

# **Navigating The New Music Industry – Level 1**

Based on Rick Barker's Music Industry Blueprint and Dave Kusek's New Artist Model.

Rick Barker launched the career of Taylor Swift. Dave Kusek is the founder of Berklee Online.

## ***Summary***

The music industry is constantly changing. Music is no longer marketed the way it used to be just a few years ago. It has even changed in the last year. Rick Barker, the man who launched Taylor Swift's career, is in the heart of the Nashville music industry and keeps up to date with all the latest changes. In this class we use videos from his course, give work assignments to the students, and prepare them for a one-on-one mentoring session with Rick.

This course is designed for aspiring songwriters, recording artists, music marketers and managers.

Half way through the course, students who do everything as instructed, will be able to start earning a living as a musical performer.

Students are encouraged to bring laptops, tablets and cell phones with internet connections for the purpose of referencing some of the material covered in this course.

One-on-One mentoring with Rick Barker is at a cost separate from this class and is paid directly to Rick.

## ***Week 1***

- 5 Keys to success
- What to look for in a manager
- The Taylor Swift business model
- Q&A

## ***Week 2***

- The 5 must do's
- Building a web site – finding the right hosting service
- Class project: Find a domain name for your web site
- Gmail & file transfers
- Assignment: Using any of the resources in this class, build a web site with mass email

capability

### **Week 3**

- Social media for music (updated version)
- Assignment: Create a facebook music page

### **Week 4**

- House Concerts – Part 1 Video
- Homework assignment: Prepare a list of people you can contact as possible hosts for house concerts.

### **Week 5**

- House Concerts – Part 2 Video
- Prepare paperwork for house concerts

### **Week 6**

- Build a massive audience – Video
- Work assignment:
  - Connect with artists shown in this video. Post and observe how they engage with you.
  - Get a twitter, and YouTube account
  - Post a cover song on YouTube

### **Week 7**

- Twitter marketing tools – video
- Marketing Apps for your cell phone or tablet, Analytics - video
- Class project: Download all apps mentioned in this video and make use of one of the apps for a class demonstration.
- Assignment: Use one of the techniques in the video on each of the apps you downloaded in class.

### **Week 8**

- Class discussion on completed assignments
- Using Canva image creation - video
- Class project: Create an image using Canva
- Assignment: Create a design for one of your songs using 1400 X 1400 pixels, at least 300 dpi and another with the same specs for your Sound Cloud page.

## **Week 9**

- Review assignments
- Using SoundCloud - video
- Class project: Post music to SoundCloud. Share each other's music.

## **Week 10**

- Periscope - video
- Class project: Use Canva to create a thumbnail image for Periscope.
- Assignment for musicians with performance material: Do a live broadcast on Periscope

## **Week 11**

- Record releases
  - CDs and other merchandise
  - Digital distribution
- Setting up your social sites for the first time - Video

## **Week 12**

- Alternative: Social Media for Music advanced in-depth strategies - Video

## **Tuition**

The base rate for this class is \$420 payable at time of registration prior to starting classes. Discounts are available for multiple simultaneous classes, and will be based on the number of classes taken.

Classes must have a minimum of 2 students to be held. If only one student registers for this class, the class will be canceled and the student will be offered the option of on-going private lessons at the current private lesson tuition rate.

## **Late payments**

Tuition must be paid in full before a student can start this class. If tuition is paid late, the student may begin at the time of payment with no discount for time missed. It will be the student's responsibility to get the notes from other students for earlier classes.

## **Late arrivals**

If a student arrives late for a class, it will be the student's responsibility to get notes for the portion of the class missed from other students.

**No-shows**

If a student does not show up for a class, it is the student's responsibility to get the notes for classes missed from other students. No make-up lessons or refunds will be available for no-shows.

**Cancellations**

Registration may be canceled and refunded prior to starting classes. However, if a student attends one class or more, there will be no refund for discontinuing.

**Make-up lessons**

The only time make-up lessons will be available will be in the event that the instructor has to cancel a class. If all students are available, a make up lesson may be in the same week as another class or as an extra hour extension of a regularly scheduled class. If not everyone is available for this type of make up, the course will be extended by the number of weeks that the instructor missed during the course. If someone is not available for either, the make up will be given on a day that works best for most of the students. Those who cannot make up the lesson may get the notes on that lesson from other students.