Independent Ledger

Press kit | Fictional example

The show

Clear conversations about independent design work.

A fictional monthly podcast about briefs, scope changes and finishing client projects. One practical question guides each conversation.

Meet the host

Alex Sample is a fictional independent designer whose work focuses on planning client projects.

Audience evidence

Illustrative listener profile: independent designers and small creative studios.

Downloads per episode: 1,000. Window: First 30 days after release; illustrative average of four episodes.

Monthly downloads: 4,000. Period: September 2026; illustrative.

Measurement source: Fictional hosting report, for demonstration only. Measured: 2026-10-01.

Geography: Not measured in this fictional example

Press angles

Press angles: defining project scope, discussing feedback and managing creative decisions.

Selected episodes

Illustrative episode: Agreeing a project brief - https://example.com/episode-1

Contact and listen

https://example.com/contact

https://example.com

Source and context

Original fictional Podfan example. All numbers and people are illustrative, not customer results.