



Monetisation Audit: 14.20 Audio

A strategic roadmap to transform your underground music production into a sustainable revenue stream



Creator Overview: The Hidden Transformation

Identified Niche

Independent Music Production & Indian Underground Artist Culture

Core Mission

Turning aspiring producers and music-obsessed fans into technically capable creators who can build the exact sounds they hear in their head

You're not just teaching music production — you're bridging the gap between "I love music" and "I make music that hits." Your work sits at the intersection of technical mastery and cultural authenticity, speaking directly to a generation of producers who want to create sounds that feel both modern and rooted in their identity.



Theme 1: Music Edits & Cultural Nostalgia

Viral Content Strategy

6,482

Likes

Reel 1 — "Tamma Tamma Again Again"

461

Comments

Active engagement and conversation

6,943

Total Interactions

Combined reach across platform

This is your highest-engagement piece. An edit reel with zero tutorial content pulled nearly 7K interactions. That means your audience isn't just producers — they're music lovers who feel something when they hear your work. That emotional pull is a purchase trigger, not just a scroll-stopper. The nostalgia factor combined with your modern production creates an instant connection that transcends technical barriers.

Theme 2: Live Performance Energy

Community & Identity Building



7,518

Likes

Reel 2 — Cookout at @thehighspirits



271

Comments

Community interaction



7,789

Total Engagement

Your highest raw engagement

Your highest raw engagement came from a live show clip. People aren't just watching — they want to be in the room with you. That's not a fan base. That's a community with purchasing intent. They'll buy access, proximity, and anything that makes them feel part of what you're building. The energy you create live translates directly into trust and loyalty — the foundation of any successful monetisation strategy.



Theme 3: Sound Design Tutorials

Technical Demand Validation

Reel 3 Engagement

3,902 total interactions

Step-by-step Ableton tutorial

Reel 5 Engagement

2,287 total interactions

Another technical breakdown

Active Intent

People pausing, rewinding, following steps in real time

Presta atenção: people are pausing a video, rewatching it, and following your exact steps in their DAW in real time. That's not passive consumption. That's active intent. The comments on these posts are requests — "tutorial for everyone who asked for it" confirms your audience is already pulling you toward a product. You just haven't packaged it yet. This is the clearest signal of demand: your audience is already doing the work of selling for you by explicitly asking for more.

The Verdict: Pent-Up Demand

The engagement on live performance + tutorial content proves there is pent-up demand. Your audience wants two things simultaneously: to feel part of your world AND to build sounds like you do. If you create a product at that intersection, the probability of sales is high.

This isn't about creating something entirely new — it's about packaging what you're already doing into a structured offering. Your audience has already told you what they want. The only question is whether you'll give it to them in a format they can actually purchase.



The Numbers: Your Audience Value

Revenue Potential Analysis

8,135

Follower Base

Total Instagram followers

4,984

Average Engagement

Sum of all likes + comments across 5 posts =
 $24,918 \div 5$

5%

Engagement Rate

Calculated rate exceeds 5% cap — hard
capped at 5%

Product Price

₹2,500

Conversion Estimate

40% of engaged audience

407

Engaged Fans

40% of 8,135 followers

₹4.07L

Revenue Potential

$407 \times 40\% \times ₹2,500$

Based on these numbers, your content has a Revenue Potential of ~₹4,07,000 waiting to be unlocked — and that's from a single launch, to an audience of just 8K followers with elite-tier engagement. This isn't aspirational math. This is what happens when you package existing demand into a purchasable format.

Product Suggestions: Three Profitable Paths

1

The 14.20 Sound Design Vault

What It Is: A self-paced course (or premium pack bundle) where you break down the exact techniques behind your most-requested sounds — wobble bass, tuned noise layers, wavetable design, Ableton FX chains — delivered as step-by-step video modules + project files. Not generic tutorials. Your sounds. Your workflow. Your aesthetic.

For Whom: Aspiring producers aged 18-30 who are obsessed with the underground Indian electronic/indie scene, already own Ableton or a DAW, and are stuck at the "I can't make it sound like that" wall — not because they lack talent, but because no one has shown them the specific techniques that create that texture.

Why It Will Sell: Resolves the root problem that appears across your tutorial content: "I know what I want my music to sound like, but I can't figure out how to get there." You've already proven demand — people literally asked you to make these tutorials. You're just giving them more, packaged properly, at a price.

2

The 14.20 Edit Pack

What It Is: A curated pack of original loops, stems, and sample kits built directly from your production style — the same sonic DNA behind tracks like "Wobbly Jazz," "Desi Mobber," and "GATI." Producers buy it, flip it, and make it their own.

The Difference: Focuses specifically on the cultural-fusion angle — Indian melodic elements blended with electronic production textures. There's almost no one doing this at a premium level for indie producers in this space. That's a gap. You can own it.

3

The 14.20 Mentorship Sprint

What It Is: A tight, 4-week cohort (small group, max 20 people) where you take producers from "I have ideas but no direction" to finishing and releasing one complete track in your style. Live sessions, feedback, and direct access to your process.

The Difference: A faster, more intimate approach for the same problem. No pre-recorded content. Just you, a small group, and four weeks of focused execution. The live show energy your audience already responds to — applied to a learning environment. People who want proximity to you, not just information, will choose this over a course every time.

Implementation Plan: 14-Day Strategy

Launch Structure via Reels and Stories

Phase 1: Warm-Up (Days 1-3)

1

Post 2-3 raw, behind-the-scenes moments — a snippet of you building a sound, a failed experiment that eventually worked, a clip of the crowd at High Spirits. No selling. No pitching. Just pull people into your world. End each one with a question: "How long have you been trying to nail this sound?" Let the comments tell you exactly what they want.

Phase 3: Open Cart (Days 10-14)

3

Announce the product. Show what's inside. Use real specificity — not "you'll learn sound design" but "you'll build this exact wob sound from scratch in under 20 minutes." Add genuine urgency (founding price, limited spots if it's the cohort). Share DMs from people who've already asked for this. Close with: "The gap between the sound in your head and what comes out of your speakers — that's what this closes."

2

Phase 2: Value Delivery (Days 4-9)

Drop 2-3 short tutorial reels — each one solving one specific, painful problem (e.g., "why your bass sounds thin," "how to add texture without muddying the mix"). Show the before and after. Make it undeniable. Break the objection "I don't have the right plugins" by using only what you already use. At the end of each reel, say: "I'm putting together something for producers who want all of this in one place. Stay close."

Immediate Validation: Test Carousel

Post this simple carousel (black background, white text) to validate demand before building anything.

01

Slide 1 — The Hook

You hear the sound in your head perfectly. But the moment you open your DAW... it falls apart.

02

Slide 2 — The Agitation

You've watched the tutorials. You've bought the plugins. You've rebuilt the same patch four times. And it still doesn't sound like that. It's not because you're not good enough. It's because no one has shown you the specific moves that actually create that texture.

03

Slide 3 — Curiosity / Call to Action

I'm putting together something that breaks down exactly how I build my sounds — step by step, no gaps. If you've ever been stuck trying to recreate a sound you love... Reply "SOUNDS" and I'll send you the details first.

This validation test serves two purposes: (1) It confirms whether there's actual purchase intent before you invest time building the full product, and (2) It creates a list of warm leads who've explicitly raised their hand. These are your first customers. The gap between the sound in your head and what comes out of your speakers — that's what this closes.