



**SEAN LOOTS**

Helping agencies, businesses, and creators craft powerful,  
polished, and playful podcasts that grow authority.

[hello@seanloots.com](mailto:hello@seanloots.com)

[www.seanloots.com](http://www.seanloots.com)

079 691 4774

Hey, I'm Sean

A hands-on, multi-award-winning podcast host and producer in Cape Town.

From strategy to production, I collaborate with agencies, PR firms, and in-house teams to deliver podcasts that cut through the noise.



With two decades of experience in broadcasting, I can help you move beyond simply recording episodes.

Work with me to decrease your risk, mitigate overwhelm, and increase your value offering.

I bring creativity and a human-centred approach to creating podcasts that resonate.



The **Podcast Accelerator Playbook** is designed to cover all aspects, from conceptual thinking through to show design and 1:1 guidance for launch, marketing and skills development, thereby removing the risk faced by in-house teams, PR firms, coaches, creators or digital agencies.

We'll go from idea to publishing with confidence in three months.

### **What does the Podcast Accelerator Playbook consist of?**

- **Concept Development: Month 1** **R3995.00**

2-3 hour in-person/online session with stakeholders to define your podcast's positioning, identify your ideal listener, and clarify your unique podcast differentiators.

Together, we uncover the core purpose your podcast will serve in your business ecosystem, setting a solid foundation for growth.

- **Strategic Show Blueprint: Month 2** **R2595.00**

1-2 hour session with stakeholders. A tailored planning session to design a show structure and episode framework that resonates with your target audience and supports your business objectives.

This blueprint ensures your content strategy is aligned for maximum impact.

- **One-on-One Podcast Strategy Coaching: Month 3** **R2595.00**

4 x 45-minute launch/strategy sessions to analyse performance data, optimise content, and implement growth tactics that keep your podcast moving forward and expanding its listener base.

**Total Investment = R 9 1850-00**

Remote and Cape Town studio-based production options available.