly meet!**

<sup>1</sup> [Edison Research, Apr 19, 2018: "The Podcast Consumer 2018"](#)

<sup>2</sup> [Statista, Dec 6, 2018: "U.S. Podcasting Industry - Statistics & Facts"](#)



## Step 1 – Work with The Wedding Biz Network

### How TWBN Will Help You be Successful:

Podcasting is one of the hottest trending media outlets today and is the perfect platform for supporting the branding and messaging of a business in the wedding industry. Your podcast can help you create and nurture invaluable industry relationships AND also be a profit center in and of itself through advertising. Plus, you can easily flip this extra portfolio of content into material for a book, workshop, etc..., further elevating your return on investment.

Working with The Wedding Biz Network eliminates the guesswork and insecurities of entering into the podcasting space independently. You will avoid the minefield of common initial mistakes and ensure yourself a highly polished, professional podcast from your very first episode!

The Wedding Biz Network (TWBN) is spearheaded by two emerging leaders in the podcast industry: Andy Kushner of [The Wedding Biz](#) and Jaime (“Jemmy”) Legagneur of [Flint Stone Media](#). Combined, the FPN team has:

- 8 years of experience
- Launched 30+ podcasts
- Produced 1000+ episodes
- Generated hundreds of thousands of downloads
- Interviewed hundreds of guests from various backgrounds and industries
- Been enjoyed by thousands of regular monthly listeners!



## An Opportunity Like No Other:

In building The Wedding Biz Network, we are partnering with dozens of industry brands and businesses to create a fully robust podcasting scene and recession-resistant ad revenue engine.

- 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.
- TWBN takes the learning curve out of the picture, so you can have your professional turnkey podcast up and running in a few short weeks.
- TWBN guides you through every step of the process and takes care of the technical production and distribution. (We make it easy!!)
- Working with TWBN means that you won't have to hire additional staff or create a new workload of unfamiliar tasks for your existing team. Plus, you can join the podcast revolution ready to happen in this industry!





## Step 2 – Podcast Design and Development

### TWBN Works with You to Determine Your:

- **Goals:** Determine the main message, targeted audience, and show focus.
- **Format/Content:** TWBN works with businesses to develop content and structure using best practices learned and developed by the TWBN team over the years.
- **Music Beds / Bumpers:** TWBN will produce the music beds necessary for your show's theme and segments.
- **Show Frequency:** We recommend Affiliates release episodes at least every other week to start, creating a consistent schedule.
- **Equipment:** We will have a producer available to record every episode with you. So, all you will need to record (from the comfort of your home or office!) is an inexpensive microphone package, which can be available for less than \$100.00.
- **Training:** TWBN trains show hosts on the recording session process and in developing a program structure that keeps the podcast not only authoritative and influential, but also entertaining, fully utilizing Andy's background crafting event experiences in the entertainment industry.



Podcasts are perfect for professionals in our industry to share because they allow them to listen while on long commutes, running errands, exercising, and on flights. They can listen while doing other things; whereas, video requires their complete attention.



## Step 3 – Marketing and Promotion

### TWBN Works with Your Marketing Department to:

- **Create Show Art:** TWBN works with your graphic artists to create the show art (logo).
- **Build Website:** TWBN includes the show art on our website's home page, builds the show's page on the TWBN website, and provides the custom show player to be used on your business' website. We will cover all associated website maintenance fees... no stressful, expensive web design required!
- **Distribution:** TWBN establishes your show's RSS feed hosting and distribution through our preferred provider and sets up the distribution channels to accept the RSS feeds and sound files. These include outlets like iTunes, Google Play, Stitcher, etc., and various social media; and, a mobile app is in the pipeline.
- **Statistics:** TWBN sets up all the channels necessary to track podcast downloads and statistical data.
- **Creative Content Use:** Producing a consistent podcast generates a regular, reusable portfolio of content. The TWBN team can advise your marketing department on creative ways to flip this content into other uses, such as for online courses. This increases your show investment's potential return!



Podcasting allows brands to get their message out far more effectively than content released through print or even other digital platforms. Hosts create a voice for the brand, control the messaging, add create ongoing interactions with their listeners.



## Step 4 – Recording and Production

### TWBN Works with You On:

- **Ongoing Content Consultation:** TWBN will help you create a topic and content strategy, structure your show's format, establish creative means of monetization, and more to help lead you and your branded podcast to success.
- **Production Space:** TWBN provides a virtual production space for the Affiliate's hosts to organize their episode content and guests.
- **Recording Shows:** TWBN provides a producer for recording the shows. The producer will connect the host(s) and any guests, record the session (with additional backup), and monitor/handle any sound quality issues in real time.
- **Editing and Post-Production:** TWBN does all post-production editing of the sound files, including: sound engineering; editing interviews; adding bumpers, show music, and sound effects; adding metadata for SEO; and generating the final MP3 coding and mixdowns to create a professional podcast.
- **Posting:** TWBN creates each episode's 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. Publishing podcasts can be a complex and confusing process, but you will have no worries when you work with TWBN!
- **Social Media:** TWBN will set up distribution channels for your social media outlets and schedule posts with each episode's release. We will also promote each episode via TWBN's social media channels--particularly Instagram.





## Step 5 – Fees and Monetization

In addition to being a valuable content offering and effective tool for new customer outreach, podcasts can become a profit center for your business. With a podcast, you can offer your creative partners a new way to gain exposure to your business' customers, fans, and network as advertisers.

### **TWBN Partner Fees\*:**

- **One-Time Startup Fee:** \$2,000 for a 6-month contract; only \$1,600.00 for a 12-month contract
- **Recurring:** \$500.00 per episode

(TWBN reserves the right to raise the per-episode production fee at the time the contract renews. So, be sure to lock in your rate for a full 12 months, rather than just 6!)

### **TWBN Works with Your Sales Department to:**

- **Generate Ad Revenue:** TWBN 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:** TWBN works with your advertisers to develop effective commercials for the show.
- **Produce Audio Ads:** By selling audio ads in the episodes, you can make your podcast into a profit center. TWBN will manage the production for you of any ads sold.

\* Initial set-up fees due upon signing of our contract. First month's on-going production fees due thirty days prior to launch date. Ongoing production fees due by the first day of each month thereafter.






**Profit Potential:**

- **Residual Sales Impact:** Though we don't advocate building shows to be infomercials, we have creative ways you can use your podcast to sell your business' products or services. In fact, it can become your MOST effective marketing tool--especially as you can also gain exposure on other Network shows!
- **Ad Rates:** There is a virtually limitless profit potential... Whether offering ad spots to "sweeten the deal" of another marketing campaign or as an individual offering, we suggest you charge your advertising sponsor rates starting from \$400.00 to \$800.00 per episode, until your show's audience size justifies bumping rates up to the next level. We recommended a maximum of 3 to 4 ads in an episode.
- **Ad Split:**

<u>Ads sold by TWBN:</u>	<u>Ads sold by Affiliate:</u>
50% ad split to TWBN	25% ad split to TWBN
50% ad split to Affiliate	75% ad split to Affiliate

TWBN will not only work with your marketing/sales team to develop an initial launch campaign, but will also provide ongoing support in creating strategies that maximize the profit and impact potential of your show. We will also be happy to participate in sales calls to potential sponsors, at your team's request.

And, as an added level of content creation expertise, TWBN can also advise your team on creative ways to flip your podcast content into other uses, such as for online courses, webinars, books, etc...



After our fees, with a weekly podcast, you have the potential of generating over \$50,000 in additional revenue for your business per year--not even including your increased industry exposure and customer sales!



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### The Time is Now...

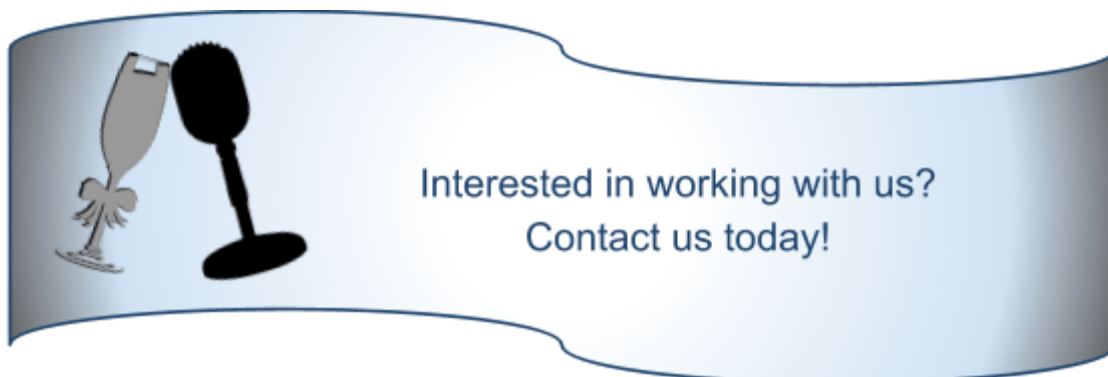
**YOU** have the content.  
**WE** have the craftsmanship, platform, and audience!

Starting your own branded podcast can be both easy and affordable--with our help. TWBN's on-going consultation including episode topic creation and strategy, format structure, monetization strategies, and more, will lead you and your branded podcast to success. Avoid the need to hire additional staff or create a new workload of unfamiliar tasks for your existing team.

### The potential is endless. The time is now!

Podcasting as an industry is exploding worldwide (see "[Podcast Industry Statistics](#)") and the wedding and event industry has only recently caught on. Therefore, the opportunity to establish yourself in our niche could not be better timed.

Offering your show on The Wedding Biz Network helps you get your message out to TWBN's current listeners--including the established and loyal audience of The Wedding Biz podcast, hosted by Andy Kushner. Our production and marketing team will cross-promote your show to his thousands of listeners (who generate monthly downloads surpassing 12.5K!) and also through other shows across the Network--a whole new pool of potential customers for your brand or business.



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