

THE AGENT FACTORY x DEKE SHARON

TOTAL VOCAL

Your Digital Agent Ecosystem



Website Redesign Strategy

Agent Ecosystem Analysis

Complete Marketing Campaign

Prepared by The Agent Factory | January 2026

Hey Deke,

Put together the first iteration of a digital agent ecosystem designed specifically for your business — 12 specialized agents to capture leads 24/7, streamline your booking and quoting process, and unlock new recurring revenue streams.

The Ecosystem at a Glance:

- **HARMONY** — Website concierge that never sleeps
- **MAESTRO** — Arrangement quotes in minutes, not days
- **CONDUCTOR** — Workshop & coaching booking system
- **VIRTUOSO** — Digital coaching assistant (the revenue game-changer)
- **SCRIBE** — Content creation from your existing material
- ...and 7 more specialized agents

★ **IMPORTANT NOTE:** All pricing and investment figures in this document are included for evaluation purposes only — to give you a sense of what this type of ecosystem would typically cost. **There would be no fees for you.**

Let me know when you'd like to walk through it together.

Denis

The Agent Factory

SECTION 1: THE AUTHORITY

Deke Sharon is not just a figure in the a cappella world — he IS the a cappella world. He invented the contemporary sound, founded every major organization, produced the Pitch Perfect franchise (\$600M+ box office), created The Sing-Off, and has arranged over 2,000 songs.

Film & Television

- **Pitch Perfect 1, 2 & 3** — Arranger, Music Director, Vocal Producer (\$600M+ franchise)
- **The Sing-Off** — Creator/Producer, 5 seasons NBC (highest-rated new unscripted show 2009)
- **Best in Snow** — Music Director (Disney+, 2022)
- **The Social Network** — Vocal Arranger

Broadway & Live

- **In Transit** — Broadway's FIRST a cappella musical (2016)
- **Total Vocal** — Carnegie Hall & Lincoln Center (10th Anniversary April 2025)
- **DCappella** — Disney touring group Co-Creator/Music Director

Organizations Founded

- **CASA** — Contemporary A Cappella Society
- **CARAs** — Contemporary A Cappella Recording Awards
- **ICCA's** — International Championship of Collegiate A Cappella
- **The House Jacks** — 'Original Rock Band Without Instruments' (24 years)

Publishing

- **2,000+ arrangements** published worldwide (Hal Leonard)
- **5 books** — A Cappella Arranging, The Heart of Vocal Harmony, etc.

SECTION 2: CURRENT WEBSITE ISSUES

Issue	Problem
Outdated Design	Built ~2012. Not mobile-responsive. Slow. Dark aesthetic.
Weak Value Prop	Quote-heavy but no clear call to action. Credentials buried.
No Conversion	No lead magnets. No email capture. No pricing.
SEO Gaps	Thin content. No blog. Missing structured data.
Authority Hidden	Treats Deke as "one option" not THE authority.

SECTION 3: POSITIONING ANGLES

Angle 1: The Origin Story (Authority)

Angle: 'He didn't just master a cappella. He invented it.'

Headline: 'Before Pitch Perfect, Before Pentatonix, There Was Deke Sharon'

Angle 2: The Hollywood Credential (Social Proof)

Angle: 'The sound behind \$600M in box office.'

Headline: 'The Voice Behind Pitch Perfect'

Angle 3: The Transformation (Results)

Angle: 'Turn your voices into instruments.'

Headline: 'Sound Like Pitch Perfect in 90 Days'

Angle 4: The Teacher (Accessibility)

Angle: 'Learn directly from the master.'

Headline: '2,000+ Arrangements. 5 Books. 30 Years. Now Your Turn.'

Angle 5: The Movement (Mission)

Angle: 'Spreading harmony through harmony.'

Headline: 'This World Needs More Harmony Now More Than Ever'

SECTION 4: DIGITAL AGENT ECOSYSTEM

12 specialized agents working together:

#	Agent	Purpose	Ph
1	HARMONY	Website concierge / lead capture 24/7	1
2	PITCH	Social media monitoring & engagement	4
3	MAESTRO	Arrangement quote solutions	2
4	CONDUCTOR	Workshop/coaching booking system	2
5	SPOTLIGHT	Speaking bureau solutions	3
6	TEMPO	Client onboarding assistant	1
7	ARRANGER	Delivery & fulfillment tracking	4
8	VIRTUOSO	Digital coaching assistant (NEW REVENUE)	3
9	SCRIBE	Content creation & repurposing	1
10	REPERTOIRE	Song recommendation engine	2
11	METRICS	Revenue & pipeline dashboard	3
12	SCOUT	Opportunity finder (proactive leads)	4

NEW REVENUE STREAMS UNLOCKED

- **Coaching Subscription** — 'Deke's Digital Studio' @ \$49/mo = \$25K/mo (500 subs)
- **Arrangement-as-a-Service** — \$199/month subscription tier
- **Digital Course** — 'Pitch Perfect Your Group' @ \$497-997

SECTION 5: LEAD MAGNET CONCEPTS

1. The Pitch Perfect Warmup Routine (RECOMMENDED)

Format: PDF + Audio | **Hook:** 'The exact warmup I use with film casts — free'

2. A Cappella Arrangement Checklist

Format: 1-2 page PDF | **Hook:** 'The 15-Point Checklist I Use Before Every Arrangement'

3. 'Sound Like a Pro' Mini-Course

Format: 5-day email | **Hook:** '5 days to transform your group's sound'

4. Song Selection Quiz

Format: Interactive quiz | **Hook:** 'What Song Should Your Group Sing Next?'

5. Behind-the-Scenes Video Series

Format: 3-part video | **Hook:** 'Behind the Scenes of Pitch Perfect'

SECTION 6: EMAIL WELCOME SEQUENCE

Email 1 (Immediate): Your Pitch Perfect Warmup Routine is inside ■

Email 2 (Day 2): The mistake that created modern a cappella

Email 3 (Day 4): The #1 mistake every a cappella group makes

Email 4 (Day 6): How I got Anna Kendrick to sound like a professional

Email 5 (Day 8): You've got the warmup. Here's what's next.

Email 6 (Day 10): The full system (if you want it)

Email 7 (Day 12): Quick question

SECTION 7: IMPLEMENTATION ROADMAP

Phase 1 (Weeks 1-4): Foundation

- Create lead magnet | Set up email capture | Deploy HARMONY, TEMPO, SCRIBE

Phase 2 (Weeks 5-12): Website Rebuild

- New site architecture | New copy | Deploy MAESTRO, CONDUCTOR, REPERTOIRE

Phase 3 (Weeks 13-24): Revenue Expansion

- Launch VIRTUOSO coaching subscription | Deploy remaining agents

Projected Impact: \$300K+/year new revenue | 40-60% admin reduction | 24/7 lead capture

— END OF PROPOSAL —

The Agent Factory
"Solutions that sound like you, work while you sleep"