

Sound Bath Creator

2026 Growth Plan

consultingwithkevin.com

Objectives

Build a robust sound bath content catalog across various platforms. Leverage content catalogue to build a client pipeline for in-person sound bath therapy sessions.

Production

Streamline production to create aesthetic videos that can be repurposed across all social media.

- Visual
 - Establish a consistent visual feel. This could be traditional or modern (clothing / environment / props / etc). Could also be seasonal.
 - Multiple camera angles can provide variance (+1 could add a lot of value at this stage - iPhone?)
 - Colors matched to theme (see color theory & psychology)
- Audio
 - Experiment with sound capture to ensure highest possible audio quality
 - Adjust mic position and filters until the sound is perfect
- Format (YouTube)
 - **Standard video (70%)**
 - Intro talking with playing in the background - can be about the subject of the video and/or the benefits of sound bathing
 - Example titles:
 - Sound bathing to help you (TOPIC)
 - Reduce (TOPIC) with sound bathing
 - **Educational videos (20%)**
 - Talking head videos teaching about the subject
 - **Personal videos (10%)**
 - Personal journey mastering the craft
- Formats (Short form)
 - Repurpose content from main production for IG/TikTok/YouTube Shorts
 - Videos contain intro talking + partial performance

Personal Brand

Create profiles independent of Sound Bath Creator. Personal journey videos go here. Capitalize on Sound Bath Creator's exceptional public speaking/presenting skills to increase public exposure and interest in her projects/ventures.

Monetization

TikTok

- Phase 1
 - Livestream sound bath shows on TikTok live 1-3 times per week
- Phase 2
 - Livestream with soundbowl products available on TikTok Shop
- Phase 3
 - TBD

Yoga Studio / Pilates Colabs

- Phase 1
 - Sound Bath Creator performs at the end of classes / sessions to promote healing/rejuvenation/etc
 - Promo IG/TikTok/YT/website
- Phase 2
 - Sound Bath Creator performs with appearance fee/partner with class to provide unique offerings that incorporate sound bathing into sessions
 - % split or appearance fee (% split likely better)
- Phase 3
 - Sound Bath Creator branded, primary attraction.
 - Possible collaboration with other providers.

Education

- Phase 1
 - Fundamentals of sound bathing - free
- Phase 2
 - TBD
- Phase 3
 - Advanced - course?

Titles (video concepts)

Sound Bath Creator

- Circumstances & situations
 - Interview prep sound bath (relaxation)
 - Quiet the mind and fall asleep
 - Slow a racing mind (sound bath)
- Feelings
 - Sound bath to reduce stress
 - Sound bath to reduce anxiety
 - Sound bath to help with a busy mind (concentration)
 - Clear anger with sound
 - Feel better sound bath
- Manifesting
 - Sound bathing to help you..[GOAL]

Personal Brand

- Journey (70%) - learning the art of sound bathing Sound Bath Creator POV
 - Talking head videos where Sound Bath Creator tells here story and experience
 - 5-15 minutes each video / topic
- NYC (15%) - behind the scenes "life of Sound Bath Creator"
- TBD (15%) -
 - Ideas:
 - Spiritual journey
 - Family life
 - Life lessons

- Healthy living
- Healing
- Metaphysical concepts connected to the day to day
- Goals
- Dreams
- Ambitions
- Makeup
- Fashion

Kevin:

- Strategy
 - YouTube
 - All socials
- Management
 - Brand (Personal + SB)
 - Collaborations
 - Partnerships (set up email for personal brand/Moksh can be gmail for now)
- Editing
 - Short form
 - Long form
- Filming
 - NYC only
 - DJI microphones for interview talking head style videos + possible secondary recording for early production
 - DJI gimbal for iphone video capture of additional POV's
- Posting
 - All socials
 - Title / thumbnail A/B testing
 - Analytics
- Business development