

# TURN EACH PODCAST EPISODE INTO SHORT-FORM **SUCCESS**





## /// "Content is King, but.."

In today's digital age, where content is king, the **standing out** more challenging than ever.

Experts brimming with insights find their messages lost in a sea of content, struggling to connect with their audience beyond the auditory level.

The transition to video is not just a trend but a necessity, as platforms like YouTube, TikTok, and Instagram redefine content **discovery and engagement**.

# /// THE GOAL

Our goal with '**Podcast Amplifier**' is to bridge barriers by transforming your podcast episodes into compelling, short-form videos. This strategy is designed to enhance your visibility, **improve discoverability**, and significantly amplify the impact of your content across the most engaging digital platforms today.



# 5 Star Video Retainer

Unlock unparalleled value and consistency with our unique retainer packages, tailored to elevate your brand's visual storytelling.

This retainer is structured in 3-Unit or 5-Unit "Star" packages.

Instead of traditional hourly rates that often undervalue expertise, our **unit-based system** is designed around the tangible outcomes and impact you desire.

Each unit represents a carefully crafted deliverable, ensuring you receive the utmost quality without the constraints of the clock. Whether you're aiming for a captivating Hero Asset or a concise social media clip, our packages offer the flexibility to mix and match services based on your evolving needs. Dive into a **collaborative partnership** where the focus is on results, not hours.

# THE INVESTMENT & DELIVERABLES

## Podcast Amplifier Retainer

### Star (Unit) Breakdown:

#### One Star for Custom Short Creation:

Transform your episodes into three engaging YouTube Shorts per star, crafted to captivate your audience and enhance engagement



### Premium Retainer Package // \$????? per Month

- Engagement: 3-month minimum
- Features: 5 Units of Deliverables each month.
  - \*Recommended implimentation:
    - 15 Shorts created (w/ Custom Branding)

### Essential Retainer Package // \$????? per Month

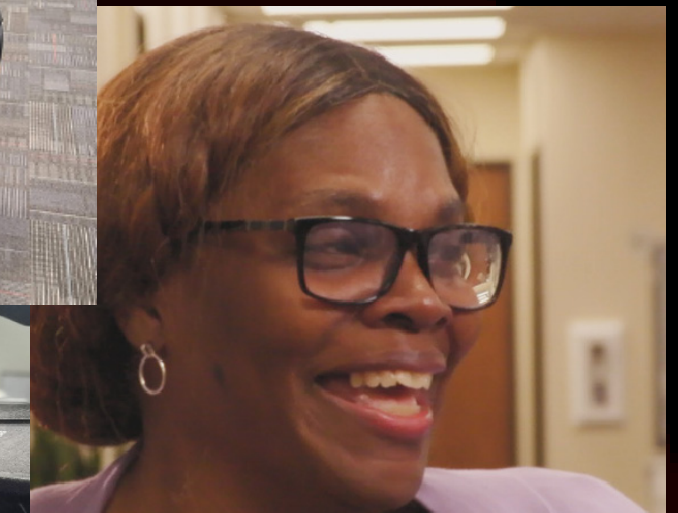
- Engagement: 3-month minimum
- Features: 3 Units of Deliverables each month.
  - \*Recommended implimentation:
    - 9 Shorts created (w/ Base Branding)

#### \*NOTE:

- Shorts can be used on alternate platfomrs, but management is exclusive to YouTube
- Units do NOT roll over month to month
- Additional Star available at \$750 per unit
- Tiered Discounts available for extended engagment

# OUR MISSION

At View from Above, our mission is to **empower organizations**—both non-profit and for-profit—that are deeply committed to their communities. By becoming their trusted creative and strategic ally, we dedicate ourselves to crafting impactful stories that achieving their specific business and organizational goals.



# THANK YOU

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