

Chapter 1 : theinnatdunvilla.com - Free Talent Agency Business Plan

To ensure the success of your music management company, you have to develop a well defined business plan from the outset. The business plan contains every details of how the business will run, how many artists do you wish to start with at first?

King The biggest mistake artists make when it comes to procuring finances for their music ventures is the lack of a business plan. Artists and musicians must understand that music is a business and should run like one. To begin your process of establishing a business plan, the following are some basic elements to get you started: Start by considering where you are currently in your music career and where you want to be. Give yourself a realistic timeframe and work backwards citing the steps and resources required to reach each milestone in your plan. Take yourself seriously This is not a joking matter. Before you dive in headfirst Creating a music business plan can be an overwhelming task if you allow it to be. Remember, the only way to eat an elephant is one spoonful at a time, so take a moment to breathe and gather your thoughts. Using a piece of scratch paper will be quite useful during this process, so make sure you have plenty on hand. Taking personal and professional inventory If you have been in the music business for at least a year, you should have a basic idea how a music business operates. In fact, you are most likely implementing core business principles and practices at your current level, but take it a step further by conducting a SWOT analysis. A SWOT analysis is a simple assessment of your personal or professional Strengths, Weaknesses, Opportunities, and Threats as they apply to your music business. Begin by taking a piece of paper and folding it into four equal squares. At the top of each square going clockwise, write each component of the SWOT analysis in its own square. Then create a bulleted list of all the information regarding your business in the corresponding squares. Once completed, you will have the framework to create a formal business plan. Understand what should be included in your plan At a minimum, your plan should include the following: Market Analysis Here, you will analyze the current music market, with special focus on your genre of music. Include opportunities, competitors, trends, market size, and growth potential. Company Description Describe who you are, what you offer, and the audience your business serves. Are you an LLC, corporation, or sole proprietorship? List the key team players, i. List your sales, product pricing, and positioning strategies, marketing channels, ecommerce and communication strategies, as well as distribution and promotion networks. Products or Services Explain the music related products and services your business is offering. Are you selling physical CDs or only digital downloads? Are you offering merch for sale such as, T-shirts, posters, download cards, and stickers? Do you have your own website outside of your social network that also serves as an online store for your music and merch? Funding Request or Needs How much money do you need to get your operation off the ground? How much will you need for operation costs such as fixed and non-fixed expenses? Are you or your staff taking a salary? What are your costs for manufacturing, distribution, and marketing? Financial Projections How will your music business make money? What are the current and future revenue streams of your business? Be as clear as possible, investors hate ambiguity. Appendix if needed If you already have an existing music business, use this section to add documents such as; revenue model, resume of owners founders , cash flow statement, income statement, balance sheet, and any other information that can help you stay on plan and attract the right people to your business. Writing the plan using a mind map Just like creating a song, you will never really finish your business plan; you just have to stop and be okay with what you have. A business plan should evolve in sync with your business. As a creative type, this is probably more than what you signed up for, but I assure you that it is a well worthwhile venture. Begin by creating an outline using the parameters I mentioned early. Some business plans are far more granular than what I have offered here, but use this information as a guide to establish the basic elements. Artists, start your plan by creating a mind map. A mind map is a diagram used to visually outline information. Draw a circle in the center of a piece of paper and write the main idea or concept in the middle. Use lines to connect smaller circles with related ideas or subtopics. Pulling it all together Once you have the first draft of your business plan, put it down and walk away for a few days. After a short mental vacation, review your plan and make corrections where necessary. Make sure it is

properly formatted and free of errors. Keep in mind, that your music business plan is a living document that will serve as the roadmap for your career, but it should be fluid enough to adjust to changes in the market. Visit my website www.musicbusinessguruacademy.com. Distributing your music business plan final draft Once the final draft of your business plan is ready, distribute it across your organization and discuss it. Does the plan provide the reader with the key goals of your business? If so, your business plan can be used to help you launch a crowd funding campaign, find an investor, or take on business partners. Contact him at sahpreem@musicbusinessguruacademy.com. Most important of all:

Chapter 2 : Artist Management Business Plan by Alex G on Prezi

To summarize, if you're considering starting an artist management company, you'll want to get the following items in place: artists to manage, a lawyer, an accountant, internal organization tools, a business plan, management contracts; while also ensuring that you're patient, dedicated, brand yourself and be yourself, constantly develop.

Advises artistes and the organization accordingly before producing their music album or singles. Produces information by transcribing, formatting, inputting, editing, retrieving, copying, and transmitting text, data, and graphics; coordinating case preparation. Provides historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions; maintaining transcripts; documenting and maintaining evidence. Represents a roster of artistes, and cultivate relationships with music industry decision makers on their behalf. May also organize and negotiate contracts for release and publishing, and communicate with the press. Responsible for mixing and producing beats and sounds for our clients; mix the songs into the final version for the music album. Part of the team responsible for selecting the songs that will be promoted and the songs that will be sold as singles. Admin and HR Manager Responsible for overseeing the smooth running of HR and administrative tasks for the organization Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products. Responsible for financial forecasting and risks analysis. Performs cash management, general ledger accounting, and financial reporting for one or more properties. Our core strength lies in the power of our team and the location of our business. We have a team that can go all the way to give our clients value for their money; a team that can effectively manage artistes to become celebrities. We are well positioned and we know we will attract loads of clients from the first day we open our company for business. As a new artiste management company, it might take some time for our organization to break into the market and attract some well " established music artistes to sign under our label; that is perhaps our major weakness. Another weakness is that we may not have the required cash to promote our business the way we would want to. The opportunities in the artiste industry are massive and we are ready to take advantage of any opportunity that comes our way. Technology and the internet which of course is a major tool for the advancement and gains achieved in the music group and artiste industry can also pose a threat to the industry. The truth is that with the advancement of technology, it is now easier for artistes to promote their works especially via social media platforms. So also, just like any other business, one of the major threats that we are likely going to face is economic downturn. Another threat that may likely confront us is the arrival of a new music production company in same location where our target market exists and who may want to adopt same business model like us. The fact that revenue is nose " diving in the industry does not in a way stop some artiste management companies from declaring profits year in year out. The trend in the industry is that most music production companies are trying as much as possible to recreate themselves on a regular basis and also to be on top of their game. Our Target Market When it comes to artiste management business, there are no exemptions to who you can market your services to. There are loads of people music artiste and other performing artiste out there who are interested in working under a well " structured artiste management company. Over and above, our target market as an artiste management company cuts across music artistes and other performing artistes of different class and from all walks of life. In view of that, we have created strategies that will enable us reach out to various clients within our target market. We have conducted our market research and survey and we will ensure that our artiste management company is well accepted in the market place. Our Competitive Advantage We are mindful of the fact that there are stiffer competitions in the industry in the United States of America, hence we have been able to hire some of the best business developers to handle our sales and marketing. The management team comprises of professionals who have worked with some of the leading international brand in the music groups and artiste management industry. Our unique style of attracting gifted artistes also counts towards our advantage especially when it comes to competing with other artiste management companies within the same category that we operate. Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry, meaning that they will be more than willing to build the business with us and help deliver our set

goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time. Our sales and marketing team will be recruited base on their vast experience in the music industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization. Our business goal is to grow our artiste management company to become one of the top 10 artiste management companies in the United States of America which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force to reckon with not only in the U. S but in the world stage as well. Advertise our business in relevant entertainment magazines, newspapers, TV and radio stations. This goes to show that any artiste management company that is known to always produce good music will continue to attract talented music artistes and that will sure translate to increase in revenue generation for the business. We are well positioned to take on the available market in the U. We have been able to critically examine the artiste management market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to startups in Pasadena â€” California. Please note that the above projection might be lower and at the same time it might be higher. Our Pricing Strategy When it comes to the artiste management line of business, you may not automatically start making money, as a matter of fact, you will be expected to invest your money on an artiste, you are expected to groom the artiste until he or she becomes popular and well â€” sought out for. After that, you will be able to agree on percentage of the fee paid to the artiste to perform. In addition, we will also offer special discounted rates to upcoming artistes who engage our services. Our bank account numbers will be made available on our website and promotional materials to clients who may want to pay for our services. Artiste Management Business Plan â€” Publicity and Advertising Strategy We have been able to work with a brand and publicity specialist to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the music groups and artiste management industry by storm which is why we have made provisions for effective publicity and advertisement of our artiste management company. Artiste Management Business Plan â€” Financial Projections and Costing From our market survey and feasibility studies, we have been able to come up with a detailed budget for achieving our aim of establishing a standard and world class company. Legal expenses for obtaining licenses and permits as well as the accounting services software, P. They do not intend to welcome any external business partner which is why he has decided to restrict the sourcing of the startup capital to 3 major sources. These are the areas we intend generating our startup capital; Generate part of the startup capital from personal savings Source for soft loans from family members and friends Apply for loan from the Bank N. All the papers and documents have been duly signed and submitted, the loan has been approved and any moment from now our account will be credited. We are aware of this which is why we have decided to offer a wide range of artiste management services and other related services and also to work with both music artistes, and other performing artistes. We know that if we continue to manage artiste who are great performers or who are known to release hit songs back to back, then there will be steady flow of income for the organization. Our key sustainability and expansion strategy is to ensure that we only hire competent employees, create a conducive working environment and employee benefits for our staff members. We know that if we implement our business strategies, we will grow our artiste management business beyond Pasadena â€” California to other states in the United States of America in record time. Completed Renting of Office Facility: Completed Building of Music Studio: Completed Opening Online Payment Platforms: In Progress Application for business license and permit: Completed Purchase of Insurance for the Business: Completed Conducting Feasibility Studies: Completed Generating part of the startup capital from the founder: Completed Applications for Loan from our Bankers: In Progress Writing of Business Plan: Completed Drafting of Contract Documents: Completed Recruitment of employees: In progress Creating Official Website for the Company:

Chapter 3 : How to Start Your Own Artist Management Business | Bizfluent

An excellent resource for artists or managers at any point in their career. The information and stories available on this site are rare to find elsewhere. It's a one-stop shop for everything needed to successfully manage and build an artist's career.

Competition Your Products, Customers, and Markets The next step in the planning process is to create a framework to accomplish your mission. The process is actually quite simple. A goal is a broad term for the things you want to accomplish in your art business. At this point in developing your plan we are talking generalities. Some of the areas which you will need to develop goals for include: Your art, creative products and services Example: My goal is to produce original modern art paintings and begin a line of prints and posters. My goal is to start with my local market and then expand to national and international markets. Your brand and reputation Example: My goal is to build a national and then international brand as a top modern art painter. Your financial situation, compensation, and life style Example: My goal is make a good living with my art and fund my retirement while living the artist lifestyle. Your studio, workshop and facilities Example: My goal is to have assistants to help in the studio, run the day to day operations in the gallery and take care of my accounting. What Is An Objective? Once you have developed your list of goals you are ready to develop objectives for these goals. Here is how it works: Objectives that are focused and get to the heart of what you want to accomplish. Objectives need to be stated in terms of when they will be accomplished and how much they will cost in terms of resources. If you cannot measure your objective then how will you know when they have been successfully accomplished? Your objectives should be realistic and attainable. They should be out of your grasp but not out of your reach. Look around you at your capabilities and resources, the economic environment and your competition to help you decide if your goals are realistic. You need to quantify your goals in terms of when they will be accomplished and I would add the cost involved. Time is important to measure and track your progress. The cost of the resources needed to accomplish your objectives must be budgeted and tracked as well. To produce original modern art paintings and begin a line of prints and posters. To produce 25 original modern art paintings by the end of , to create a line of 10 limited prints for sale by January and posters to be sold online by June I will continue to produce painting at a rate of 25 per year and release 10 limited prints each year. To start with my local market and then expand to national and international markets. To have my work represented in 3 local galleries by the end of and 10 national and international galleries by the end of To develop a web presence by the end of and utilize it to sell limited prints and posters not represented by a gallery. To build a national and then international brand as a top modern art painter. To become recognized as the top local modern art painter by the end of and begin to expand my brand nationally during To make a good living with my art and fund my retirement while living the artist lifestyle. To have assistants to help in the studio, run the day to day operations in the gallery and take care of my accounting. To hire an assistant in mid to help with the making of limited prints and while running the gallery. To hire an additional assistant in mid to help sell my art. OK, you should now have a good grasp on goals and objectives â€” get out a pencil and paper and create your own. If you have any questions or ideas please leave them in the comments.

Chapter 4 : Artist management business plan

A Sample Artiste Management Business Plan Template. Industry Overview; Artiste management business is under the musical groups and artistes industry and this industry is composed of musicians, recording artistes and songwriters that produce music professionally, either in front of a live audience, in a recording studio or both.

Strategic Analysis with current research! The Company was founded by John Doe. The third section of the business plan will further describe the services offered by the Talent Agency. The interest rate and loan agreement are to be further discussed during negotiation. Doe has more than 10 years of experience in the artist management industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. The Company is registered as a corporation in the State of New York. Below is a breakdown of how these funds will be used: Doe is not seeking an investment from a third party at this time. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Talent Agency. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings. As stated in the executive summary, the Talent Agency intends to work closely with artists and companies that produce artist works among every genre and medium. Currently, the economic market condition in the United States is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. There are 6, businesses that provide these services to entertainers. This is primarily attributed to the fact that the demand for public relation and its associated services have become exponentially more complicated as the number of new technologies and artistic media have increased. Among clients, Management expects that clients will include radio artists, musical artists, musical organizations, directors of legitimate stage, motion picture and radio productions, musical directors, writers, cinematographers, composers, lyricists, arrangers, models, and other artists and persons rendering professional services in motion picture, theatrical, radio, television and other entertainment enterprises. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. Below is an overview of the marketing strategies and objectives of the Talent Agency. Doe intends to develop a marketing campaign that will target these businesses and individuals through the use of advertisements in trade journals, musical publications, and through word of mouth referrals. Additionally, conventions, online advertising activities, sales development and viral marketing campaigns follow carefully orchestrated strategies by marketing personnel in conjunction with marketing experts. Timely coverage of Talent Agency, Inc. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page. For each owner or key employee, you should provide a brief biography in this section. This is reinforced by the fact that the Company will only receive revenues once employment is secured on behalf of a retained artist. The Company will also receive fees related to the promotion of artists that are not related to the securing of employment contracts. As such, the business will be able to remain profitable and cash flow positive in any economic climate.

Chapter 5 : First Empire Corporation Inc.

are writing a business plan which best reflects you as an artist and your music. Just a reminder: Your business is your music, your band and all of the promotion and marketing that you do for yourself so that you are successful in this industry.

Or you need a sample music management business plan template? If YES, then i advice you read on. Experts have said that music is one universal tool that is capable of bringing people together. This is irrespective of the skin colour. There are different music genres and it is the duty of a music management company to manage any artiste that does any type of this music. What is a music management company and what are the roles expected of this company? A music Management company simply put, is a company that handles the affairs of a music Artist. The music management company plans and executes all the steps needed for the success of Artiste. It is the music management company that will determine the success and failure of a music Artist. It is also worthy to note that a music management company is also known as a Record Label. Some of the duties of a music management company include the following. Recording and production, licensing, etc. Crowd funding, as well as sealing endorsement deals. A record label that is able to do this is such a one that can be said to be a successful one. All over the world, artistes who have the backing of their recording deal in this ramification are termed really successful. Therefore, if you intend to start a music Management Company of your own, then the following tips would be most appropriate. Develop a Business Plan To ensure the success of your music management company, you have to develop a well defined business plan from the outset. The business plan contains every details of how the business will run, how many artists do you wish to start with at first? Where will the music production and recording take place? Will you build your own studio or will you lease time from other studios to handle recording and mastering? What process will you take to bring your artists to limelight? How much do you estimate will be enough to run the business before the royalties start coming? And how do you intend to raise the capital? Register a Company As a music management company, you will need to sign deals and agreements with big companies, and most companies prefer to sign business deals with legal entities, not just private individual. The process of company registration is not a strenuous one; the Company Registration Bureau in State is the department responsible for company registration. You need to pay them a visit and find out requirements needed to incorporate a company. Some States will not allow your operate your business without a business insurance; visit an insurance company and choose a basic business insurance to cover both your company and third party from liability. If you have the budget to do so, you can include a studio in your office. An interior designer will be needed to design the interior of the office to give it a musical theme or feel. Employ Workers One person cannot effectively run a music management company, you need workers in various departments to effectively do so; you need a receptionist, a voice trainer, a music producer, Music Writer, Public Relations personnel, and accountant to manage the cash flow in the company. You need to carry out an audition to help you choose the best artistes to work with. Any artiste you choose must have the following qualities. He must be able to motivate himself to keep going even when the green light looks far away. The artist must be creative to come up with songs that the public will love and must have the ability to work with people. Promote the Artist It is the duty of the music management company to promote the artiste in all ways. Some of the ways include; sending songs to online platforms like www. Others include; giving sound tracks to DJs to play in night clubs and also radio DJs. These are all the tips that you require for a start to get things rolling. Be sure to always look for other and better ways to get better at what you do. You may also want to take a cue from those who have walked this path before.

Chapter 6 : Loud Management Business Plan by Samantha Conde on Prezi

Invited audience members will follow you as you navigate and present; People invited to a presentation do not need a Prezi account; This link expires 10 minutes after you close the presentation.

There is only so much that you can do independently. Independents today have the tools to kick-start their careers themselves, and they need to “ with the overload of supply on the market. However once the ball is rolling, bringing the right people on board, at the right time, can propel success to whole new levels. The goal of this series is to give you insight into that framework. To explain what all the different music business professionals do, what typical deals look like and when you should involve them. Example of the team that we have built around one of our own artists. The Core Closest to the artist are the manager, booking agent and music publisher. These are the people that start working with an artist in the earliest phase of their career. The manager almost always comes first and then the agent once the project starts to get some momentum with a few big releases. Labels are starting to get involved sooner too. The rise of the internet has led to a surge of independent labels, who are picking up brand-new but promising artists and showcasing them to the world. This is especially true for electronic music, where the net-labels are often involved with artists even before attentive managers and agents are. He or she helps to solicit bookings, book tours, plan events. The publisher usually comes in later. But signing to a publisher is usually a watershed moment for electronic artists. Artist Managers What does an artist manager do? In essence, their primary duty is this “ to create opportunities. To facilitate the artist to excel artistically, in some cases even streamlining their personal lives. To connect them to the right people. To create a state of order from which creative work is easily done. A good manager has a plan for an artist and will do everything in his power to make that a reality. It also entails making countless of sales calls and pitches, negotiating contracts and relentlessly pursuing opportunities “ even when the odds are slim. Managers need to truly believe in their artists. To endlessly sell and receive NO for an answer most of the time “ and to get right back up and keep on selling. To be critical to the outside world “ filtering out the nonsense and telling people how it is. Artist-manager relationships become very personal over time. The best managers are involved artistically, helping curate and develop the musical content and branding. These things concern creative ideas, which are very personal in nature. I can be critical about certain things to my artists, because they respect my opinions on those matters. Types of managers Managers that start working with an artist in the early stages of their career are often business-oriented friends or want-to-be industry professionals, that take on the job because of a belief in the music. In the early stages the manager is often also the booking agent. These are the individual managers. In the higher tiers, managers work for agencies and sometimes for record labels. They tend to have bigger networks and more resources, but are more selective about the artists they work with. As a rule of thumb, you should assume that the higher up the chain you go, the more people will preselect for artists that are already making waves independently. Also, managers at big agencies tend to have more artists on their roster, resulting in less time spent on each individual act. For the really rich musicians, management can be split up into music management and business management. The prior is all that we have just discussed, whereas business management takes a more financial spin. These managers concern themselves with asset and capital management, do investments for their clients, find tax and administrative loopholes. There is something to be said for both the stand-alone managers as for the agencies. My experience has taught me to never work with people where the artist is not among their top priorities. Be watchful of the people that sign artists like notches, to hedge their risk in the hope that one of them will break through. The deal The deals on which managers sign acts vary widely. This is a procedure that sometimes extends to the honeymoon period of more serious artist “ manager relationships. This is the trial period before an actual contract commences. Most managers will take this cut off gross revenue, meaning all revenues without any deduction of costs. The term for these agreements range from years, the latter being most common. I view management as a long-term investment so will always try to sign artists for a three-year term. Managers also hedge against the risk of creating success for an artist and then being abandoned, by so-called Sunset clauses. These entitle the manager to a certain percentage commission,

diminishing per year, for a period after the agreement with an act ends. Established artists have more clout in new contract negotiations, as the managers have contributed less to their development. And in those cases the manager also stands to gain esteem by working with the act. This entails securing and arranging performances, negotiating deals, arranging proper technical set-ups for shows, and in many cases also securing hospitality hotels, dinners, logistics travel, flights and promotional efforts. They receive requests for performances and pitch the artists. This leads to offers which they negotiate on until a deal is closed. Good agents make sure that contracts are signed long before the actual show and collect deposits read: Agents represent artists for specific regions. This is done as it is unreasonable to expect that an agent in one market read location will have the same network and clout as in another. Traditionally, Asia was combined with ANZ but with the growth of dance music in Asia in the last several years Asia, and even China, has now grown to the point where booking agencies have popped up that specialize within each territory. Even in Europe, some markets are vastly different. It all depends on what set up you feel most comfortable with. Big acts often have one head-agent, who coordinates all the sub-agents in the different territories. Together, we coordinate with our sub-agents in Australia and North America on all booking strategy and confirming individual shows. The head agenda and event promoters Agents work closely with management and the event promoters. This is done in accordance with the head agent. The agents, in turn, have to fill in these periods with shows. The primary agent or manager will then coordinate these dates to all the sub-agents. Event promoters are the people hosting the events. We call them promoters. These range from small-scale groups that throw recurring nights at clubs, to venue owners, and the bigger event agencies. These bigger agencies host a wide variety of events in specific regions, sometimes even holding the rights to events that spread internationally. They, in turn, are usually owned by or partnered with one of two major entertainment conglomerates – Live Nation or AEG. It is the job of the agent to foster relationships with the key promoters in their region, that host events that make sense for their artists to perform at. These lead to long-term partnerships, where the promoter looks to certain agents to deliver the majority of the talent read: Big promoters will often ask for exclusivity on an artist for a specific region. Similarly, building up strategic goodwill with promoters one step at a time can lead to dividends with optimal festival offers. Also agents tend to have much bigger rosters. The bigger agencies and more serious agents sign agreements with acts. However, in many cases the deal between a head-agent and sub-agent not be on a contractual basis. It is much more common for these partnerships to be established on a verbal agreement or quick note via email, than via legal deal. Advancing means following up to the promoter to ask about how the show will be promoted, what ticket prices will be, coordinating marketing efforts, logistics and so on. The duration of these agreements ranges from one to three years, two being most common. In the USA, this is different. My recommendation is to solely involve agents when they express interest to work with an act out of own accord. The agents can often to a better job than you can in their specific regions. Sure, I can book a flight to Asia, but by no means do I have insight into the local customs and tricks that can make travel there more efficient or even connections with a reputable travel agency. In terms of agreements, restrict the duration to two years at max – coinciding with a certain performance measure. For example that the agent has to match x amount of shows per period, or has to make specific tours happen. Also, get on paper they will always try to get their fees and costs on top of the artist fee, and that they collect full deposits before the shows.

Chapter 7 : Starting a Music Management Company – Sample Business Plan Template

In building your artist management company, consider individuals involved with the music industry such as music business writers, producers who work with artists and those who have worked in music business sales, publishing or promotion.

It requires a strategic marketing plan to consistently sale music and gain opportunities for their artists. The success of the business and the artists is contingent on the number of units of music sold. Live Events and Concerts Live events and concerts are important opportunities for artists, because they allow music lovers to connect and engage with the artists and their music. Events also promote the sale of music. When booking events, consider the events that the target audience attends in addition to industry events. If your budget allows, create your own performance opportunities in local venues and invite artists that share the same target audience to increase ticket sales. Trade shows, conferences, festivals and concerts have opportunities where you can purchase a vendor table to sell music and products. Website One of your main marketing strategies for your artists should be a website. The website should also have a well-written bio and media kit for the artist, which is useful for media features. Music downloads and samples help promote and sell old and new music from the artist. Social Media Creating social media profiles connects artists with their fan base and allows fans to share content about the artist. You can create online events by creating real time chats with artists where their fan base can engage with them. The closer the artists can get to their fans the more engaged they become, which helps create viral promotion opportunities. In other words, social media content can replicate itself if an artist is consistently connecting to the followers. It can help increase the amount of followers an artist has. Social media is place where artists can communicate ideas about life, music and personal interests. In general, online videos are a great way to promote and sell any product or service. Video content can include footage of the artist in the studio to give a perspective of their lifestyle. References 1 Media Journal: She brings more than 10 years business experience in the nonprofit, education, sales, retail and office administration arenas.

Chapter 8 : artist managementartist management - Business Plan

I noticed that a lot of artists are looking for business plans. I did some looking and it turns out there aren't a lot of pre-made business plans out there for artists, so, I brought Jennifer Lee, author of Right Brain Business Plan, here to share her creative ideas for business plans.

These companies are ultimately responsible for providing artists with career guidance, communication support with record labels and performance venues. Starting an artist management company requires strong knowledge about the inner workings of the music business in addition to any or all of the following: Make sure you love music and know what a good song is, recommends artist manager Terry McBride. Study as much as possible about the music industry in relation to how record companies operate; how artists receive record deals, contracts and music publishing deals; and how artists and record companies make money. Get involved in the music industry. Volunteer or get a job working for a college radio station or a commercial radio station and pay attention to the communication between radio station personnel and artists or between personnel and record labels or promoters. Consider booking acts for your college or booking acts at your local coffeehouse. Ask those bands or other bands you may know about managing them. Select one band to begin managing. Hire an entertainment attorney to help you draw up a contract that will specify how much you will earn in commission typically 15 percent , the services you will provide and the duration of the agreement which is typically no more than two years to start out. Present band members with the contract and encourage them to have it reviewed by an entertainment attorney before signing. Consult with your artists about image, which is vital in helping to sell and market your band. Establish a business name for your management company e. Purchase a cell phone since managers spend a great deal of time speaking on the phone on behalf of their artists. Download the online application and complete it. Save and print your confirmation notice. Train a friend or someone you know who is interested in the music business by instructing them to read "All About the Music Business" and "This Business of Music. Tips Going on the road with artists in an assistant role such as guitar tech is a great way to learn about becoming a tour manager. Many tour managers often go on to become artist managers. In building your artist management company, consider individuals involved with the music industry such as music business writers, producers who work with artists and those who have worked in music business sales, publishing or promotion. Because of changes in the music industry, record companies prefer to sign artists with an established audience base and that are actively promoting their music themselves.

Chapter 9 : A Sample Music Business Plan - MTT - Music Think Tank

The first big hurdle for the artist business plan is what they call the business model, or, if you don't like the trendy buzzword, how you make money. If you're a performer, I assume it's about gigs, managers, and that stuff.