



KENJY OPTIMISTIC · FREE PACK

Free Pack: Start Your Signature Moment

Stage 00 · Lead magnet · Kenjy Optimistic Learning Path

Learn AI · Build your brand · Create content

Create. Educate. Elevate.

K.O. Entertainment · Edition 1.0 · Oct 2026

Who it's for: anyone curious about AI who wants one clear first step, not 40 open tabs.

Time: about 60 to 90 minutes total, spread over a week.

You leave with: your WHO / WHERE / WHAT / WHEN answers, your **Moment Card** (the one-page plan every course builds on), your **Moment Desk** folder, and a 7-day starter plan.

Hi, I'm Kenjy. I'm a bilingual music artist, an AI content creator and a mom of twin boys. My songs start from real stories, I build them with Suno and release them on my own label, K.O. Entertainment. I teach what I actually use. This pack is the same starting point I'd give a friend.

Honest note: AI is a tool, not a shortcut. I don't promise income. I promise clear steps.

How this pack fits the whole path

Every course in the Learning Path works on **one shared project:** your **Signature Moment**. That's one real story from your life (or your business) turned into a song or sound, a short video, a simple page, a week of content and one helper agent. This Free Pack is where you pick that story and set up the folder everything lives in.

Free Pack → AI Made Simple → AI Music → AI Music Videos → AI Websites & Brand → AI Agents → AI Money Club

Part 1 • WHO: who do you help (or who are you talking to)?

Goal: say who your content is for in one sentence, in 10 seconds or less.

The lesson. “Everyone” isn’t a WHO. Pick people with a problem or a feeling you understand because you’ve lived it. If you’re an artist, your WHO is your listener. If you sell a service, it’s the client you already know how to help.

Do it (step by step)

1. Write down three things you already do well (explain, write, sing, organize, sell, care for people).
2. Write down who has asked you for help with one of those things.
3. Fill in the sentence below. Say it out loud. If it takes longer than 10 seconds, narrow it.

Template • My WHO

I help / I make music for **[who]** who want **[outcome or feeling]**, without **[the overwhelm or problem]**.

☐ Under 10 seconds out loud ☐ No tool names in it ☐ A real person I could message today

Next action: text your WHO sentence to one person you trust and ask, “Does this sound like me?”

Part 2 • WHERE: where will you show up?

Goal: pick **one** main platform and **one** place your link points to.

The lesson. Start where your people already scroll. One channel done every week beats five channels done once. Your bio link should point to one next step, not a pile of links.

Do it

1. Pick your main channel: TikTok, Instagram Reels, YouTube Shorts, or Facebook (choose one to start).
2. Pick the days you can realistically post (two or three is a strong start).
3. Decide your one link: your page, your song, or your freebie.

Template • My WHERE map

Main channel	Posting days	My one link	Cross-post later to
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Next action: update your bio so it has your WHO sentence and one link. That's it.

Part 3 • WHAT: pick your Signature Moment

Goal: choose the one real story your whole path will be built around.

The lesson. People connect with real stories, not perfect posts. My own songs come from real life. “Mother,” from my *Let’s Go* EP, comes straight from my life as a mom. Your Moment doesn’t have to be a song yet. It can be a lesson you learned, a turning point, or the reason you started your business. Every course turns this one story into something new.

Pick one lane (you can switch later):

- **Artist lane:** the story becomes a full song.
- **Brand lane:** the story becomes a brand theme: a short sound, a message and a look for your business.

Do it

1. Write three real moments that changed how you see things (one line each).
2. Circle the one you’re comfortable sharing publicly. Private stays private.
3. Write the one line people should remember.
4. Fill your Moment Card.

Template • Moment Card v1 (keep it, every course adds to it)

Field	My answer
My Moment in one sentence	
The feeling (3 words)	
The one line people should remember	
WHO it’s for	
Lane (Artist / Brand)	
Language(s): English / Español / both	
Next step I’ll invite people to take	
What stays private (never share)	

Next action: save your Moment Card in the Moment Desk folder (Part 4).

Part 4 • WHEN: your 7-day starter plan

Goal: turn intentions into a calendar you can actually keep.

The lesson. Real life comes first. Kids, work, family. Your plan should fit the time you really have. Small and steady wins.

Set up your Moment Desk (10 minutes). Make one folder (Drive, phone, or computer) with these sub-folders. Every course saves into the same place:

K0 Moment Desk / 00 Inbox / 01 Story / 02 Sound / 03 Video / 04 Page / 05 Content / 06 Agents / 07 Offers / 08 Results

Template • My 7-day starter

Day	Do this (15 to 20 min)	Done
1	Write WHO + WHERE, update bio	☐
2	Fill Moment Card v1	☐
3	Ask one free AI chat: “Give me 5 short video ideas about [my Moment] for [my WHO].”	☐
4	Pick one idea. Write Hook → One tip or story beat → Next step.	☐
5	Film or make it (10 seconds is enough)	☐
6	Post it on your main channel	☐
7	Write one line: what did people ask or say?	☐

Your first 7 idea starters (rewrite them for your Moment)

1. The one line from my story I can't forget
2. One free AI tool I'd use first, and why
3. Hook → value → next step: my 10-second formula
4. Why my own sound beats random stock audio
5. Turn one idea into posts for four platforms
6. What I'd tell myself on day one
7. Show one thing I made this week, start to finish

Next action: put Day 1 on your calendar right now, with a time.

Part 5 • Your next step

You now have a WHO, a WHERE, a Moment Card and a 7-day plan. That's a real start.

- **Want the foundations?** AI Made Simple teaches you to talk to AI clearly and turn your Moment into content.
- **Want to keep going with others?** The AI Money Club gives you a weekly rhythm and accountability.

Rules I follow (and teach)

- One idea + one next step in every post.
- Teach what you actually do.
- Label AI-made content honestly where platforms ask.
- Never use someone's face, voice or story without their yes.

Next action: open AI Made Simple, Module 1, and bring your Moment Card.