



# Jackson Multimedia Artist Advising Program

Created by Jackson Multimedia LLC

## Overview

*This program provides developing artists with the tools they need to build a sustainable career. Working hand-in-hand with the artist we will help create the framework for the artist to build their business, develop their brand, and grow their audience.*

*You will be working one on one directly with the CEO of Jackson Multimedia, [SLEEPOVRNXTFRIDAY](#).*

*SLEEPOVRNXTFRIDAY of Jackson Multimedia has been in partnerships with many organizations such as ASCAP, Musician Without Borders, UpNext, AmpliFLY Entertainment, ProMotion LLC, Musicians Without Borders, Maryville College, Bentley Records, Global Songwriters Connection, TuneCore, and MANY more.*

*We will be going over the topics below in detail throughout the course of the program.*

## 1. Branding

1. Complete assessment of artist's assets & metrics to develop a baseline for creating a strategic development plan.
2. Discuss artist's vision and who they think they are as a brand - we work to clearly define their brand to represent a consistent presence across all platforms.
3. The artist will receive a Branding Worksheet that we will work on together.
4. Talk about the artist's interests/hobbies to start brainstorming content ideas and potential brand extensions. The artist will receive a Social Media Playbook, which will be reviewed in part 2, with a breakdown of how best to utilize every platform.

## 2. Social Media/Digital

1. Review the Social Media Playbook and talk about best practices, how to implement, and immediate next steps.
2. Talk through content ideas and discuss execution/how to set them up.
3. The artist will receive a Content Capture List that will include a list of helpful tools to make more professional looking content.
4. Discuss website strategy, which platform is best to use for the artist specifically, and how to set up and maintain a professional looking website.
5. Demonstrate how to best create a "living" one sheet and what assets should be included on it /how you can consistently keep it up to date.
6. Give artists a step by step guide on how to monetize their instagram accounts.
7. Teach artists ways to receive more digital press.

## 3. Business

1. Review the artist's PRO and SoundExchange accounts and ensure they are set-up correctly and make sure the artist fully understands how to collect royalties on their music from both platforms.
2. The artists will receive a Royalty Collection Guide that explains in-depth/answers common questions about SoundExchange, PRO's, and distribution companies (and how to take full advantage of each)
3. Discuss business set-up and legal organization - identify what's best for the artist and how to set up their business.
4. Teach the artist how to budget their business for the next year and go through what elements are/aren't important for them. This can be done with a pre-set budget for the year or an "ideal budget". The artist will receive a Budget Template so they can easily track their 6 month/yearly budget.
5. Teach artists how to create their own merch using Printful & Shopify.
6. Teach artists how to distribute their music and get on ALL streaming platforms through CD Baby, TuneCore, & United Masters

## 4. Conclusion

1. This week will be a final wrap-up of everything that was assessed. Any final questions can be reviewed or if the artist needs further.
2. help with anything we discussed the last three weeks.
3. What we review can be catered to the artist and where they are in their career/what else they want to focus on.
4. We can build out a release schedule, review best tour/merch practices, discuss general planning for the year, assess what the next best steps are, etc.