



KENJY OPTIMISTIC · COURSE 02

# AI Music

Course 02 · Create your sound · Kenjy Optimistic Learning Path

**Learn AI · Build your brand · Create content**

Create. Educate. Elevate.

K.O. Entertainment · Edition 1.0 · Oct 2026

**Build your sound with AI** the same way I make my own songs: start from a real story, shape it with AI, choose by ear, and put it to work.

**Who it’s for:** beginners and creators. Zero music theory needed. If you can say “upbeat but not chaotic,” you belong here.

**Where you practice:** one AI music tool (I use Suno), headphones and your Moment Desk.

**Two lanes:**

- **Artist lane:** your Signature Moment becomes a full song you can release.
- **Brand lane:** your Moment becomes a sound kit for your content: a short bed, a hook and a 3-second sonic logo.

**Runs alongside:** AI Made Simple (Weeks 1 to 4), then hands your sound to AI Music Videos (Week 4).

**You leave with:** a locked song or sound kit, labeled files, a release or packaging plan and one small offer test.

| Module | Title                          | You make                                   |
|--------|--------------------------------|--------------------------------------------|
| 1      | Music Foundations & Your Story | Glossary + 3 references + song/sound brief |
| 2      | Prompt-to-Track                | Your locked track (or 5 sound prompts)     |
| 3      | Content Beds for Shorts        | 3 labeled, voice-friendly clips            |
| 4      | Hooks & Motifs                 | A 3-variant motif pack                     |
| 5      | Packaging & Release            | A release checklist or sound-pack listing  |
| 6      | Offer & Next Steps             | One-page offer + one real test             |

**From my life:** I’m a bilingual artist (urbano, reggaetón, hip-hop, R&B). My songs start from real stories. I build them in Suno and release them through DistroKid on my own label, K.O. Entertainment. Releases so far include *The Retarda* EP and the singles *\$20 Credit* and *I’m Still here*, and I’m re-uploading my *Let’s Go* EP.

## Module 1 • Music Foundations & Your Story

**Goal:** speak simple music language and turn your Moment into a song or sound brief before you generate anything.

### THE LESSON

Listen and name first, generate second. A few words you'll use all course:

- **Beat:** the pulse or groove underneath.
- **Hook:** the catchy short part people remember (often 3 to 8 seconds).
- **Bed:** background music under talking. It supports the voice, it doesn't fight it.
- **Motif / sonic logo:** your tiny brand sound, 3 to 5 seconds.
- **Content-ready:** the right length for short videos (8 to 15 seconds or a clean loop), clear under your voice, not muddy.

My songs start with the feeling and the words, not the tool. Write the story down first.

### DO IT (STEP BY STEP)

1. Save 3 reference songs you love (links are fine) in [02 Sound / references](#). Label each: song, bed, or hook.
2. Write one sentence: "My Moment should feel \_\_\_\_."
3. Fill the brief below using your Moment Card.

### TEMPLATE • SONG / SOUND BRIEF

| Field                              | Artist lane     | Brand lane                  |
|------------------------------------|-----------------|-----------------------------|
| Story in one sentence              |                 |                             |
| Feeling (3 words)                  |                 |                             |
| Genre / style                      |                 |                             |
| Language: English / Español / both |                 |                             |
| The line that must be in it        |                 | (tagline)                   |
| Length                             | full song       | 15s bed + 5s hook + 3s logo |
| Where it will be used              | release + video | under my content            |

**Next action:** read your brief out loud. If it sounds like you, it's ready for Module 2.