

New Power Chiropractic

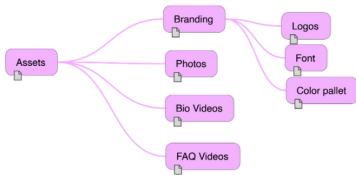
Create a brand that people are excited about. Gain clients that are dedicated and will evangelize the brand. Establish K'Monte as a leader/celebrity in the health community. Using the Team approach Jack will act as director of all elements of the campaign and have monthly meetings with heads of all departments so everyone is on the same page and working symbiotically for the best possible outcome.



Prepared by:
Jack Potts

Assets

Tools and guidelines to insure brand stays consistent from fonts to images
\$3500



Branding

\$1500 brand package

Clarify all branding assets and establish how to communicate while staying on brand.

Branding / Logos

A few different applications
(Dark or light backgrounds)

Branding / Font

Main Font
Sub fonts

Branding / Color pallet

Main and complementary colors

Assets

Bohemian

Photography

Photos

\$1000

Location \$250

Headshots \$500

And other images of interest \$250

Bio Videos

Personal video explaining the WHY

This could be done as an interview with an actor or solo

\$500 (filmed same day as FAQ)

FAQ Videos

Short series of explanation videos for clients new and current aspects such as

Booking appointment

Where you're located

How to prepare

Aftercare

Ext

\$500 (filmed same day as bio)

Assets

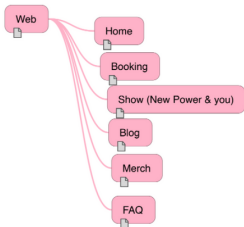
Web

Home base features

- Location
- Chanel to see full episodes
- Social media hub
- Online booking
- Merch
- Calendar of events
- Funneling

Customer relationship management software

Initial set up of \$3500 then will be able to roll out slowly starting closer to the new year
\$1,000 - \$5,000 per month.



Home

The landing page that is the hub for all your activity

Booking

Online resource for clients to self-schedule.

Show (New Power & you)

Home for all episodes filmed with links and info

Blog

The current implementation of social events and news related to the practice

Merch

On-Demand stores reinforce brand loyalty and additional revenue source

FAQ

Space for people to explore more of your services as well as get quick answers to common questions (can be searchable)

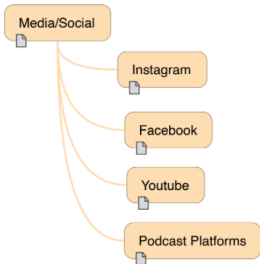
Web

Social Media

All social media include purchasing ads to increase visibility
Develop independence strategies for each social media platform that still aligns with the brand.

All social media pushes people towards engagement and services.
The secondary goal is to become an influencer within the social media space

\$750 - \$3,500 monthly
Initial set up of 1500



Instagram

Grow followers and manage media posts and hashtags

Facebook

Grow followers and manage media posts

Youtube

Grow following to be a strong platform for communicating brand and share information

Podcast Platforms

Using audio from filmed episodes and push out to podcast platforms to maximize acquired footage/content

Social Media

Content

This includes videos, still images and other creative pieces to promote brand awareness or encourage celebrity status



Video

All video assets created can be both in studio or on location

Video / BIO & FAQ (Studio)

A series of short clips done in a studio with the smaller crew to create 1-3 minute videos

2 camera

Audio

Editing

Graphics

\$1,000/hour

Video / New Power & You Show Details

Travelling show going to where the artist is, discussing and engaging with them in their space.

Gaining an understanding of how they move/work/create and showing them ways to improve their health by option and chiropractic work

[Content](#)

Video / New Power & You / Assets created

25-35 min show

5 social media clips 1-3 min

3 vertical advertisement clips

Blooper clips

Still images

BTS

Fine art image

Video / New Power & You / Still image

\$1000

Fine art image per shoot

Video / New Power & You / Production Cost

Day rate for production.

\$11,050.

(Per episode cost \$3.685 based on filming 3 in 1 day)

Content

Bohemian

Photography

The goal of filming 3 per day is to increase efficiency and cost-effectiveness.

Estimated time to film 2 hours

30min set up

1 hour to film

30min breakdown

\$1150 Program

director and video village

\$2500 Camera

3 camera operations

3 cameras

\$300 Lighting

\$300 PA

\$1400 Audio

\$2400 Editor

Fine art images

\$3,000

(8 Crew)

1 Director

3 Camera operators

1 Audio engineer

2 PA

1 Editor

Video / New Power & You / Production Cost / Program

\$1150

Content

Video / New Power & You / Production Cost / Program / Director

\$750

Responsible to maintain the shoot, choose camera angles

Video / New Power & You / Production Cost / Program / Mobil Video Village

\$400 day

Video / New Power & You / Production Cost / Camera Department

\$2500

Video / New Power & You / Production Cost / Camera Department / Camera

\$900

\$300 per camera per day (3 Cameras)

Video / New Power & You / Production Cost / Camera Department / Camera operator

\$1500

Total of 3 operators to be able to run 3 cameras \$500 per day rate

Video / New Power & You / Production Cost / Camera Department / Camera Movement

\$100 Gimbal

[Content](#)

Video / New Power & You / Production Cost / Editing

\$2400

3 hours of footage, (8 hours per hour of footage) 24 hours at \$100

Including motion graphics editing all mini clips intro outro and credits

Video / New Power & You / Production Cost / Lighting

\$300

4 light kit

Video / New Power & You / Production Cost / Audio

\$1400

Video / New Power & You / Production Cost / Audio / Audio

Engineer to monitor stream

\$600

Manage all Mics and edit levels live

New Power Chiropractic. / Content / Video / New Power & You / Production
Cost / Audio / Equipment

\$800

\$600 wireless mics 6

\$100 Audio Mixer

\$100 Acoustic Treatment

Content

Bohemian

Photography

Video / New Power & You / Production Cost / Production Assistant

\$300 2 PAs for the day

PA to assist on set with moving lights and getting BTS footage

\$150 per day

Photography

All images from Prosperity to fine art

Photography / Art of Chiropractic

Series of images with the artist and graphics overlay showing the spine in motion

1000 per finished image

Photography 500

Editing and graphics 500

Possible use

T-shirts Merch

Gallery show

Wall art @ NPC

Social Media

Photography / Headshots

The pool of stock images for marketing promotion of speaking events.

Can include team images

Studio rate \$500/hour retouching \$25/15 min

Content

Bohemian

Photography

Photography / Realestate images

Property images for websites and PR

Shooting and final editing of images

\$250/hr Photography time (editing included) on average upto 20 images per hour

Content



Jack@bohemianphotography.com



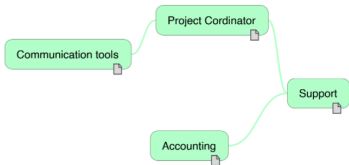
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Support

This includes all team to help effectively manage project. Providing a single point person who will know the status of all departments progress.



Project Coordinator

newpower@bohemianphotography.com will be the main project coordinator for the project

(Person is TBA, temporarily Cee Cee will be running this position)

Dedicated person to coordinating filming aligning guests and working with both web and social media teams to ensure timelines and execution

As clout grows begin to funnel in sponsorship and other paid advertisements for programming

\$2,500 - \$5,000

Project Coordinator / Communication tools

Email (newpower@bohemianphotography.com) and Trello have already been set up

Trello is a communication tool that allows users access to information this allows us to

have a hub for production and marketing

Accounting

Dedicated CPA

to ensure the books are kept in order and all accounts in good standing. As the project

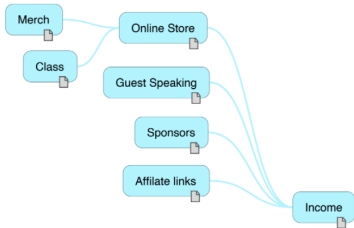
grows and begins to be profitable ensure transparency and simplicity

\$500 month

Support

Income

The objective is for this entire marketing/production team to be profitable for this project we can leverage opportunities to add income while staying on brand and developing a further, reach.



Online Store

Place where fans can show support

Online Store / Merch

On-demand store (no inventory and direct shipping to customer)

T-shirts hoodies and other printable Merch

Online Store / Class

Pre-recorded instruction on specific topics

Guest Speaking

The rate for speaking and being an established expert.

Sponsors

Paying for advertising on your show or endorsements

Affiliate links

Income for referring people to specific products

Income

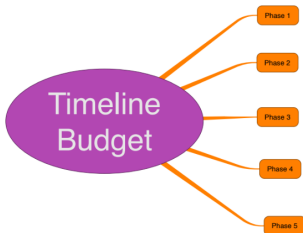


Timeline

Beginning asap to develop format for a weekly show featuring artist, this will provide content for social media and grow the brand. The ultimate goal will be for this endeavor to be profitable with in 2 years I believe it is possible much sooner.

Committing to a minimum of 30 shows in the next 3 months, Filming 3 episodes in 1 days helping keep cost down and will require 10-12 days of filming.

Create a full calendar that will be used to release the videos and media champagnes starting Jan 1 and using all other acquired assets to begin promotion on all platforms.



Phase 1

(September 9th)

Intake

what brand looks like,

Build show mad lib

Outline potential guests and look at dates to begin filming.

Begin logo design

Phase 2

(Week of September 20th)

Hire coordinator

Bring in web and social media to develop a plan for marketing

Film first 2 episodes.

Review and critique

Discuss Merchandise

Review logo

Phase 3

(Oct 4th - 29th) Film 15 episodes

Web draft

Social media outline

Logo/branding confirmed

Timeline

Bohemian

Photography

Phase 4

(Nov 1st -Dec 6th)

Headshots promo images Bio videos Website

Social media Film 15 episodes

Review success of social media and address and critiques

Phase 5

(Dec 13th -Jan 10th) launch website

Begin social media

Review the growth social media demand for the show.

Timeline



Jack@bohemianphotography.com

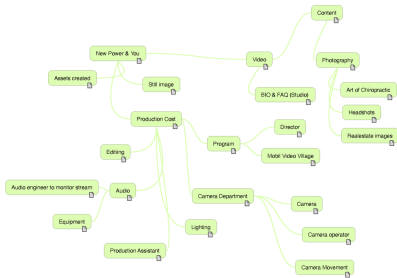


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Budget



Bohemian

Photography

One time cost

3500 Brand identity package with photos and

3500 Web Development

1500 Social Media

110,550 for 30 episode's with multi edits and a fine art poster for each image
(\$3,685 per episode.)

119,050 total

Monthly maintenance

2500 Web Funneling Starting Nov 1

1250 Social Media Starting Nov 1

2500 support Starting Sept 20

500 accounting Starting Oct 1

Payments

Phase 1

(September 9th)

Payment 23,810

Phase 2

(Week of September 20th)

Payment 23,810

Monthly 2,500

Total

Phase 3

(Oct 4th - 29th)

Payment 23,810

Monthly 3,000

Total

Budget

Bohemian

Photography

Phase 4

(Nov 1st -Dec 6th)

Payment 23,810

Monthly 6750

Total

Phase 5

(Dec 13th -Jan 10th)

Payment 23,810

Monthly 6750

Total

Budget