DIY Artist Development & Mentoring Master Class

DIY Artist Development & Mentoring is a Master Class that walks you through the various stages of the development of an artist and how you would approach this as an independent artist. We are setting you up to understand the mechanics of what it means to be an "Artist in Development" and how you can take the same steps that an A & R team would take to develop you as a viable artist, build a career and a company. This allows you to be in a position to be successful in any aspects of the music career that you want as a musician, artist, and/or songwriter.

This DIY Artist Development in the music industry is designed from the perspective of an organized methodical "project management" approach. This can be used in any creative arts business application. The end result will be a short term, long term plan that will allow you to move forward confidently in your career by taking control of your development and building a career one step at time.

This is a 4-session series and when you pay for either package it includes all for 4 sessions (8 hours). You can't pay for one session and each session builds into the next. You will have access to all 4 sessions for 7 days in case you missed one and need to go back and watch the session later or again. If you follow the process through you will have a timeline and a basic plan to work from to build your career from the ground up.

**Basic Package: $40.00**

This gives you viewing access on Veeps.com to the Seminar in real time and course materials. You will also be able to go back and view all for master class segments for 7 days if you miss something or can’t make one of the sessions due to a schedule conflict.

**VIP Package: $100.00**

This allows you to participate in the Zoom Master Class in real time and gives you the ability to participate in the Q & A after each Master Class in real time. You will receive the Course materials. Once you have completed all 4 Master Class and then submit your written business plan/ timeline to Dennis Kurtz, he will schedule a consultation to discuss your plan and ways that you might tweak it in a realistic way so that you have a plan to work from for the next year. This zoom/virtual consulate is up to 1 hour in length based on plan that you submitt. This scheduled consult is will be a mutually agreed to time and will take place within a one-month time frame after the business plan is submitted to Dennis Kurtz for review. (In most cases it will be in early evening after 6PM CST.)

**Session 1**: In this session we talk about setting up a company and understanding the mechanics of what Project Management means with regards to The Music Industry and being an artist. We deal with industry as a whole and to help you to take a realistic approach of where you are now and where you want to be 6 months, 1 year, 2 years, 5 years, 10 years. Then we take a look at how you can set up your time and realistically figure out what you first steps are and what the logical next steps are in between. Setting up a realistic timeline is crucial to being able to allow you to continue to make steps forward to achieve your goals.

**Session 2:** This session is about understanding the various team members (manager, agent, publicist, internet marketing, playlist curator, etc.) and what do they do and when is the right time to add a team member. In order to network the music industry, you need to know how that person might impact your career and what they might be able to help you with. We also discussed building your own camp and developing your team.

**Session 3:** This session is all about building a timeline for your career and figure out realistic step by step strategies that help you move forward with your goals and dreams. We discuss each aspect of a single release and how that works and what your timing might look like. Marketing, publicity, and promotion plans are discussed along with social campaigns and what is realistic based on where you are in your career.

**Session 4:** This session is actual spent working on your timeline and you should walk away from this final session with a beginning of a timeline for your career that will be a work in progress. Understanding that it is your timeline and can be adjusted based on career movement and life movement. As things progress you can adjust this plan to fit your career, but the timeline helps you keep yourself accountable yet gives you the flexibility adjust as needed.