



Water Walker Productions and Sound, LLC

Recording– Mixing – Mastering – Sound Design

CEO/Founder:

Leconar C. Brown, Jr.

# Water Walker Productions and Sound, LLC

Founded July 4, 2019 Water Walker Productions and Sound, LLC was originally started as a production company for the owner Leconar Brown Jr to release his own personal recording projects to the world. However, Leconar began to realize that it could be something more and very special. Being able to utilize his background in audio production and love for music he began to expand the scope of his enterprise.

## Mission Statement

Water Walker Productions and Sound, LLC mission is to provide each client with a unique quality production and sound that will stand out above the rest. Ensuring our clientele a project that they will be proud of and deserve.

# Services

Water Walker Productions and Sound, LLC is proud to provide a professional experience and exceptional sound quality through its comprehensive services, including recording, editing, mixing, mastering, *Sound Design for games, movies, television* and live sound for events. Their objective is to elevate your sound by incorporating their professional expertise, ensuring each musical composition or event possesses high-quality sound, clarity, depth, and precision. This is achieved by collaborating closely with artists and musicians to bring their creative vision to life. Water Walker Productions and Sound LLC also accompanies their clients every step of the way, including in the release of their project, ensuring they receive the most professional work and treatment possible.



# BIO

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Currently enrolled in the audio engineering program at Full Sail University, Leconar Brown, Jr. is a 39-year-old native of Milledgeville, GA who has been working in the audio engineering field for many years as a musician and a singer. In the last 10 years Leconar has been more focused towards being an audio engineer and a producer. Leconar has experience setting up live sound for concerts and school production. Leconar also has experience with producing, mixing, and mastering projects for other artist as well. Leconar's mission is to make a heart smile with each production that he makes.





# Marketing & Merchandise

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The primary target market for Water Walker Productions and Sound, LLC comprises aspiring artist seeking expert production and sound solutions. Through strategic promotion on our Facebook, Instagram, TikTok, website, and radio broadcasts, we are presenting three new artist with the opportunity for a free recording session, complete with mixing and mastering, designed to elevate their musical presence and reinforce our company's professional brand image.

Water Walker Productions and Sound, LLC is pleased to offer merchandise for sale via our website and social media channels. Our merchandise selection includes pullovers and T shirts, available in a range of sizes. Specifically, shirts in sizes small to X-Large are \$10, while 2x to 4x sizes are \$15. Pull overs are available for \$20 in sizes small to X-Large and \$25 in sizes 2x to 4x.




# Competition

It would be naïve to assume that Water Walker Productions and Sound LLC is the sole company in the audio production industry the acknowledges the needs of artist, whether professional or independent. Water Walker Productions and Sound LLC has entered a competitive market for recording, editing, mixing, and mastering alongside numerous freelance and established companies offering similar services. Water Walker Productions and Sound LLC distinguishes itself from competitors by providing each client with the opportunity to collaborate closely with engineers, ensuring high-quality, and personalized services. Additionally, Water Walker Productions and Sound LLC offers affordable rates, prioritizes strong client relationships, and ensures each project receives tailored attention.







SEE EXAMPLES  
OF OUR WORK  
USING THE  
WEBSITE  
PROVIDED

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<https://leconarbrown420.wixsite.com/waterwalkerprod>



**WATERWALK**  
PRODUCTIONS

**SOUND SET UP AND STUDIO SERV**

# Funding Plan

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In order to secure our initial startup capital, we have contacted notable investors and presented them with a detailed business plan. We will also use personal funding from savings to help with the startup capital that will cover purchases of equipment such as microphones, software, marketing and any registration fees. Furthermore, we have approached banks such as Bank of America, Truist, and Wells Fargo with our proposal. We have also hosted social events showcasing local artist to raise funds. Water Walker Productions and Sound, LLC aims to establish a strategic partnership with Stankonia Studios, based in Atlanta, Ga, while collaborating with independent artists, producers, and industry professionals. Water Walker Productions and Sound, LLC has initiated a sponsorship with Soultone Cymbals and is in the process of securing sponsorships with Mapex Drums and the Fender Guitar company.







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