

AGENT LEE NARRATION SCRIPT

For Artist Platform Pages: "Artist Potential" & "The Truth"

INTRO SEQUENCE

[Opening Animation: Agent Lee appears with a welcoming gesture]

WELCOME MESSAGE

"Hello creator! I'm Agent Lee, your guide to building a sustainable music career on your own terms. Today, I'll walk you through two critical aspects of our platform: how you can maximize your earning potential and the industry traps we're helping you avoid."

PAGE 1: ARTIST POTENTIAL

[Transition to Artist Potential page with reveal animation]

HEADLINE MOMENT

"This is how you get paid. This is how you stay free."

"The music industry was designed to extract value from creators. Our platform flips that model, giving you complete ownership and control while putting multiple revenue streams directly in your hands."

REVENUE BLOCKS SECTION

"Let's look at the different ways you can earn on our platform."

[SONG SALES BLOCK HIGHLIGHT]

"First, we have direct song sales. Unlike streaming platforms where you earn fractions of a penny, you set your own prices and keep 100% of the revenue. Upload your track, set a price point that respects your art, and your fans can purchase directly."

"You'll notice there's no middleman here. When a fan pays \$4.99 for your track, you get the full \$4.99, minus only standard payment processing fees."

[MERCH SALES BLOCK HIGHLIGHT]

"Next, merchandise sales. The margins on physical goods can be incredible, and merch has always been where artists make real money."

"Our built-in designer lets you create custom tees, hoodies, caps, and more. Upload your artwork, set your price points, and we handle printing, shipping, and fulfillment. Again, you keep 100% of the profit margin."

[NFT SALES BLOCK HIGHLIGHT]

"For artists exploring Web3, our NFT integration allows you to create limited edition digital collectibles. These can stand alone or unlock special content, early access, or physical items."

"Many artists are using NFTs to create deeper connections with their most devoted fans, who love owning a piece of your journey."

[FAN MEMBERSHIPS BLOCK HIGHLIGHT]

"Recurring revenue is the holy grail for financial stability. Our fan membership tiers let you create Silver, Gold, and Platinum supporter levels with exclusive perks for each."

"Think of it as your own fan club where supporters get early access to new music, exclusive content, merch discounts, or whatever perks you want to offer. This creates predictable monthly income you can count on."

[LIVE EVENTS BLOCK HIGHLIGHT]

"Whether it's a physical show or a livestream, our event system lets fans RSVP or purchase tickets directly. You can create free events to build your audience or premium experiences for dedicated fans."

"The system automatically sends reminders and digital tickets, with optional upgrades like VIP packages or meet-and-greets."

[DIGITAL BUNDLES BLOCK HIGHLIGHT]

"Our Drop Builder lets you combine different offerings into compelling packages. Bundle your new EP with exclusive videos, digital artwork, discount codes, or early access to upcoming releases."

"This strategy dramatically increases your average revenue per fan by offering enhanced value at premium price points."

TOOLS & INFRASTRUCTURE SECTION

"Let me show you how easy it is to put these revenue streams into action."

[LIVE VIDEO DEMO HIGHLIGHT]

"Here's a quick demonstration of how you can upload a new track and set your pricing in less than a minute."

[AGENT LEE INTERACTION HIGHLIGHT]

"You can always ask me for help. Just say something like 'Agent Lee, build my next drop' and I'll guide you through the entire process, suggesting optimal price points and promotional strategies based on your specific audience."

PRICING COMPARISON TABLE

"Let's be transparent about how our system compares to other platforms."

[TABLE HIGHLIGHT ROW BY ROW]

"Spotify takes 70-80% of streaming revenue, while offering you no capability to sell merch, control your fan data, or create direct relationships."

"Shopify is great for merch but has no native integration for music or fan experiences."

"Patreon works well for memberships but takes a significant cut and doesn't integrate with your overall brand experience."

"Our system is the only one offering 0% commission on both music and merch sales, full NFT control, 100% ownership of your email list, optional ad revenue if you want it, and robust fan club functionality."

"All of this in one integrated platform that you fully control."

PAGE 2: THE TRUTH

[Transition to The Truth page with reveal animation]

HEADLINE MOMENT

"This is where artists lose. We make sure you don't."

"The music industry has historically thrived by keeping artists in the dark about how money really flows. Let's shed some light on these practices so you can make informed decisions."

STREAMING REVENUE REALITY

[STREAMING CHART HIGHLIGHT]

"Here's the reality of streaming: one million streams sounds impressive, but it typically earns only about \$3,000 in total revenue. And that's before the cuts taken by your label, distributor, and manager."

"As you can see in this breakdown, if you're in a traditional label deal, that \$3,000 might leave you with only \$500 after everyone takes their cut. That's just 50 cents per thousand streams."

"This model simply isn't sustainable for most artists."

360 DEAL BREAKDOWN

[PIE CHART HIGHLIGHT]

"The infamous '360 Deal' is designed to take revenue from every aspect of your career. As you can see in this breakdown, the label takes 40%, leaving you with only 15% of the total revenue you generate."

"The other 45% is divided between your manager, publisher, distributor, and legal representation."

"This means for every \$1,000 your music earns, you might only see \$150."

EMAIL LIST VALUE COMPARISON

[EMAIL LIST COMPARISON HIGHLIGHT]

"One of the most valuable assets in your career is direct access to your fans. A list of 1,000 engaged email subscribers has a potential revenue value of over \$1,000 per campaign."

"Compare that to 10,000 TikTok views, which might generate \$0-10 in revenue. The difference is staggering."

"On our platform, you own your fan data 100%, allowing you to build direct relationships that no algorithm change or platform collapse can take away."

CONTRACT BREAKDOWN VISUALS

[360 DEAL CONTRACT HIGHLIGHT]

"Let's examine what you're really signing with these contracts. The 360 deal takes percentages from all your revenue streams - not just music, but merchandise, live shows, and even brand deals."

"The danger signs include giving away your rights to everything you create and having no ownership of your masters."

[ADVANCE DEAL CONTRACT HIGHLIGHT]

"The advance deal offers tempting upfront money, but it's actually a loan with interest. You won't see another penny until the label recoups their investment plus interest from your earnings."

"Many artists never 'recoup' and remain in debt to their label for years."

[DISTRIBUTION AGREEMENT CONTRACT HIGHLIGHT]

"Distribution deals often include high backend cuts that significantly reduce your earnings. They typically lock you in for years, even if the distributor isn't performing well for you."

[PUBLISHING DEAL CONTRACT HIGHLIGHT]

"Publishing deals can strip away your rights to your own lyrics and compositions. Many include clauses that prevent you from freely remixing or reusing your own work."

"Under our system, you maintain complete ownership of everything you create."



CLOSING CALL TO ACTION

"Now you understand both the incredible earning potential of our platform and the traps we help you avoid."

"The choice is clear: build your career on a foundation of ownership, control, and multiple revenue streams, rather than giving away your rights for a system designed to benefit everyone but you."

"Click 'Launch Now' to start building your independent career in under 72 hours. I'll be right there to guide you through every step of the process."

[Final animation of Agent Lee with encouraging gesture]

"Your music. Your fans. Your future. Let's build it together."



INTERACTIVE VOICE COMMANDS FOR AGENT LEE

On Artist Potential Page:

- "Show me how song sales work"
- "Explain the merch designer"
- "How do I create an NFT?"
- "Tell me more about fan memberships"
- "Help me set up a live event"
- "Build my next digital bundle"

On The Truth Page:

- "Break down streaming economics"
- "Explain what a 360 deal really means"
- "Show me the value of my email list"

- "What's wrong with an advance deal?"
- "Explain distribution agreements"
- "Tell me about publishing traps"

Universal Commands:

- "Launch my site now"
- "Show me a demo of the platform"
- "What do your fees look like?"
- "How long does setup take?"
- "Can you help me with pricing?"