

stitching & co

Stitching & Co was founded as a way to start the conversation within the embroidery industry. It's a podcast that truly promotes community over competition; exploring topics such as creative burnout, imposter syndrome, whether to turn your hobby into a business, how to price your art, how to find your own artistic style that feels true to you, understanding that it's okay to pivot and change directions, and many, many more personal topics that really just don't get spoken about often.



13,000
downloads



69
countries



10,400
followers



550-800
listens per episode

the podcast.



- hosted by Bess Wilkins from 'Life with Bess' (based in Brisbane, Australia)
- weekly episodes released every Wednesday (to Spotify, iTunes etc) + shownotes and reference materials published on our website
- mixture of guest interviews and the occasional solo show
- between 20-60min show lengths
- topics include - small business life, embroidery how to's, practical tips/tricks, social media etc.

what to expect ...

If you have received this little package, we would *LOVE* to have you on our podcast. So here is a little overview of how it all works.

before the interview

- 1.** You receive this media kit, along with a small questionnaire to help us know more about you and what topic you'd like to chat about. If I have a particular topic I would love to chat to you about, I will let you know at this point.
- 2.** We will also grab a headshot that you are happy for us to use for your episode. See our **PROFILE PHOTO GUIDE** below for tips on what kind of photo we need.
- 3.** Book your interview slot via my link to **Calendly**... thankfully it takes care of the tricky international timezones for us. I have set times open each month - Friday mornings and Saturday nights (Brisbane time). I can open other days if needed - just let me know!!! Put aside 90min for our interview time - to sort out any tech issues, time to chat and settle any nerves.
- 4.** Before your interview time we will chat about topics and the direction of the episode. A few days beforehand I will send you a list of questions for the interview to give you time to prepare. **Expect roughly 20 questions for a 1 hour interview.**
- 5.** All information confirming interview time, how to use our recording platform and any tips will be sent just before your interview.

the interview

6. Now the fun part!! The interview. Don't worry we will hang out a bit before your interview to help settle nerves. Then we just chat through the questions and any fun stories that come up along the way!!
7. We aim to record both audio and video for social media and promotion use. If you are happy for a youtube video of your interview then take some time to feel put together.
8. The episode is recorded in Riverside FM and this program requires a **chrome browser** to be used. It doesn't work so well on phone so try and have a laptop or desktop available for the interview.

PLEASE NOTE - your interview might be recorded months in advance to its release. We will let you know when exactly you're release date is so you can get super excited!

after the interview

9. For this bit you just get to relax... at this stage we are editing the audio together and prepping the shownotes (and any extra freebies relevant to the episode).
10. Your episode goes LIVE!!! Woohoo we get to have a celebration party hehe - hype up everyone to head over and listen to it. We will give you images/snippets to use for your socials if you choose to share your episode with your tribe!

profile photo guide

THE STITCHING & CO. PODCAST

getting to know stitching
sabbatical and her journey
with adhd



For each of our guest episodes we use a profile photo of your choice in social media promotion and in the shownotes on our website! In the 'Podcast Guest Questionnaire' there is an upload spot for us to download a high quality image. There are some style of photos that suit better than others! Try and keep these tips in mind as and follow this guide as much as you can!

If you prefer to NOT share a photo of yourself - just attach a photo of your artwork to use instead.

the ideal photo

Natural lighting (even this one has too much shadow), in portrait, you looking at the camera, preferably with some negative space around you (makes it easier for the blog image). No sunglasses!!!



things to avoid

1

photos with a hoop
in front of your face



2

cutting off your
shoulders or
forehead and
focusing on framing
the background



3

horizontal photos!!
portrait is best



4

avoid selfies with
you arms holding
the camera



where your photos are used..



007: getting to know stitching sabbatical and her journey with adhd

June 16, 2021

Go deeper than just stitching... Join host Bess Wilkins as guest Michelle Staub from Stitching Sabbatical opens up about her journey with ADHD. From being...

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006: abstract embroidery with amaris from threaded studio

June 8, 2021

Welcome to the wonderful world of Abstract Embroidery with Amaris from Threaded Studio as our guide. Join host, Bess Wilkins as she asks all things...

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shownotes
page

THE STITCHING & CO. PODCAST

getting to know stitching sabbatical and her journey with adhd



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youtube,
pinterest and
other socials

episode 007

getting to know stitching sabbatical and her journey with ADHD

We will send you copies of the social media images used so that you can share your episode on your social channels as well.