

Dear Aspiring Music Artists & Managers,

You can have all the talent in the world, but if you lack business know-how you will never have a successful career as a music professional. Most artists record their music, publish it online, and promote it through social media. Understand that you are skipping very important steps if your goal is to establish a successful music career. I help aspiring artists identify these steps and establish the business foundation for an independent career in the entertainment industry. The music-business consulting services I provide are all-inclusive:

1. Brand Development
2. Music Copyrighting
3. Brand Trademark
4. Incorporating a Business
5. Business Banking
6. Business Taxes
7. Music Management
8. Music Publishing
9. Music Distribution

Before exposing yourself and your music to the public, it is important that you claim and protect your songs, claim and protect your brand, register your company with the government, open a business bank account, know a thing or two about business taxes, management and collecting royalties. Artists who don't take time to establish the business foundation for their career leave it up to their record label or manager. When this is done you give the label/manager ownership of your music, brand, and your company.

If music is truly your calling in life, then you don't have a choice but to learn and develop your music-business artistry. I strongly suggest you take time learn about the music services I provide, by reading my book, "Independent Artistry", the self-help book for aspiring music artists and entrepreneurs.

### **Music Copyrighting**

First-off, in order to receive royalties (money from the performance of your songs), you must claim copyright ownership. The government only pays royalties to the person or entity who is registered as the copyright holder of the song. I will teach you how to copyright your music.

### **Business Banking**

When you earn royalties from your music it must be deposited into a business bank account. If you use a personal bank account the government will freeze your account and take your money. I will teach you how to open a business bank account.

### **Business Incorporation**

Before you can open a business bank account you must have a registered company. You can't legally receive royalties from your music until you register your company and open a business bank account. I will teach you how to register a music company.

## **Brand Development**

Before you can sell (trade in commerce) your music product (cd, download, shirt, hat etc.), the government requires you to create a brand, and register the logo of your brand for your product as a trademark - to distinguish between you and similar music products in the marketplace. I will help you create a strong brand and trademark it.

## **Music Distribution**

In addition to your music products being labeled with a brand, the government also requires your product to have a barcode. All products for sell have a brand and barcode. I will show you how to get a barcode for your music products.

## **Business Taxes**

If you don't file taxes properly as a company owner you'll be paying more taxes to the IRS than you have to. I will teach you how to identify and itemize business expenses to prepare a more accurate tax report.

## **Artist Management**

There are several professionals that every music artist needs to consult or hire, like an account, business manager, entertainment lawyer etc. I will help you assemble an artist management team.

## **Music Publishing**

There are several ways an artist can earn royalties from a song - not just from stage performances, and radio spins. I will teach you how to properly publish music, identify all revenue streams, and show you how to collect royalties independently.

## **Closing**

Before exposing yourself and your music to the public, it is important that you claim and protect your songs, claim and protect your brand, register your company with the government, open a business bank account, know a thing or two about business taxes, management and collecting royalties. Artists who don't take time to establish the business foundation for their career leave it up to their record label or manager. When this is done you give the label/manager ownership of your music, your brand, and your company. Remember, the music industry is a business; and the rich stay rich by claiming ownership of the rights to your creative content.

If you possess the spirit of an entrepreneur, or music is your calling, then you have no choice but to learn and develop business artistry. Empower yourself by reading my book, "Independent Artistry", the self-help book for aspiring music artists and entrepreneurs. Your level of business know-how and network will determine how successful you will be in your endeavors. Empower yourself today.

Sincerely,



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Music-Business Consultant  
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