HOUSE OF WOLF CASE STUDY NO. 02

Title: Designing a Calm , Automated Creative System for a Multi-hyphenate Visionary
Client: Akevia King
Partner: House of Wolf
Focus: Create consistent, Predictable Income, Finding a balance between Spiritual and Creative Work

OVERVIEW

Akevia King is a **videographer**, **creative marketing strategist**, **UGC creator**, and **spiritual practitioner** with a growing digital presence and a highly engaged audience. Her work spans multiple industries including food, property management, wellness, and lifestyle —-

supported by a distinctive voice, strong visual instincts, and natural mentorship energy.

House of Wolf partnered with Akevia to design a **rested, sustainable creative system**; one that supports consistent income, protects her nervous system, and allows her to move fluidly between creative and spiritual work without burnout. The goal was not growth at all costs, but **clarity**, **authority**, and **ease**.

THE PROBLEM

Despite her talent and visibility, Akevia was experiencing instability in her booking flow and creative fatigue. Like many cognitive diverse multi-hyphenates, her challenges did not stem from lack of skill, but from diffusion.

Key challenges included:

- Income tied too closely to short-term UGC projects

- Overextension across too many industries at once

- No centralized system for bookings, offers, or delivery

- Reliance on social platforms amid changing privacy and usage policies

- Creative and spiritual offerings competing for energy and focus

Without structure, her creativity required constant output to sustain momentum. This is an unsustainable pattern that threatened both her wellbeing and long-term growth.

OUR APPROACH

House of Wolf approached this partnership through the lens of **creative sovereignty** and **nervous system care**.

Rather than pushing Akevia to do more, we focused on helping her:

- Do less, with greater precision

- Establish clear authority before expanding offerings

- Separate income stability from algorithm performance

- Design systems that honor cognitive diversity

We identified that her strongest and most scalable asset was **videography** and **visual storytelling**, particularly within food and **property-based industries —** spaces where trust, consistency, and long-term partnerships matter more than trends.

Our strategy centered on:

- One primary income engine

- One protected spiritual container

- Simple, repeatable automations

- A website-first infrastructure

THE BUILD

Authority & Focus

We repositioned Akevia as a **visual storytelling partner** rather than a general content creator, narrowing her public-facing focus to:

- Food & hospitality brands

- Property management and real estate

This allowed her to establish credibility and command higher-value retainers.

Offer Design

We built a retainer-based videography model to replace income volatility with predictability.

Core offerings included:

- Monthly videography retainers with tiered packages

- Long-term brand residency options

- Clear scope, deliverables, and boundaries

UGC and brand ambassador work was reframed as **supplemental**, not foundational.

Automation & Systems

To reduce cognitive load, we implemented:

- A single booking and application flow

- Standardized proposal and follow-up sequences

- Batch-based content creation rhythms

- Predictable monthly delivery schedules

Every system was designed to minimize decision fatigue and preserve creative energy.

Spiritual Integration

Rather than monetizing spirituality publicly, we created a **private, subscription-based spiritual circle** housed off social media. This protected the integrity of her practice while providing recurring income and deeper community connection.

Platform Strategy

Social media was repositioned as a **visibility tool**, not infrastructure.

- 2–3 intentional posts per week

- Authority-led, process-driven content

- Emphasis on directing audiences to owned platforms

Her website became the central hub for bookings, storytelling, and growth.

THE OUTCOME

This system gave Akevia:

- A predictable income foundation through retainers

- Reduced reliance on daily content output

- Clear separation between creative, commercial, and spiritual work

- A calmer, more regulated workflow

- Space to deepen her craft and leadership

Instead of chasing momentum, Akevia now operates from **continuity**, with systems that support both her business and her nervous system.

REFLECTION

This case study reflects House of Wolf's belief that **sustainability is a creative discipline.**

Akevia did not need to be fixed, rebranded, or pushed harder. She needed containment, clarity, and a system that honored how she actually works.

By prioritizing authority, automation, and ease, we helped transform scattered momentum into a grounded, scalable foundation; one that allows creativity, spirituality, and profitability to coexist without compromise.

At House of Wolf, we don't build for speed.

We build for longevity, integrity, and lived alignment.

HOUSE OF WOLF

*House of Wolf designs **systems**, **strategy**, **writing**, and **cultural infrastructure** for creators, visionaries, and communities building work that lasts.*