

# GUTSHOT — 12-WEEK CONTENT & MONETIZATION PLAN

Theme: Bold flavors. Wild instincts. GutShot — where flavor survives time.

A cinematic, faceless channel exploring smoking, curing, and fermenting — merging raw preservation techniques with the energy of Southeast Asian street food culture.

## ■ BRAND CORE

Voice & Vibe:

Raw. Urban. Primal. The narration is steady and grounded — the calm hunter amidst chaos.

Taglines:

- “Trophies aren’t on walls — they’re on plates.”
- “Ferment. Infuse. Feast.”
- “Bold flavors. Wild instincts.”
- “GutShot — where flavor gets high.” (reinterpreted as ‘where flavor gets elevated’)

Concept Focus:

A visual fusion of firelight and neon. A journey through preservation as ritual — the patience of curing, the fire of smoking, the chaos of street food nights.

## ■ VISUAL IDENTITY — STREET EDITION

Concept: ‘Primitive fire meets neon night.’

Your visuals merge modern Southeast Asian street markets (smoke, neon, sizzling soundscapes) with hunter-gatherer instinct (meat, salt, flame, patience).

Color Palette:

- Charcoal black, ember red, molten orange — primal fire.
- Electric teal, neon yellow — street-market chaos.
- Aged brass, raw bone white — tradition and salt.

Cinematography:

- Warm, directional light for meat close-ups.
- Handheld night-market motion shots.
- Cool static frames for fermentation and curing.
- Neon flicker transitions and fire reflections.

Sound & Music:

- Lo-fi hip-hop blended with traditional percussion.
- Street chatter, sizzling, motorbikes, rain.
- Calm text-to-speech narration.

Typography:

- Bold stencil or condensed sans-serif titles.

- Neon flicker transitions for intros.
- Deer-head logo glows with subtle neon backlight.

## ■ GEAR SETUP

Camera: Modern smartphone (iPhone 14/15, Pixel 8, Samsung S24). Use FiLMiC Pro for manual exposure.

Tripod: SmallRig or UBeesize flexible mounts.

Lighting: Neewer LED panels with diffusion and tungsten gels for streetlight tone.

Audio: Rode Wireless GO II or Zoom H1n for ambient street noise.

Editing: DaVinci Resolve for color grading; emphasize contrast and saturation for nighttime footage.

Voice/Music: ElevenLabs or Play.ht for narration; Artlist.io for textured ambient music.

## ■ MONETIZATION ROADMAP

Stage 1 — Build the Fire (Weeks 1–4):

Establish GutShot as a cinematic preservation channel.

- 1 long-form + 2–3 shorts weekly.
- Free guide: ‘3 Ways to Preserve Flavor: Smoke, Salt, Time.’
- CTA: ‘If you feel it too — trophies belong on plates, not walls.’

Stage 2 — Build the Feast (Weeks 5–8):

Grow audience and start monetizing.

- Topics: Smoked meats, fermented sauces, cured dishes.
- E-book launch: ‘Ferment. Infuse. Feast.’
- Affiliate links + YouTube ads.

Stage 3 — The Trophy Table (Weeks 9–12):

Expand brand + income streams.

- Patreon with curing logs + flavor diaries.
- Partnerships with smoker, salt, and knife brands.
- Focus: ‘Trophies aren’t on walls — they’re on plates.’

## ■ FUNNEL EXAMPLE

1. Video: ‘Smoke and Neon — The Hunter’s Feast.’
2. Freebie: ‘3 Ways to Preserve Flavor (Smoke, Salt, Time).’
3. E-book: ‘Ferment. Infuse. Feast. — The GutShot Preservation Guide.’
4. Affiliate Links: Salts, smokers, curing racks, jars.
5. Patreon: Exclusive access to long-term preservation projects.

## ■■ OPTIONAL UPGRADES

Camera: Sony ZV-E10 or Canon R50 for cinematic bokeh.

Sound: Rode NTG4+ for street and fire ambiance.

Studio: Build a mobile 'street stall' setup with dim tungsten light and smoke simulation.