

VOICEOVER  
RECORDING | COACHING | DEMOS | MASTERING



MISCHIEF, MASTERED

BRADLEY R. JENKINS  
FOUNDER, VOICE ACTOR, LEAD ENGINEER

# SOLE PROPRIETORSHIP

Studio HijinX currently operates as a sole proprietorship under the leadership of its founder, Bradley R. Jenkins. With a clear vision for growth and long-term sustainability, Bradley plans to transition the business into a Limited Liability Company (LLC) within one year of graduating from Full Sail University. This move will provide greater flexibility, legal protection, and a more professional structure as the studio expands its client base and service offerings.

## MISSION STATEMENT

At Studio HijinX, we believe great storytelling starts with a voice that dares to be different. Our mission is to harness the unruly power of character, chaos, and craft - turning raw vocal performances into polished, production-ready gold. With a deep love for sound, story, and a touch of creative mischief, we specialize in voiceover work that's bold, expressive, and unforgettable.

This isn't just audio - it's Mischief, Mastered.

# SERVICES

Studio HijinX is a boutique voiceover production studio offering a comprehensive suite of services tailored for storytellers, content creators, and media producers. Services include casting direction, live session coaching, broadcast-quality voice recording, professional editing, and mastering. Whether supporting an indie animation, audiobook narration, podcast series, or a branded video campaign, Studio HijinX delivers emotionally engaging and technically polished vocal performances. Clients can also benefit from creative consultation, script refinement, and optional add-ons like sound design or session musicians. The studio's flexible approach allows for full-production packages or à la carte services, ensuring high-quality results that match each project's unique tone and scope.

# SHOWCASE

Use the following link to see what we do!

[Studio HijinX](#)

# ABOUT

Studio HijinX was founded by Bradley R. Jenkins, a retired U.S. Army Soldier with 22 years of honorable service, including two deployments to Iraq. Known for his leadership, resilience, and attention to detail, Bradley also served as a Master of Ceremonies and developed expertise in cybersecurity and networking - skills that now enhance his precision-driven approach to audio production.

Following his passion for storytelling and performance, he earned a Bachelor's degree in Audio Production from Full Sail University and launched Studio HijinX - a boutique voiceover studio delivering bold, emotionally resonant, and technically polished work across film, animation, audiobooks, and more.

Currently operating as a sole proprietorship, the studio is set to transition into an LLC to support its growth. Bradley, a proud husband and father, approaches every project with integrity, creativity, and a touch of mischievous flair - true to the name Studio HijinX.

**Bradley R. Jenkins**  
Founder, Voice Actor, Lead Engineer



# MARKETING PLAN

Studio HijinX will use a targeted, multi-platform marketing strategy to reach independent creators, animation studios, audiobook publishers, and digital agencies. The foundation will be a professional website and high-quality audio reels, supported by strategic listings on platforms like Voices.com, Voquent, and Fiverr Pro - not just for visibility, but as lead generators for long-term client relationships.

While these platforms offer access to wide talent pools, Studio HijinX stands out with a unique blend of discipline, technical expertise, and emotionally driven performances. Clients benefit from direct, personalized service - something often missing in large-scale marketplaces.

Social media (Instagram, TikTok, LinkedIn) will showcase character demos, behind-the-scenes content, and project highlights to build engagement and credibility. Word-of-mouth within indie game and podcasting communities will be a key growth driver.

As the studio scales, SEO, email marketing, and selective paid ads will expand reach, reinforcing Studio HijinX as a trusted voiceover partner known for character, quality, and creative flair.

# REVENUE STREAMS

**Studio HijinX will earn revenue through project-based and hourly services, primarily focused on voiceover production.**

## Core Revenue Streams:

- **Voiceover Recording** – Narration, animation, podcasts, audiobooks
  - **Live Direction & Coaching** – Hourly vocal performance sessions
    - **Editing & Mastering** – Post-production services
- **Casting & Talent Coordination** – Optional service for larger projects

## Future Revenue Opportunities:

- **Subscription packages for recurring clients**
  - **Digital products (presets, guides)**
  - **Online workshops or tutorials**
- **Premium listings on freelance platforms (e.g., Voices.com, Fiverr Pro)**

# CURRENT ASSETS

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>VALUE</u>
LAPTOP	MACBOOK PRO	\$1,500.00
PC	CUSTOM BUILT	\$2,000.00
VIDEO DISPLAYS (x3)	SAMSUNG (WIDE-SCREEN )	\$1,500.00
STUDIO MONITORS (x2)	PRE-SONUS	\$250.00
HEADPHONES (x2)	DT 770 PRO & HD 280 PRO	\$200.00
DYNAMIC MICROPHONE	AUDIO-TECHNICA	\$150.00
CONDENSER MICROPHONE	AUDIO-TECHNICA	\$150.00
AUDIO INTERFACE	FOCUSRITE SCARLETT 18i20	\$700.00
AUDIO INTERFACE	VOLT 2	\$200.00
PORTABLE RECORDER	ZOOM H5	\$250.00
MIDI KEYBOARD	NOVATION LAUNCHKEY 49	\$270.00
MICROPHONE STANDS (x2)	AUDIO-TECHNICA	\$100.00
	<b>TOTAL=</b>	<b>\$7,270.00</b>

# BUDGET / STARTUP COSTS

Goal: High-end voiceover production for commercial, animation, audiobook, and broadcast work

## RECORDING BOOTH

High-quality framing lumber and MDF	\$500
Mass Loaded Vinyl (MLV) and Green Glue for isolation	\$600
Owens Corning 703 or Rockwool acoustic insulation	\$300
Custom acoustic panels and bass traps	\$400
Solid core door with magnetic weather seals	\$250
Whisper-quiet ventilation system	\$200
LED booth lighting and optional double-pane window	\$100
Tools, sealants, and miscellaneous materials	\$200
<b>Estimated Booth Total:</b>	<b>\$2,500 – \$2,700</b>

## CORE AUDIO EQUIPMENT

Neumann TLM 103 or Sennheiser MKH 416 microphone	\$1,100 - \$1,300
Universal Audio Apollo Solo or Twin X audio interface	\$600 - \$900
Optional mic preamp (Grace m101 or dbx 286s)	\$300 - \$700
Sennheiser HD 600 or Beyerdynamic DT 1990 Pro headphones	\$300 - \$500
Premium boom arm, shock mount, pop filter	\$150
Mogami or Canare XLR cables	\$60 - \$100
<b>Estimated Gear Total:</b>	<b>\$2,500 – \$3,500</b>

# BUDGET / STARTUP COSTS (Continued)

## COMPUTER & SOFTWARE

Mac Studio, MacBook Pro, or custom high-end PC (32GB+ RAM, SSD)	\$1,800 - \$2,200
DAW software (Pro Tools, Adobe Audition, Logic Pro)	\$300 - \$600
iZotope RX Standard or Advanced	\$300 - \$800
FabFilter, Waves, or other mastering plugins	\$300
2TB external SSD for backups and fast workflow	\$150
<b>Estimated Tech Total:</b>	<b>\$3,000 – \$3,800</b>

**Total Estimated Startup Cost:  
\$8,000 – \$10,000**

# OPERATING COSTS

(per month)

<u>Category</u>	<u>Description</u>	<u>Estimated Cost</u>
Professional DAW Software	Adobe Audition Creative Cloud Suite or Pro Tools Studio Subscription	\$30 – \$60
Premium Audio Plugins	iZotope RX Advanced, Waves Mercury Bundle (subscription or maintenance fees)	\$30 – \$75
Cloud Backup & File Delivery	Google Workspace + Dropbox Pro (2TB) or MASV/FilePass for secure client file delivery	\$25 – \$40
Website Hosting & Domain	Fully branded website via Squarespace Business or WordPress + premium hosting	\$25 – \$50
Professional Email & Tools	Google Workspace (custom domain email) + Calendly Premium (client booking)	\$12 – \$25
Accounting & Invoicing	QuickBooks Online Plus or FreshBooks Premium (automated invoicing, expense tracking, tax prep)	\$25 – \$50
Business Legal & Insurance	Business liability insurance, LLC maintenance, contract templates (averaged monthly)	\$50 – \$100
Marketing & Branding Tools	Canva Pro, Buffer/Later for social media scheduling, Mailchimp Standard plan	\$25 – \$50
Membership & Listing Fees	Premium VO platform memberships (Voices.com Premium, Voice123 Standard, Fiverr Pro presence)	\$75 – \$150+
Internet & Utility Overhead	Business-grade internet (or prorated home business use)	\$50 – \$80
Education & Industry Access	Subscription to GVAA, Gravy for the Brain, or training via Edge Studio, webinars, and masterclasses	\$25 – \$50
Client Experience Tools	Dubsado or HoneyBook (for CRM, contracts, and automation)	\$15 – \$40
		<b>TOTAL=</b> \$387 - \$800+

# FUNDING PLAN

The startup costs for Studio HijinX are projected between \$8,000 and \$10,000, with the majority funded through personal savings to ensure immediate setup and ownership control, without debt.

Should additional capital be required, the studio will pursue small business loans - such as SBA microloans or credit union financing - ranging from \$5,000 to \$15,000, primarily for gear upgrades, booth enhancements, and marketing initiatives. To further strengthen its foundation, Studio HijinX will actively seek out grants designed for veteran-owned businesses and creative entrepreneurs, including programs like Warrior Rising, Street Shares, and local arts councils. The studio will also explore support from Full Sail University, pitch competitions, and small business development centers, which may offer financial aid, mentorship, or in-kind resources. Beyond these avenues, Studio HijinX plans to cultivate sponsorships and partnerships with industry-adjacent companies - such as audio equipment manufacturers, software developers, indie game studios, and audiobook publishers - providing brand collaborations, co-marketing opportunities, and potential gear or service sponsorships. As revenue grows, profits will be reinvested into scaling operations, marketing expansion, and transitioning into an LLC structure to support long-term growth and stability.

④ Social Media:  
@hijinx\_audio

Portfolio & Website  
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Hijinx  
STUDIO

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