

welcome



WELCOME TO "MY PODCAST BOX"
POWERED BY

MY MARKETING
TOOLBOX

WWW.MYMARKETING-TOOLBOX.COM

You are probably here because...

You dream about having your own podcast but you are a bit confused about where to start from, what to think about and the possible outcomes for your business/activity?



Lately, it seems to you that everybody has a podcast, everybody is a podcaster. How do they do?? Where do they find the time to do it??



You too, at some points, had the idea to have your own podcast. You may even have started to do some researches on that direction. But, between running your business, dealing with your own activities and works, not to forget to have a life and enjoy it, you just thought it was one of those trendy but time-consuming communication tools to have.



And you didn't see the point to burden yourself with the set-up and running of another communication action for which you won't have the time and resources in the long run. So, you left it as a potential good resolution to do when you have time for it, at the very bottom of your increasing to-do list.

Or you already have a podcast, but...

**You started your podcast as a great way to reach your community and federate it. And you loved it!
At the beginning...**

But, managing all of it led you to a love-hate relationship with your beloved podcast in which you started to invest more and more time, at the cost of your business and other activities.



You want your episodes being quality ones but you don't want to spend your nights editing them.



You want to tell your audience when the next episode is out and where to find it but you don't have the time to upload it and schedule it on your hosting platform. As a consequence, you might skip the weekly release day and time you settled down at the beginning and loose consistency.



And you also want to communicate about your episode, but preparing social media communication, audiograms, blogposts to repurpose your content and, thus reaching a larger audience, starts to be too much on your to-do list. And your communication is not as consistent and fluid as it used to be at the beginning.

Now
Close your
eyes
and...

Imagine having a podcast where...



You could engage and federate your community around topics and interests you share.



You could increase your audience reach and, consequently, your business or activity, by focusing on what makes you unique, different.



You could go beyond the traditional communication ways and create more opportunities to interact with your ideal clients.



You would feel motivated to work on it again without the hassle of managing it.



You would enjoy the process and excitement by doing what you like the most: preparing and recording the episodes, having them ready on time without spending sleepless nights on them and exchanging with your community.

You are at the right place!

Welcome, I'm Catherine

I'M SO HAPPY YOU'RE HERE!

I'm Catherine. I'm French. I am a professional in communications and marketing matters with over 14 years of experience abroad (Russia and Turkey) and I just moved back to my homeland.

I have been living in Moscow for 7 years where I used to work as a communication and marketing manager in a French audit and consulting company. After 7 years, I was looking for some changes and to move to a new country. I moved to Istanbul where I had several marketing and communication positions for fashion brands. However, I didn't recognise myself in these experiences nor in the working ways. I decided to be my "own boss" and created My Marketing Toolbox.

In parallel, I started to teach, first in a fashion school, and then at the French Institute. I became aware I loved teaching, especially sharing my knowledge and experiences with the students.

Beginning of 2021, I ended up launching my own podcast, My Fashion Stories Box, where I share my love for fashion and history while doing what I love: researches, communication, technical aspects and sharing.



I speak French, English, Russian and Turkish. I am passionate by cultures, languages, history and art.

I am a bookovore and literally eat books at every meal. And I have 2 cats: Popeye and Swee'Pea who were born in Istanbul and followed me in France.

Catherine

"My Podcast Launch" *Kit*

11

What if launching and running a podcast wasn't as scary and time-consuming as it seems to be?

And, let's just imagine that in 2-month time, your podcast could be out and running its first 3 episodes...

Sounds crazy, right?

But it is the time it took me to launch my own podcast about fashion history, "My Fashion Stories Box Podcast". I started to work on the idea of having a podcast to share my passion about fashion history in December 2020. And, in February 2021, my trailer and first 3 episodes were out.

I did it all by myself, trying and learning on the way. And, I had so much fun working on my own podcast launch that I wanted to share it and help other podcasters-to-be.

Do you want to follow my lead and make your podcast dream a reality that will enhance your reach and authority?

Introducing "My Podcast Launch Kit" powered by My Marketing Toolbox.

"My Podcast Launch" *Kit*

THE PODCAST LAUNCH KIT INCLUDES:



Strategic Part

- Strategy and onboarding call
- Podcast objectives, targets and messages definition
- Creation of the podcast concept
- Brainstorming session about the podcast content topics
- Podcast editorial line elaboration
- Assistance in writing the trailer and the first 3 episodes' scripts



Organisation Part

- Creation of a launch plan
- Organisation of a dedicated Drive/Dropbox folder for files sharing
- Set up of a workflow system with Trello



Branding Part

- Work on the podcast branding
- Work on the podcast audio identity
- Graphic assistance in: The podcast cover art, 1 audiogram template for social media feeds, 1 audiogram template for social media stories, Coming soon podcast release announcement, Social Media carousel template, Social Media Stories template, Social Media quote template



Editing Part

- Recommendation on tools for podcast recording episodes and training
- Trailer episode editing
- Intro and outro editing
- First 3 episodes editing
- Creation of 1 audiogram per episode



Communication Part

- Hosting platform set up
- Submission of your podcast's episodes to podcast platforms as Apple Podcast, Spotify, Stitcher, Deezer, Google Play, Amazon.
- Category selection for podcast platforms
- Episode Analytics spreadsheet
- Creation of your podcast pitch presentation
- Work on keywords for your podcast
- 1 launch announcement blogpost copy and publishing on your website
- Creation of a dedicated page on your website for your podcast with your episodes' feeds.

Your investment: 1500 EUR for 2 months* + taxes when applicable

*After the podcast launch, a minimum of 3-month commitment is required for one of the packages available (My Podcast Basics Package, My Podcast Basics + Package, My Additional Podcast Management Services)

APPLY NOW!

"My Podcast Launch" *Kit*

THIS KIT IS FOR YOU IF...



You are passionate about what you do and you want to increase your reach and authority.



You want to bring your business/activity to the next level by attracting your ideal clients with contents relevant to them.



You are serious about having a podcast and you see it as a long-term relationship.



You are ready to commit to a minimum of 5-month work: 2 months for the launch of your podcast and a minimum of 3 months commitments to one of the "My Podcast Box" packages.

THIS KIT IS NOT FOR YOU IF...



You are not serious about your podcast and you don't want to release episodes and communicating on them consistently and regularly.



You are not ready to commit for a minimum of 5-month work together. It takes time and consistency to launch a successful podcast and long-term commitment is key.



You are too busy you don't even have time to record your episodes. The minimum investment that we will be asking from you is working on your scripts and recording your episodes. If this is not possible for you and/or if we have to constantly chase you up, then it won't work out. We value our time the same way we value your time. And, as the saying goes: "Time is money".

"My Podcast Box"

Monthly Packages

11 You love your podcast but it starts to take too much of your time?

Researching for your next episodes, writing the script, recording, editing, communicating, following up.... Repeat. And this, EVERY WEEK!

You started your podcast as a great way to reach your community and discuss with it and you loved it! At the beginning...

But, managing all of it led you to a love-hate relationship with your beloved podcast in which you started to invest more and more time, at the cost of your business and other activities.

Fall in love again with your podcast!

Close your eyes... And imagine one instant your podcast:

- Bringing you back your motivation of the beginning
- Helping you sharing your knowledge and passion
- Increasing your business reach
- Federating your community

And, most important, you enjoying the process and the excitement by doing what you like the most:

- Preparing your episodes
- Recording them
- Having them ready on time without spending sleepless nights on editing them, preparing the comms, scheduling...
- Exchanging with your community

Do you want to bring back your podcast as your #1 communication tool star in a consistent way, without feeling overwhelmed by the length of the tasks to do?

Introducing "My Podcast Box" powered by My Marketing Toolbox.

"My Podcast Box"

Monthly Packages

"MY PODCAST BASICS" INCLUDES:

- ✓ Editing and producing 4 episodes per month (raw audio under 45 minutes per episode per week)
- ✓ Podcast statistics tracking
- ✓ Ongoing management
- ✓ Uploading and scheduling your episodes on your podcast hosting platform

Your investment per month: 400 EUR* + taxes
when applicable

*A minimum of 3-month commitment is required

"MY PODCAST BASICS +" INCLUDES:

- ✓ Editing and producing 4 episodes per month (raw audio under 45 minutes per episode per week)
- ✓ Podcast statistics tracking
- ✓ Ongoing management
- ✓ Uploading and scheduling your episodes on your podcast hosting platform
- ✓ Writing show notes for each episode
- ✓ Creating 1 audiogram for each episode

Your investment per month: 530 EUR* + taxes
when applicable

*A minimum of 3-month commitment is required

YES, I NEED THIS!

"My Podcast Box"

Monthly Packages Additional

"REPURPOSE YOUR PODCAST EPISODE INTO A BLOGPOST" INCLUDES:

- ✓ Writing blog style notes for 4 episodes per month
- ✓ Creating graphics for 4 blogposts per month
- ✓ Uploading and scheduling 4 blogposts per month on your website
- ✓ SEO optimization

**Your investment per
month: 220 EUR* + taxes
when applicable**

*A minimum of 3-month commitment is required

"REPURPOSE YOUR PODCAST EPISODE FOR SOCIAL MEDIA" INCLUDES:

- ✓ Creating social media carousel for 4 episodes per month
- ✓ Creating social media stories for 4 episodes per month
- ✓ Creating 1 quote per episode for 4 episodes per month
- ✓ Writing social media copy for 4 episodes per month
- ✓ Scheduling your podcast's social media posts

**Your investment per
month: 170 EUR* + taxes
when applicable**

*A minimum of 3-month commitment is required

YES, I NEED THIS!

"My Podcast Box"

Monthly Packages Additional

"GUEST MANAGEMENT SERVICE" INCLUDES:

- ✓ Assistance in researching guests for interview episodes
- ✓ Assistance in sending pitches and follow-up conversations
- ✓ Communication and scheduling the guest interview
- ✓ Post interview and podcast episode release follow-up

Your investment per month: 220 EUR* + taxes
when applicable

*A minimum of 3-month commitment is required

"E-MAIL MARKETING SERVICE" INCLUDES:

- ✓ Writing email copy for 4 episodes per month
- ✓ Creating graphics for email campaigns for 4 episodes per month
- ✓ Uploading and scheduling your podcast episode email campaign to your email marketing software

Your investment per month: 170 EUR* + taxes
when applicable

*A minimum of 3-month commitment is required

YES, I NEED THIS!

"My Podcast Box"

Monthly Packages Additional

"PODCAST AUDIT SERVICE" INCLUDES:

- ✓ Marketing and audience development audit
- ✓ Content strategy audit
- ✓ Hosting and distribution audit
- ✓ Audit report: executive summary, key takeaways, recommendations

Your investment per audit:
170 EUR* + taxes when
applicable

YES, I NEED THIS!

"My Podcast Box"

Monthly Packages

THESE PACKAGES ARE FOR YOU IF...



You already have your podcast running but you feel overwhelmed with all the tasks associated with it.



You want to focus on what you enjoy the most and are looking to outsource some parts of your podcast management.



Your podcast is your business/activity best friend and you take it seriously. You see it as the best way to communicate with your community and you are committed to a consistent and regular schedule for your episodes.

THESE PACKAGES ARE **NOT** FOR YOU IF...



You didn't launch your podcast yet. No worries, we have a special package for you, to assist you and make this launch adventure an exciting one. Check "My Podcast Launch Kit" [here](#).

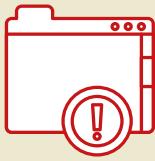


You are not ready to do a 3-month commitment.



Even if your podcast is a passion project or you use it for personal branding, you are not consistent in your commitment and in your episodes' releasing schedule.

The Process



Apply to work with
me



Discussion around your
needs, the service, and
answering your questions



Let the magic begin!

HERE'S HOW IT WORKS...

1

Application form. The first step of the process is you filling in a form to answer a few questions about yourself, your business, your podcast situation and your goals. Your answers to this form will help me to better understand your needs and be better prepared for the second step: the discovery call.

2

Discovery call. Once you filled in our form, we will review it in the next 2 business days, excluding during weekends and holidays, and come back to you. We will, then, invite you to book your discovery call during which we will go through all your needs, the podcast management services offered by My Marketing Toolbox and we will answer your remaining questions about working with us and the process. At the end of the discovery call, we will make you an offer with the best service corresponding to your needs and challenges. The offer will also be sent to you via email.

3

Kick-off call. If we are a good fit for each other, we will be able to start working together on your podcast. An e-mail will be sent to you with the agreement to sign and the invoice for the service. Depending on the payment plan you will choose, a pre-payment will be asked. We will also ask you to share with us your login details. In the same e-mail, you will be invited to book your kick-off call, during which we will go through your systems and validate the action plan for our work together.

APPLY NOW!

Frequently Asked Questions

WHY DO YOU REQUIRE A MINIMUM OF 3-MONTH COMMITMENT FOR YOUR BASIC PACKAGES AND ADDITIONAL SERVICES?

A minimum of 3-month commitment is required to ensure consistency in the services done and to be able to scale results against your goals and adjust if necessary.

DO YOU ONLY WORK WITH BUSINESSES?

I work with people who are passionate by what they do: entrepreneurs, individuals working on a personal branding project or on a side project they are passionate about. The core should really be passion, commitment and the will to share.

DO YOU HAVE YOUR OWN PODCAST?

Yes, I do have my own podcast. I launched it in February 2021. Its name is "My Fashion Stories Box Podcast". I share my passion about fashion history, a topic I also teach in an international fashion school. I loved working on my own podcast so much that I decided to help podcasters and podcasters to be.

Frequently Asked Questions

DO YOU OFFER PAYMENT PLANS?

Yes, you can have access to payment plans.

WHY DOES THE LAUNCHING PACKAGE TAKE 2 MONTHS? CAN'T WE DO IT FASTER? AND, WHAT IF I NEED MORE TIME THAN 2 MONTHS?

It is very important to work on the strategy of your podcast: the what, why, when, where and for whom. And it is important to take your time going through all the steps to be sure your podcast will deliver your expectations. It took me 2 months to launch mine and I don't recommend to do it faster.

I wouldn't recommend you to take more time though. It's good to have a deadline and to stitch to it. If not, you might lose your motivation on the way and your podcast might not see the light.

AFTER THE LAUNCH OF MY PODCAST WITH YOU, AM I REALLY OBLIGED TO COMMIT TO ONE OF YOUR PACKAGES? WHY?

It's very important for me to be sure you have all the tools and understanding of what it takes to run a podcast from A to Z before letting you fly by your own. 3 months is the minimum period of time to be sure that all the principles will be understood, and, to start seeing middle term results.

Frequently Asked Questions

I REALLY WANT TO LAUNCH MY OWN PODCAST BUT I FEEL OVERWHELMED BY THE TASKS AND I DON'T KNOW WHERE TO START FROM. CAN YOU HELP ME?

Yes, of course! And that is the reason why I launched ["My Podcast Launch Kit"](#). This package is articulated around 5 main axis (Strategy, Organisation, Branding, Editing and Communication) to give you all the necessary steps to successfully launch your podcast without feeling lost in the process.

DO I REALLY NEED TO HAVE A PODCAST?

A podcast is not something mandatory, nor it is a trendy communication tool you need to have. It's not because the others have one, that you necessarily need a podcast of your own. It depends of your goals, your strategy, what you want to achieve with it and your time and resources available for it. Having a podcast is a commitment.

IS THERE ANYTHING NOT INCLUDED IN YOUR KIT THAT I MIGHT NEED TO PURCHASE? EQUIPMENT AND SO ON?

Yes, you might want to invest in a pair of headset and in a microphone. I personally use Samson Go Mic as a microphone. You need also to considerate the hosting platform fees through which your podcast will be indexed in platforms as Apple Podcasts, Google Play Podcasts, Spotify. The main known are Libsyn and Simplecast. I personally use Buzzsprout.

*"Do you speak
Podcast?"*

**Your Podcast
Glossary by My
Marketing Toolbox**

MY MARKETING

TOOLBOX

"Do you speak Podcast?"

A glossary of the most commonly used terms in the podcast world.

AUDIOGRAM

An audiogram is a short audio trailer from your podcast episode that you will insert in a visual and promote on your social media profile. By mixing visuals and audio elements, the audiogram will give to your audience an idea of the topic of your episode and stimulate them to go to their favorite podcasts platform to listen to the full episode.

COVER ART

A cover art is a visual graphic that will represent your podcast and be used as the cover for each episode.

INTRO

An intro is an introduction audio file in which you will introduce yourself, your podcast and what your podcast is about. The intro also includes some music elements. The intro remains the same for all your episodes.

"Do you speak Podcast?"

A glossary of the most commonly used terms in the podcast world.

OUTRO

An outro is a conclusion audio file in which you say goodbye to your audience, give them information on where they can find you and contact you and invite them to your next episode. As the intro, the outro can include some music elements and remains the same for all your episodes.

PODCAST

A podcast is a digital audio file made available on Internet to be downloaded on a computer or mobile device. A podcast is available in series, also known as episodes, which can be received by subscribers automatically to easily listen to them.

PODCAST EPISODE

A podcast episode is a part of a podcast. Podcasts are usually composed of different episodes which can have different length. Podcast episodes can be gathered under different seasons.

"Do you speak Podcast?"

A glossary of the most commonly used terms in the podcast world.

PODCAST HOSTING PLATFORM

A podcast hosting platform is an online website where your podcast episodes will be stored and distributed to podcast directories. They help at indexing your podcast on podcast directories as Apple Podcasts, Spotify or Google Play Podcasts through RSS feeds.

PODCAST PITCH

A podcast pitch is a presentation and summary of your podcast covering the essentials of it to make use the contents of your podcast will interest people.

TRAILER

A trailer is a short extract from your podcast episode which will give to your audience the idea of what your episode is about and entice them to listen to the full episode. The trailer is used to create audiograms.