



# Frequently Asked Questions

If you're considering launching a podcast with **Multifamily Media Network (MMN)**, this guide will help you understand what it takes — and what makes MMN different

## 1. Why start a podcast?

A podcast is about personal and professional positioning.

With the right strategy, a podcast can:

- Establish you as a thought leader
- Deepen industry relationships
- Create consistent brand visibility
- Support business development efforts
- Build long-term authority in multifamily

At MMN, we launch podcasts for **impact, influence, education, legacy, strategy, and just the right amount of humor and infotainment.**

## 2. Is a podcast right for me?

Before starting, ask yourself:

- What type of show do I want to lead?
  - Guests, No Guests, a hybrid?
- What length of show is for me?
  - 10 Min, 20 Min, or 30+ Min Show

- Do I genuinely enjoy conversations?
- Am I willing to commit to consistency?
- Do I want to build long-term authority?
- Am I open to investing time and/or budget?
- Am I clear on my target audience?

Podcasting is a long-term commitment to a professional brand-building strategy.

### **3. What makes MMN different?**

Multifamily Media Network is not just a production company. We are:

- A curated podcast network
- A distribution engine (newsletter + social amplification)
- A relationship-driven community
- A strategic positioning platform

When you launch with MMN, you join a network of hosts and conversations that elevate your voice.

### **4. What is required before going live?**

To ensure quality and consistency, MMN requires:

- Completed Podcast Host Form
- A signed agreement
- Defined podcast concept + positioning
- Intro/outro recordings
- Branded studio setup approved
- Meeting with the MMN Team for refinement
- Minimum of 8 episodes recorded before launch
- All recordings must be recorded in Riverside
- Producer will edit episode in Riverside

- Episodes submitted in Airtable 10 days prior to air date

We treat podcast launches like product launches, with structure.

## 5. What investment is required?

Launching a podcast requires:

### **Time Investment by Host:**

- Guest outreach/scheduling
- Recording time
- Content review/approval
- Promotion engagement

### **Time and Technology Investment by MMN:**

- Software investment (Riverside, Airtable)
- Marketing Resources
- Training Resources
- Guest outreach
- Content review/approval
- Promotion engagement

### **Financial Investment**

Depending on your partnership tier, investment may include:

- Production
- Editing
- Branding
- Distribution
- Promotion
- Equipment (Microphone, camera, backdrop etc)

## 6. How do paid vs. non-paid guest opportunities work?

MMN offers two pathways:

### **Complementary Guest Appearances**

- Based on editorial fit
- Operator and thought-leadership driven

### **Featured Opportunities (Suppliers)**

- Designed for brands seeking increased visibility
- Includes additional amplification
- Strategic positioning support
- Host compensation

This ensures sustainability and quality across the network.

## **7. How much promotion will I receive?**

MMN provides:

- Placement on Youtube, Spotify, Apple, and additional audio distribution
- Social media promotion
- Newsletter feature
- Short-form clips
- Network cross-promotion opportunities

However, podcast success is shared. Hosts who actively promote their episodes see significantly stronger results.

## **8. How long does it take to see traction?**

Podcast growth is cumulative.

Expect:

- First 3 months: foundation building
- 6 months: credibility forming

- 12 months: brand authority compounding

**Consistency wins.**

## **9. What makes a podcast successful on MMN?**

The strongest shows have:

- Clear niche positioning
- Consistent cadence
- Strong host presence
- Compelling guest selection
- Thoughtful promotion
- Long-term commitment

Podcasting is about influence and relationship equity.

## **10. What happens if I stop producing episodes?**

Consistency is critical to maintaining network integrity.

If a podcast:

- Stops producing content
- Becomes overly promotional
- Does not meet quality standards

MMN reserves the right to pause and or discontinue distribution and host agreement.

The MMN network reputation matters.

## **11. What are the biggest mistakes new podcasters make?**

- Starting without a clear audience
- Overly scripted conversations

- Using it purely as a sales channel
- Inconsistent publishing
- Underestimating production prep time
- Not leveraging network promotion

## **12. What should I consider before saying “yes”?**

Ask yourself:

- Am I ready to show up consistently?
- Do I have the time to not just record, but create a content strategy and find guests?
- Do I have a clear point of view?
- Do I want to build influence, not just visibility?
- Am I aligned with MMN’s mission to elevate multifamily voices?

If the answer is yes — we’re ready to build with you.