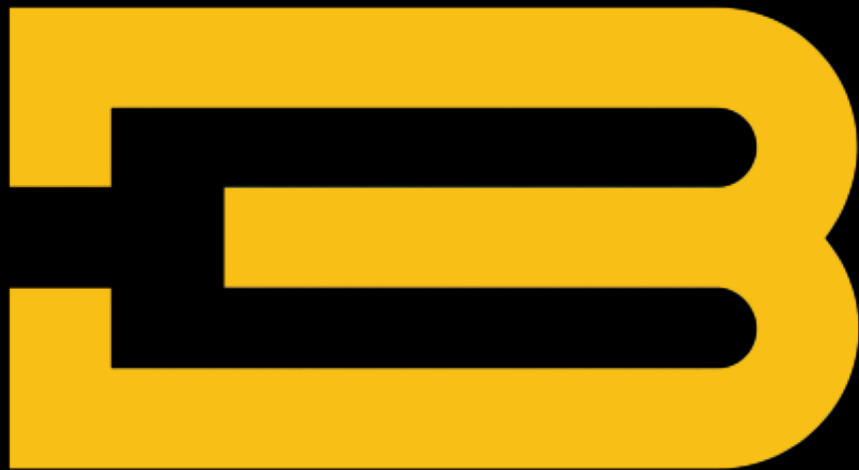


BASSBOSS Family > BASSBOSS Community

(Defining our own space and what we can do to create value on a totally different level)



Preamble:

This isn't a perfect presentation of an idea. But it is something I've given a great deal of thought to in how I understand how humans work and what it means to build something more fundamentally connective than a standard company's business plan is generally trying to do. I'm going to break things down a few ways and talk about how BASSBOSS has the opportunity to define a more promising purpose behind its mission to affect people's lives. Simple questions, platform advantages, a way of thinking and being that makes it far more intrinsically meaningful...

- What is BASSBOSS?
- How do we define our own image?
- How do we address the questions people have about the magic David puts into the engineering of the boxes?
- How do we show our competitive advantage and address the perceptions of cost vs. value?
- What methods do we have to show potential customers that they should go with BASSBOSS for their pro audio solution?
- How do we define the market we are in instead of letting the market define us?
- How do we create value for our community so the community bring us more value?

I think one of the primary deficiencies of standard marketing techniques is a lack of personal engagement. Now this doesn't have to mean "in person" engagement, but personalized ways of approaching the customer. To be totally honest, Facebook and Instagram, while essential as a part of the total package, are a bit of a shit show for reputation management. I've watched how that goes and have years of my own experiences, and i don't see focusing on those channels as sufficient to attract higher level interest, buyers, or spreading the word in a way that creates a more fundamentally connective and interesting reputation.

Sales people, or marketing managers, who are interested in cultivating the "image" of a company are also missing a lot of the point and are often driven by how effectively they can bring profit in the short term, but lack a longer vision for how to more deeply affect the perception people have of the company outside of a word of mouth type of connective capacity that is limited by the circles of people they know and who they sell to know. Not a big enough audience for that to be given primacy in the efforts.

YouTube is a missing link. I've been watching a few different channels and noting how these people build their channels, and how they interact with people on the channel to build the reputation they have and build their followings. Using YouTube as the primary first

engagement point, and FB & IG as ways of driving traffic to YT and the website, we can start to more fully control perception and the narrative about the BASSBOSS philosophy and vision.

My suggestion is to capitalize on David's knowledge and establish him as an expert in the field, very proactively. Using YouTube as a vehicle for different topics that are about the price and physics of BASSBOSS speakers, and also featuring the stories of different people you do interact with on demos and such that have been affected by their BASSBOSS gear. We need the personal aspect because that is what makes people feel connected. But we need the David as guru aspect as that's how we more concretely establish BASSBOSS as a force to be reckoned with. I know ideas like this have always been talked of on and off, but I think taking action on this will make the difference between this constant struggle to stay afloat as the install base grows (but does not many bring repeat buyers), and building a self propelling momentum. It's not enough to depend on the slow organic growth of word of mouth or traditional marketing. We can take control of accelerating the growth on our own terms.

- The blogs and forums are also just not a powerful enough platform to contain the potential of what we can offer.
- Also remember... YouTube is the most popular and most used streaming video platform in the world, and the second most used search engine in the world. We have a real chance to utilize something powerful.

Something I'm seeing more and more is that this kind of strategy is being done by more players in pro audio as they realize how important it is to have a presence on YouTube. Who isn't doing it as much are the ones in the pro audio field for speakers. Not that none are there, but they don't do a very good job of it. They present as ultra corporate and alienating, or deliberately follow an impersonal trendy kind of vibe which isn't geared to actually connect with or be responsive to the people who are interested in or have purchased their products. This is an opportunity to establish our reputation before anyone else gets a real foothold and takes up viewers time in the day.

People are very into the tech, like religiously into it. Creating loyalty and representing as an expert who is relatable in a crowded field is a huge way to build a customer base not limited by the approaches that have been taken. Maybe others won't do it anyway, because of their corporate culture, whereas BASSBOSS is at the core a company that bucks the conservatism seen in other companies, and wants to be relatable, because it actively pursues the actions of actually relating and not just pretending to. That is a difference you cannot fake and people can see through when you do. In a sense it's like the difference between the Apple of old and the Apple of new... They were the people's champion at one point and now don't really listen at all. It means a lot to people personally when a company makes that effort to be real, listen, and respond.

One of the big differences is in waiting for the organic reach to build in a way that leaves us largely powerless to determine the narrative, vs defining the narrative as the connections are being made.

What is actually required to build a channel to a high level and have enough engagement to drive a new paradigm forward for BASSBOSS? At least 3 videos a week. Formats which seem very popular and that people respond well to:

1. Longer form video. This would be the one where we include interviews or stories. This is where people can see others like them and relate to the regular people. This is the one that makes them feel connected to the brand.
2. Some kind of FAQ video where David answers questions posed from the viewers. Similar to the kinds of questions we see asked in the forum. At least a decently detailed answer for 3 questions per video.
3. Video from any event that is happening. Live is good, but not absolutely essential. Streaming to YT, and cross posting to FB. Not just little clips, but formatted video, with overlays and purpose. The IG style ones we do now would just be cut clips from the longer ones, then pointing them to those longer ones.

All videos produced on YT should be posted to FB as well, and trimmed versions as previews should also be added to both IG standard, and IGTV. Both to drive traffic to the website but also to get more people going to the YT channel to subscribe (and ring the bell!). These are just topic ideas that are already proven to work. More can be developed.

Important notes on production and methodology:

- o FB vs YT: Something I'm finding is that if you double all of your content, your viewers will stick to the platform they started viewing it on. So if we post content to FB, and post the exact same content to YT, they won't go to YT. We want people on YT, subscribed and ringing the bell. I'm about to switch up my strategy to draw people over to it with The Chaos System by making shorter teasers on the other platforms to draw them to YouTube. Thing is, FB is good, and has more people on it overall. But less of those viewers are dedicated viewers, more so interested in easier to digest stuff, and they might not even enable sound. YouTube is THE platform for medium and long form videos where people actually stay to watch the whole thing, and has more of the kind of people who themselves are there to watch in more depth. By driving our traffic over to YT from IG & FB, we are more likely to get healthier views and build a more dedicated following of people who will actually watch the videos in full, giving us a much better chance for the full impact and not waste time creating that we might otherwise.
- o I've been testing this and watching how others do it, and seeing what seems the most successful and basically it looks like some variation of this: Create a long form video, edit it with intros and outros and branding, overlays, etc., then clip that down to a teaser block just long enough to get attention but not give away too much. Post that to FB, with a link to the YT video. Post a less than 10 minute version to IGTV, with a link to it in the stories feature AND create a 60 second or less version just with highlights of the main video for IG standard. Every video is a subset of the longer, full featured one, designed to drive people to YouTube to see the full videos with all of the deep content. This is not to say we can't do mini videos or short live videos to FB or IG or IGTV that are unformatted, but the formatted videos with deeper content is how we build the following while the short ones build the buzz around it (and focus on the reason for the attention we are asking for). Doing the production isn't actually that hard

if you use the right tools, which I will suggest going the route of using a Mac and Final Cut Pro for main video editing (Or Luma Fusion if you are more comfortable using an iPad, and a couple of options for audio (Logic Pro, Garage Band). I can get in to this more later. For any videos on platforms that people watch without volume, we'd also want to overlay text transcription of what's happening, or at least something to denote what is going on and why they should turn the sound on.

- o If we are going to go the live route for events (like when touring), it might be in our best interest to schedule the show and be ready to be responsive to the viewers through live chat. Engage the people at the event with the viewers as well. Not in anything 100% real time, but in a Q&A kind of way. This format would be less common as it requires a lot of effort, in respect of live events, but would get more viewers. However, live with active responses to live viewers for in house videos is a very good opportunity to show we are interested in our viewers, our customers, our "Family". We don't just want the standard one-to-many communication that is one-way, but a slightly messy one-to-many <> many-to-one, with some of the viewers also interacting (many-to-many). In this format we don't need to have David be the direct engagement, but can have someone else do the work while he can interact secondarily, through a live proxy. Again, production isn't as hard as you might think, also I'd suggest going the iPad Pro route using Mix Effect and investing in an ATEM Mini Extreme ISO for video switching. I can get into this more later as well.

We can discuss the idea of monetizing the channel in a tasteful way once there's enough traffic and subscriptions for it to make sense. And once there is enough traffic we can look at industry guests, musicians, DJs, speaker tech gurus, sponsors, contests, giveaways, etc. This can get us into a position to bring in revenue through many channels that will help offset any costs involved in doing it.

Of course whoever is doing production can use whatever tools they are comfortable with. But I'm looking at what is both easiest, is very powerful, and costs less while maintaining a very high level of professionalism in the presentation. When all of those things are factored in at the same time in convergence, there really isn't anything better than Mac OS & the iPad Pro as creative platforms. The tools are already available, top notch, and nothing else has the combination of ease of use and quality simultaneously.

| What does it change?

This would also require giving more primacy to the videos on the website, putting links to the channel on the home page and any page where such products are discussed, not hidden in an accordion. We want people to be exposed to our narrative right away. The amount of retainable info about the products will stick far more effectively with a video, and the website will be a kind of reference index (catalogue), which is what it's best suited to be. Text testimonials, however good to have sprinkled throughout the site, or text in any way, doesn't hit a person's consciousness the way videos do. And videos also act as

entertainment as well as being informative, which captures the viewer and potential customer in a way nothing else does (mentally and emotionally).

The thing is... Doing these demo tours is a good idea. But it's extremely expensive in both money and time, and still only reaches a small percentage of the people we want to know about BASSBOSS. Doing less actual touring, and more demos with a bigger focus on documenting the experiences with people who are experiencing it, and showing on video people reactions while filming the boxes themselves (in action), is a pretty impressive way to get people relating to the need for something a cut above the rest they are used to. We can reach a lot more people with less expense if the way it is done can emphasize the capabilities and David's technical genius for BASS and his innovative approach to some of the tops. With regular video presentations and engagement, the 'logos' (word) of BASSBOSS will spread much further, much faster, and will stoke a lot more interest than the approach we are currently taking.

The actual downside is that building the audience will take some time. However, the rest of the marketing you guys are already doing with IG & FB does work and is what we'd want to do otherwise. It just doesn't have the content needed to build that following in the way it currently is, as it's not enough to gain real subscribed and bought in loyal people. In its current for it only really sustains a very slow growth.

When we have David on video showing the capabilities of what we have, challenging the standard narrative of "sales" that inflates and distorts specs, corrects the misconceptions about what speakers can actually do vs expectations and how much BASSBOSS is doing to meet a higher level or capacity and therefore raise expectations most of the industry would prefer not to try hard enough to do or even hide from people understanding fully, it will set BASSBOSS apart as an industry leader with a transparent and honest approach to bringing some very top of the line gear to people. This even includes a much better dialogue on why BASSBOSS subs and tops cost as much as they do, and illustrate that in reality the amount of comparable value actually means our gear shouldn't be measured by expense in any traditional sense.

Driving our products to the customers we want instead of creating products more people can afford keeps us from fighting for customers in the same way.

| David's Expertise & Time

One of the key considerations here is of how to spend time. As has been mentioned, a lot is that David's time is very valuable. So we have to ask ourselves, is the time that's taken from now for all of the travel and Demos the best spent time? At some point there is an ROI issue that is unavoidable. That is to say that no matter how many demos we do, the reach can only get so big, and the control over the narrative is still largely in other people's hands as

"testimonials" and other such word of mouth avenues create. There is a kind of law of diminishing returns on energy used here that could use to be considered in this respect. Once enough time is spent establishing the real world reputation, what do you do with it? Well, you convert it into something you can document and share in as personal AND relatable technical a way as is available. The current strategy seems to be running out of steam, and many of the costs associated with that time could be put to good use spent on a different kind of production. Scheduling of filming, editing, and content creation in general can be cost offset due to how it will develop a new paradigm for the reputation and expertise of BASSBOSS and David Lee.

And in all bluntness... how one approaches the idea of expertise is one that should be done with care. A lot of people are "experts", and it gets tiring to hear people tell others how much they know better. The way the expertise of David is presented will do much to make it so people aren't put off, while also feeling connected to BASSBOSS as a consumer (or community really) first organization seeking to meet needs nobody else can or more importantly takes the time to bother with.

Another consideration is how well David will work as a presenter, and if he should lead the media videos, or be secondary with a "face" of the company doing most of the narrating and storytelling. This also plays into not eating too much into David's time. While we want to tap that resource to show off what BASSBOSS is, we don't want a project like this to cost in the areas that take too much away from R&D. However, even that process (the R&D itself) is something that parts can be documented from to show off what BASSBOSS does and how it develops world class products. I don't know who that person should be, but i will say it should not be a "sales" person. That leads to a kind of disingenuous garbage approach that is quite distasteful when the point in this is to create a community and build connection on as a personal level as we can. I think the key here is finding a balance between the personal and the technical, and capitalizing on David in a context that adds to his experience and enjoyment of the processes he's already comfortable with, inspiring not only the viewers, but David himself to continue this mission, with an even higher hope of something bigger as a result. Plus, David does have a knack for saying very technical things using metaphors and analogies the layman can understand, something you don't see a lot of and would be a massive advantage is building the BASSBOSS brand and reputation.

I've seen the IG videos where David is showing someone how to use the gear... These could be videos that help everyone know how to use the stuff, directed at the viewer, or at least directed at someone in the video for the purpose of giving the viewer an idea of how it all works.

Or maybe David hates this idea, and something else needs to be figured out. But it's a real opportunity that would be a bad idea to pass up in some form. In whatever way it can be done, i would extremely strongly advise we do.

| Let's Transcend "Marketing"

Marketing has its place. But as your fav 'Seth Godin' talks of in different ways... This isn't just about selling a product, but building relationships. It's the reason i connected with BASSBOSS to begin with, and why many people stay loyal to any "brand". Because it represents something they can attach themselves to. Or to use a term i tend to find repulsive, "believe" in. It does matter though. Humans like that kind of thing, and the rest of the companies out there in this market aren't doing a lot of it in a way that reflects a personal approach to connection. Those speaker companies that do have YT channels have subscribers in the sub 10s to 10s of thousands of viewers. It's okay, but more looking like a default based on users and general interest in "products". I'm thinking more about channels like Junkie XL and Produce Like a Pro, which have viewers in the hundreds of thousands, because they are connected, teach something of value, and care about their viewers by giving them regular content they can't stop watching. This is all part of a trend to throw out the old school notions of sales and marketing and actually connect with people.

For BASSBOSS to truly stay relevant, it needs to not just be subject to staying with the times, but be at the forefront of technology, innovation, and media dominating the market and the narrative about the industry by using these tools in much more effective ways. As the following grows, and the reputation fully blossoms, then we'll see the returns on the efforts in ways we never have. To be clear, I'm not referring to being at the forefront of adding a bunch of tech fluff to sell products based on feature adds like too many in the tech world do, but innovations in concept and approach to simplifying and reducing the extra crap that is not needed. The value is in the bulletproof products that can hit harder and do more, because they are the best and most optimized at what people really need, NOT a feature completion for things that just end up confusing the user.

| Practical Realities

This would require BASSBOSS create a production "studio". But the costs don't have to be as bad as you might think. The "studio" doesn't even have to be fixed, and can move where it needs to. The cameras can be iPhones and the editing software can be LumaFusion on an iPad. It's not as big a barrier to entry as it seems. It's more about the content than having things perfect. And it is very much about creating content regularly, without breaking for very long. This does seem to be extremely key to getting the following that sticks. It creates an unbeatable value proposition that no amount of marketing can match, period. It would put all of our other marketing efforts to shame. Instead of just ticking all the right SEO boxes, it would develop the "real" BASSBOSS Family (community) and position BASSBOSS in a space of industry relevance that will be powerful.

One of the main points of something like this is to move BASSBOSS beyond being a company that "sells" gear, to a company that brings value to the industry and to its users. The sales approach is very, well, dated and impersonal. You can say we sell in a personal way, but that avenue isn't offering a value proposition outside of info on subs and tops. Creating and maintaining a channel with all of the info related to it is a way to stack value on top of value on top...

If you haven't noticed, one of the main complaints in the videos we see so far, is the lack of a demo. While I've seen posted some short instagram videos that show stuff in action, it doesn't come with any real discussion about it either. Having the boxes doing what they do in different configurations, with talk about them, the capabilities, and if out and about, the live reactions, would go much further in connecting with people on an emotional level. And that i think is where we are missing out on a lot... The emotional connection. When we combine, live, in studio, testimonials through experience, technical discussion, Q&A (FAQ), and whatever can incite the reward center of a human through emotional reliability and excitement, it brings a potent combination of elements together. None of these things alone are going to do it fully. That's not to say all of them have to be in every video, but that we need as many as make sense in each video. Teasers are fine for shorts on IG, but longer form stuff on IGTV, FB & YT (maybe even Vimeo), to really connect with people... That is how we build this brand. Connection first, sales second. Long term thinking, not short.

It's leaving the old-school world of press releases, marketing, and advertising and entering the world of actually being involved in creating the market (community) we want. Instead of trying to fill the gaps in the market segments that have needs that aren't being met, we define the market we want. If we are to claim the level of quality we do, both being bulletproof and dropping lower and harder and for longer than the rest, we show it in real world examples to people who want to watch that stuff. All those people who can't make it to the demos, but who would love to hear and see what happened, with a social aspect and an analysis.

And as a kind of a side note... Trying to cater to everyone more often than to leads to not being exceptional at all, creating a homogenized and lowest common denominator experience. Finding your strengths and building on them, even if it costs some clients in the process, builds a stronger base of connected people. Not to say one would suggest getting too niche, but having a focus is important.

Again to reiterate... "sales" and marketing (without connection) are dead, and people are tired of the same old capitalism that shows more interest in profit than actually serving the community it builds. When a company can be flexible, receptive, communicative, and create engaging content that gives extra value, the "product" isn't just the objects sold, but a total engagement. The people want something different, and not a lot of companies in this arena are taking any real risks. This isn't even that much of a cost risk regarding money. It's a risk that we have what it takes to engage and connect in a way that people want to connect with.

| Building a Community

My primary study in life is human social systems, and system in general. And as far as I can tell, the world is on the brink of major change. The old gods are being rejected, and the opportunity to do this a different way is NOW. It's why I fell in love with BASSBOSS to begin with. The approach and style was relatable and personal. But we need much more reach and much more control over the narrative that build the connections that will build the company into something else. This is a massive opportunity to innovate the entire strategy and take BASSBOSS in a direction it chooses to go to playing on its strengths, instead of being subject to a stale market that doesn't want to challenge the status quo.

Here's the thing. BASSBOSS has its "marketing" figured out. I may rail against sales and marketing, but that's partially because it is not an end, but a means. What we lack now is deep content. Short videos are marketing, long videos are what the marketing is used to expose. Deep content is the real deal. Apple doesn't sell products, it sells a lifestyle. Expensive watch companies don't sell the ability to see what time it is, they sell status markers. BASSBOSS doesn't sell speakers, it sells an experience nobody else offers for immersive reality in music. "Music made physical" means something deeper, and creating deep content which talks about what that is, and why we do it, will connect to people; will bring real value. So instead of marketing bringing attention to products to drive sales, we can bring attention to the videos, which will bring attention to the products AND the company philosophy, culture, and ingratiate into people's consciousness, making a sale far more likely. In a sense it will act to drive people beyond a passing interest into a space where they are emotionally invested. Regular marketing has a hard time with doing this. Creating connections and actively building community is a space where this is easy. It's specifically how evolution designed the human animal and why many people find advertising, sales, and marketing so distasteful, impersonal, and annoying, verging on invasive and questionably ethical. Where you grab someone in a real way is through the time and efforts made to connect with people and offer them a much bigger value proposition. Humans are drawn to this kind of thing at the most fundamental level. They crave community and connection. There probably is nothing in the world that offers more fulfillment to a human than being a part of something that gives them a place to connect and build value in the connection.

I don't really know how to impress on you how radical of a difference there will be in the outcomes of this kind of approach. This creates loyalty and deep interest from the community created. The arguments will start to focus less on comparisons based on specs (who's better than who), and gain more people focused on the value they get from David or whoever showing them that he cares about enriching people's lives and not just a detached alienating company who uses marketing to express faux connection for the sake of selling a product. People will start doing your "marketing" for you in the comments, and in their own real lives, defending the products and the company in ways that you could never dream of paying anyone to do. It brings so much more value to the proposition than anything throwing money at the efforts could ever remotely hope for. And not only does it give more value to the community being built, but it also enriches our lives as the ones who are

BASSBOSS. By connecting to people, or facilitating the connection, we will feel a deeper level of fulfillment and the work we do will be even less of a "job" than ever.

| How to Build a System of Connection

There is zero to lose in this strategy. I mean, some time, some cost. But we spend anyway. It's a better outcome for the spending, and will build a deep foundation for BASSBOSS going forward. Plus it acts as a resource for crowdsourcing feedback mechanisms to understand how to develop our products and website. It's a live life focus group of real interest that no corporation could ever buy the data for. Perhaps at first we might stumble on what the best approach is, how to communicate effectively, what to or not to say, etc... But the fact that the awkwardness and mini-failures in the approach in the beginning will be there to see (we do not want to remove them), will humanize BASSBOSS and make people even more interested and have a kind of deeper affection for what we are doing. Instead of designing an image to sell, we build a real approach to connection. The more naturally flawed and organic the efforts, the deeper the interest. It will get better with every effort, until we know all kinds of ways that people respond. At those points where it's all too formulaic because it has been figured out, we add things to change it up, keeping it fresh and interesting.

When you create a value proposition that brings something to the table that cannot be bought, sold, or taxed, people recognize those efforts and want to be a part of it. The most valuable things in the world are the things that have nothing to do with hierarchy and power, cannot be packaged or sold, and depend on socially connected systems where the value is created in the connection itself. These things are extremely robust, organic, and deep, and create a competitive edge in a market that is full of entities that seek profit before people. We can offer something different, and accomplish both things. We can define the narrative and influence the whole industry.

Marketers and salespeople don't really get these things. Community builders do. One is vacuous and alienating, false and manipulative – The other brings a value proposition that can't be bought and sold and connects people in an authentic way.

To be clear, when I use the word "community" through this, I'm not referring to what most people mean when they say the word. It's not simply a descriptor for a collection of nearby people, but people who are actually involved in and feeding off of each other to create the value on offer. This aspect can be built on beyond just a YouTube community, but will need more time to fully consider the implications of.

| Deeper Meaning – Real Purpose

Ultimately what matters to people is seeing a representation of what we do and who we are that is authentic and not contrived, shows some kind of vulnerability, and that we are ready and willing to make mistakes and answer hard questions without reservation. Some might call it a publicity nightmare to try to manage a reputation in this way, but that is only the case if the presentation is scripted, fake, or dismissive of real questions and honest responses.

Are we in to this project called BASSBOSS just to sell products for profit? Or are we into this experiment to affect people's lives in a positive way and enable them to create spaces of experience they will never forget? Are we just here to create products and be a part of a "market"? Or are we interested in creating connected community and defining the place BASSBOSS holds in peoples "hearts and minds" as a collection of creatives who are into this to bring value that can't be quantified?

I know my interest in most things is to disrupt the standard and the stale; to bring value that doesn't conform to rigid thinking and enables the expression of ideas that create connection. To innovate the processes and conventions away from ideas of control to the ideas of emergent connections. To build success without exploitation as the primary capitalistic means.

| Thanks for reading!

Just some thoughts. I have other critiques and suggestions, but this seems the thing we can do as soon as we decide it matters. It will not build overnight, it will require a new level of engagement and reputation management, but it gives us the power to choose what that looks like and shake up a stale industry. It will pay off. Sales and marketing won't.

I also do not expect BASSBOSS to just jump on an idea like this without a lot of conscious deliberation, as would be advisable. I just know that i have a knack for seeing patterns and connections and feedback loops that connect to the human animal and the fulfillments of its irrational desires, and this approach (or something essentially the same) is in my strong view second to no other approach we could take. Bringing what we are to the people and creating connections to them with real feedback mechanisms based on authenticity and an actual desire to bring further value to people's lives, is bar none the most powerful tool we have in building what we want.

And maybe it is waay out of left field from what you have planned. But at the least please consider it. I'll be doing all of these things myself with my system in as much as i can with the very limited time I have to do it, and hopefully building on it as more people show

interest. But BASSBOSS could start doing most of this as soon as efforts are put in.

I'm just some guy with weird ideas about the world. Maybe it's just not your cup of tea. But this is how I think, and at the very least I need to express the patterns and ideas when I see something that can work. The return on this kind of effort will be multifold, and not even easy. But even if it never sold another product (which it would), it would transform BASSBOSS into a company that defines its own narrative on its own terms and would likely shake up an industry it would have a much bigger voice in.

See what you think. Process it. Consider the implications, cost, and all the multitude of benefits. It is risky, but in my view we risk losing more by not doing something like this than if we do.

Thanks for reading, and your consideration,

Glen Allan
IS Coordinator
BASSBOSS