

INTRODUCING.....

**“LOVE IS FOREVER”**

**GRYSOUL**

“I believe that people should be free to feel good or even cry out loud in song, and express themselves through music to find out what they’re really feeling inside or what they’re made of. To hear your own voice through music can be the greatest belonging and validation to the present!”



**“LOVE IS FOREVER”**



## “LOVE IS FOREVER”

THIS IS A SONG I WROTE THAT I OFTEN USE AS MY SLOGAN WHILE ANSWERING TO PEOPLE IN CONVERSATION, FOR SOCIAL MEDIA, AS WELL AS ON STAGE. IT'S A WAY THAT I CAN EXPRESS MY LOVE FOR EVERYTHING WE STRIVE IN LOVE AND HOW IT NEVER LEAVES US FOR LIFE. EVEN WHEN WE ARE GONE, OUR LOVE LIVES ON THROUGH OTHERS.



















**Gory**  
funk so...

*Biography*

Gory... is a...  
...and all...  
...has...

*Holiday Greetings*

...  
...  
...

... person





## ENHANCEMENT METHODS

Optimizing my website soon.

Music streaming platforms

New EPK

Short-form videos on social media

Storytelling behind all shows





# MISSION VISION

**"LOVE IS**

**FOREVER"**

**GRYSOUL**



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# MISSION

My mission is to bring all ages to a greater understanding of how music can free ourselves from segregation and estrangement. My aim is to bring a greater harmony and understanding through our entire age and life, promoting better health through music and incorporating this same energy and result of, to our everyday lives and all that we do outside our lives. The attitude of creativity and expression through music while we live, to bring us all to a healthier life experience that lasts beyond our youth. Leaving no boundaries to enjoying our entire lives in harmony, from the heart of love, allowing ourselves through music, to feel the value of always being happy.

No one left out. Let's get started!



## VISION STATEMENT

In 9 months I will be performing my written, recorded and produced songs, live, in Los Angeles, but first in Venice, where I started my original vision. Locally, I will rekindle what I started, and bring this same vibe and energy to other beaches nearby. From there I will bring this to Hollywood. Through RnB, Pop, Rock, Blues, Funk, and jazz, then incorporating a few RnB Soul and World music, in the greater future. Ultimately, leaving a healthier path for all to come together in race, age, and world. I will bring fun merchandise of all kinds with a unique color scheme that not only brings in the colors of the rainbow, but also colors we tend to overlook, in and around us. To bring our

eyes alive again to life's beauty in the moment, as we also bring ourselves through music's freedom of expression and feeling good, energized, loved and accepted, in harmony and understanding. We are all still alive and well.

# DIFFERENTIATING STATEMENT

## DIFFERENTIATING GRYSOUL'S OFFERING

## STATEMENT:

MY SONGWRITING IS ABOUT THE NOW AND FEEL OF LOVE AND CARE, IN REFLECTION OF OBSERVATION, LEARNING ABOUT LIFE, SUBJECTIVE FEEL AND MOOD IN THE MOMENT WITH EVERY REALITY OF ONE'S PERSONAL EXISTENCE. IN MYSELF AND OTHERS. IN LOVE AND CARE. MY SOUND IS UNIQUE IN THAT THROUGH MY PERSONAL GROWTH, THERE IS DEEP, SAD, SOULFUL, BRIGHT, HAPPY, STRONG, WEAK, ALMOST BREAKING, FUNKY, AND OUT OF THE BOX SURPRISE. GRYSOUL CONNECTS THROUGH THE AUDIENCE IN EMOTIONALLY, AND SPIRITUALLY, EMPOWERING TO ACCEPT AND ENJOY THE FEEL OF YOUR MOMENT THROUGH MUSIC AND ANYTHING RELATED TO MUSIC. MY OFFERINGS ARE THROUGH LIFE'S EXPERIENCE AS AN ICU RN AND ALL OF ITS REWARDING STRUGGLES AND SUCCESS, THROUGH TOURING GIG'S IN DIFFERENT BANDS, AND THE MULTI-GENRA'S AND LOVE OF EACH THROUGH LEARNING EACH, AS A CULTURE TO PERFORMANCE WITH THAT CULTURE, WORKING IN NASHVILLE, DETROIT, LOS ANGELES, FLORIDA. MY SOUND IS CLEAN, RASPY, SOULFUL, POWERFUL, MEANINGFUL, BRIGHT, AND WITH AN EDGE THAT SHOWS RESILIENCE OF LOVE AND UNDYING SPIRIT TO EXPRESS LIFE'S STILL ALIVE!





**TARGET  
AUDIENCE/FANS**

**INSPIRATIONAL  
WELLNESS**

DIVERCITY  
SING  
DANCE  
HEALTH

COMMUNITY

Belonging

purpose

PEOPLE





**FAN ENGAGEMENT:** This will be a huge part of my marketing, as it comes very natural to me to know people, make them feel heard, and to encourage healthy fun together through music and increase a future for myself and fans of belonging to something that makes you feel

good, happy and also feel a worth or value to the present. A safe place for people to build memories together. A place to build community.

# DIRECT MARKE -TING:

I will be sending sales, discounts, and information opportunity to other grysol events, directly to emails, also a place to leave questionnaires to fans ideas of future events or interests, leaving also a comment section, if needed.



# Budget

# GRYSOUL

## Pricing Strategy:

- 1. Live shows will be PREMIUM, but will be mixed with other pricing strategies, to initially show the value of my brand.**
- 2. Merch will be DONATION Pricing at first live show attendees. Second shows and third shows will move into Penetration pricing. Thereafter will be Premium Pricing.**
- 3. PENETRATION PRICING: This will be used for those coming back to revisit my brand, looking for**

**merchandise and also events to attend. The more fans I have, the higher the price. Showing that fans value my presence and dedication**

<b>EXPENSE</b>	<b>ESTIMATED COST</b>
Digital marketing	\$30.00/MO
Software	\$100/MO
Events	\$40/MO
Advertising, paid social (Peso)	\$10//MO
Advertising, paid search	
Earned Media	
<b>TOTAL</b>	<b>\$190/MO</b>

**SWOT ANALYSIS**

**Strength:** PAST EXPERIENCE IN GOAL

SETTING, PERFORMANCES, FANS, AND MUSIC PERFORMANCE.  
MORE ACTION ORIENTED ON MARKETING, NOW. NO ENERGY  
PUT OUT WITHOUT PROFIT/BENEFIT TO INCREASE MY BRAND.

**Weaknesses:** Time, money, quality,  
supportive band members, musicians needed.

**Opportunities:** My current

friends are also into marketing their own brand,  
in other similar health oriented interests and  
activities, who also are supporting my musical  
future. Networking again with stronger  
professionals again. To enjoy what I am and  
have been, at my optimal best life and passion.  
LOVE it!!

**Threats:** THOSE WHOM MAY NOT BE

TRUSTWORTHY, STEELING MY BRAND, AGAIN. LETTING  
DISHONEST PEOPLE BRING ME DOWN.

**SHIFTS IN MY TARGET MARKET, BRINGING DOWN MY  
QUALITY OF SERVICE.**

# Initiative



# GRYSOUL

## PROMOTION STRATEGY

### PERSONAL AND COMMUNITY FOCUSED

Face to face

Live shows

Trips with fans with live shows

Local shows and abroad

Flyers

Thankyou cards

Interactive supportive groups

Sponsorships Events

Collaborative Events

Internet Family and Relationships

Personal Website Gina Rose [Yankopulos.com](http://Yankopulos.com)

Social Media

**Product:** "Love is Forever" EP

**Features:** My album with three songs dedicated to love lost and love in the now that we hold on to our entire lives. This album was born when I lost my Father and learned what I went through, so many others have already or will experience at some time in their lives.

**Benefits:** The depth of this album will embrace others who have not had the time to share their own experiences in losing love and help satisfy a place in one's heart that love is never lost but found again. The benefit to bring what really matters to one's own origin and even make.

**Production:** The Product will be finished, where I had started the EP, here at home, using now the skill I have learned in music school. After my album is made I will have live shows featuring this EP. I will hire musicians

that can also move on stage, create merch, as well as have dancers to enhance the image and feel of the experience.

Companies: Before a live performance, I will record the Production of my EP in a studio. The first live performance will be outdoors. I will connect with the Department of Beaches and Harbors for a permit to organize a live show. I will provide a detailed proposal and insurance certificate if needed.

Ten ways to sell my product:

1. Invite friends to the live studio recording, "Love is Forever".
2. Having three friends help me promote an on beach gathering that features the "Love is Forever" EP, but also make the gathering a community of love. To make memories of us in love, promoting love is forever for all of us.
3. Have a short hour where a karaoke host offers anyone to sing the love songs on the list.
4. Have 30 minutes of DJ playing songs of love.
5. Promote "Love is Forever" on platforms like Bandcamp, Patreon, and Kickstarter
10. Place links on my Instagram, Youtube and Facebook where people can go to buy my music or merchandise.
- . Offer merch and art of love, made by myself and local artists.
6. Sing live shows every weekend for a whole year, on the beaches, and venues to promote the EP
7. My website is listed everywhere for people to listen to my music and buy merchandise.
8. Run the Los Angeles Marathon and any other runs, with my merch on. Or have my own "Love is forever" run.

PESO:

1. PAID ADVERTISING
2. EARNED MEDIA
3. SHARED MEDIA
4. OWNED MEDIA

PROMOTIONAL IDEA:

1. Word of Mouth
2. Publicity
3. Social media
4. Internet
5. Paid advertising
6. Direct to fan marketing
7. Face to face
8. Sales promotion
9. Guerilla marketing
10. Radio
11. Sponsorship





# GRYSOUL



## MEASURING STRATEGY

### REAL AUDIENCE CONNECTION

### SOCIAL MEDIA TOOLS

-INSTAGRAM

-FACEBOOK

-YOUTUBE

-LIVESTREAMS

-FOLLOWER GROWTH AFTER EACH SHOW

#### Measuring Strategy

Reasons for measuring strategy: My reason for measuring strategy will help me get involved with this very new to me approach to understanding demographics, psychological factors in people's interest, attitudes, and lifestyles. Knowing what inspires people in my work, if any, will help gauge what brings a kick in people's lives, today. I'd also like to see how I can help inspire those who may never get a chance to be inspired, by reaching out to people or even groups that might not otherwise get any attention. Measuring is a great way to even

keep myself amused, or interested in others, as I do love performing for the listener who is ready to listen to music. Or the listener who didn't realize that they needed music in their lives. I'm curious to see the people who will become my true fans. Would these results match my original artistry? I'm very curious.

#### Method of Measuring

I am often on IG for measuring analytics and facebook. I will be adding to my Youtube Channel when my music is out, and also when school is over. Super excited for live shows again, and making sure that fans from all over the Country get the opportunity to join my Social Media Platforms. My live shows will also be short videos for places people have the opportunity to follow me on my social platforms. Eventually, I will make sure they have the info to connect to live streams. Building a community of fans will help me engage into other areas of measuring platforms as I get used to this new culture with my music.

#### Plan of Action

As I learn this new way to promote my music and talent as a natural performer, I plan to not get too affected by a slow start of fan interest. Every day I will be heavy into my music, making sure that the music I am actually making and producing is pleasing to me, first. For me to value social media strategies, I already know my truth to self and how I need to make sure I am not doing this to change my true authentic soulful delivery in song, songwriting and performing, just for the sake of getting better analytics. I will be monitoring my analytics daily, but then, when deep in making a song or performing, I hope to engage in person more and give out my information to platforms that have my music posted and also my website. Each and every single performance will have the information for people to hear my music. Any new strategy will come to fruition, as I go along in this new way for me, to promote my music and creativity.



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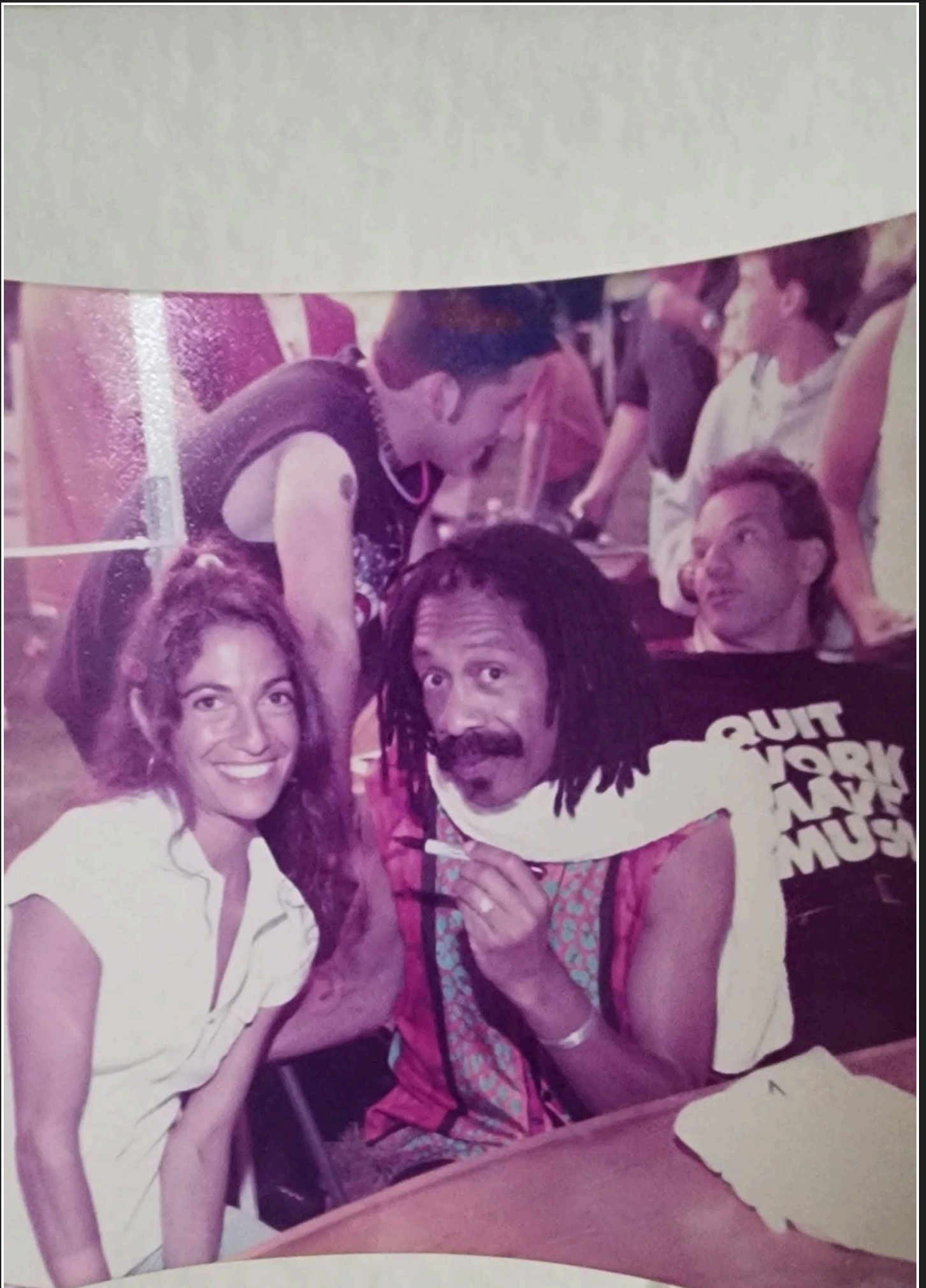
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**GRYSOUL**







## EVENTS

Every event is filled with every culture, age, race and ability. Every event is filled with the freedom to sing, dance, and be kind to one another through a relationship developed in person, on social media, coming together at live shows and “grysoul” group events and activities. Wellness activities, and events stemmed from my long experience as an RN, singer, runner, weight lifter, dancer, musician, and leader of my family. Sharing everything that worked for me from dysfunction to a healthy, happy, active, self made life. From music to saving lives, and teaching others many ways in how to become resilient in the face of adversity as well as how to stay resilient as we grow older. Making sure that what music has done for me, is the ROOTS to

## Metrics

- People at live shows and events
- Subscribers
- Followers
- Likes Loves
- Sign-ups

## EVENTS

## Metrics

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my success, currently. My brand name is defined by my roots and journey. GRYSOUL

# SMART GOALS

## **SMART GOALS**

**SPECIFIC: I want to start with live shows in 2026, June 29th. My platforms will show the time, place as well as website, along with “seo” to increase traffic and potential new subscribers.**

## **MEASURABLE:**

**I will have a 20% increase in followers on Instagram, YouTube and Facebook.**

## **ACHIEVEABLE:**

**I am realistically setting this goal, based on past experience and current drive, focus and learned ability to track my data.**

### **RELEVANT:**

**This goal is relevant in that I have shown an increase in subscribers, by word of mouth and without live shows. With showing my brand more and now live shows, the growth of my product relates to the interest for both myself and others, for future revenue and brand growth.**

## **TIME-BOUND:**

**By the end of 2026, I will have achieved ongoing fan interest and be able to advance on this specific smart goal for other relatable interests in marking my brand and therefore head into a profitable and steady revenue, thereafter.**

## **MY DISTRIBUTION CHANNELS:**

**DIGITAL: My website with SEO. To other platforms. Email of fans, to**

**inform of upcoming events. Buying my Merch online. Etc**

**PHYSICAL: Selling my Merch and future tickets to next events for GRYSOUL at live shows. Selling merch also at local events that sponsor artists. Selling Merch at a local coffee shop, that is, if approved by my friend/neighbors who own it.**

**Promotional techniques**

**1. Social media: Broad channel for engagement. (Posts, ads, live streams)**

**2. Guerilla- uses surprise/unconventional stunts to create buzz.**

**3. Influencer-partnering with personalities to tap into their audience via sponsorship content, reviews, or roles to boost awareness, sales. A low cost tactic. This one I have in mind with two of my friends.**

**GRYSOUL**

**PUBLICITY**

**SYNC**

**LICENSING:**

**To help gain massive exposure, this will get my music played in various places that will bring in revenue and more exposure. TV, movies, ads, and even games, should that become a thing.**

# EMAIL PITCH

# EMAIL PITCH

**1. Movies**

**2. Radio**

**3. Festivals**

**4. City Events**

# METRICS OF SUCCESS

# GRYSOUL: METRICS OF SUCCESS

1. KPI-KEY PERFORMANCE INDICATORS=COST PER FOLLOW.

2. CONVERSION RATE: FORMULA: # OF CONVERSIONS/Total number of visitors or interactions X 100. (CTR, making a purchase, downloading music, filling out a contact form)

3. ROI-Return on investment: 5-7% Good. Aim 10-20%.

4. USP- keep a unique selling proposition that serves the Niche- a very specific need for myself and others. Stay true to myself and others.

5. CTR- Total clicks on Ad/total impressions x100.

6. CPF-Cost per follow-total campaign cost/number of new followers.

7. CPM- Cost per mile (or thousand) Total ad Spend/Total impressions X1000.

*\*Don't forget to add a tracking code to website, for places like Google analytics to measure performance analysis\**

## **KEY WEB ANALYTICS:**

- 1. DIRECT**
- 2. REFERRAL**
- 3. SEARCH**

***\*WATCH YOUR HIGH BOUNCE RATE\****

# THINGS TO KEEP IN MIND

# **GRYSOUL: Things to keep**

**in mind.....**

**1. Examine behavior**

**2. Analyze my product/service. A.**

**What problem does my brand**

**solve? B. What is my unique**

**benefit?**

**3. Examine Audience**

**segmentation.**

**4. Demographics, Psychographics,**

**Behavior.**



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