

PODCAST

FIRST OF THE NEW WEST Women of the Modern Frontier.

A podcast for creative-minded, mountain town women looking to build a life they love. Hosted by Madelaine German.

Launching: Spring 2019

MEDIA BITS

What we need for each podcast

- Full-length episode
- Interviewee Headshot w/ FONW branding
- Audio Teaser: best audio clip
- (2) 30 second - 1 minute video clips
- (2) Motivational quotes sourced from episode, Pinterest, Insta, etc.

CALL TO ACTION

Join the Facebook group: First of the New West

Visit website of interviewee

Visit MadelaineGerman.com

DISTRIBUTION

Main Social Platforms: Instagram/LinkedIn

Keep link to podcast in Instagram Bio &

Update Instagram Handle to say First of the New West Podcast

PODCAST SCHEDULE

MONTH	TOPIC	LAUNCH
MAY	Sarah Averill: Trusting the Jump	May ?
JUNE	Andrea le Fevers: Your Personal Development IS Your Brand Evolution	June ?
JULY	Danielle Goldyn: Using Personal Philosophy & Mindset to Develop Brand	July ?

PRE-LAUNCH

Announce podcast launch on Instagram:

Two weeks out: "Coming Soon" teaser: Static post graphic

Tease on your Story

One week out: Static Post of Official Thumbnail

Static Post of "First of the New West" is a podcast for women...etc.

INSTAGRAM

COMING
SOON
(GRAPHIC)

ANNOUNCE
PODCAST
W/
PHOTO THUMBNAIL

"FIRST OF THE NEW
WEST" PODCAST

WHAT IS IT?
A PODCAST FOR...

SARAH AVERILL
HEADSHOT
W/ EPISODE TITLE

VIDEO
CLIP #1

MOTIVATIONAL
QUOTE ON THEME

VIDEO
CLIP #2

PHOTO
OF
MADDY

-ON THEME-

MOTIVATIONAL
QUOTE ON THEME