



ARTIST ENTREPRENEUR

- TORONTO -

DELIVERED ANNUALLY

**March/April
&
August/September**



HELPING ARTISTS BUILD SUSTAINABLE BUSINESSES AND CAREERS

WHAT IS ARTIST ENTREPRENEUR?

Artist Entrepreneur (AE) is a six-week professional development program where artists of all genres expand their music business & entrepreneurial knowledge, push their creative skills & develop the tools and confidence needed to run their businesses.

WHEN DO WE OFFER THIS PROGRAM?

AE is delivered twice annually in Toronto

- Mar-Apr (spring) | Tues-Fri 10am-4pm
- Aug-Sept (summer) | Tues-Fri 10am-4pm

CMI will adhere to public health guidelines and can pivot to virtual if needed. Virtual deliveries run during the same months from 12 - 3pm EST on Zoom.

SESSION SIZE?

We limit our sessions to a **maximum** of 16 artists in order to ensure all artists receive as much one-on-one time and customized mentorship as possible.

WHAT'S "ONGOING MENTORSHIP"?

We understand sustainable careers and businesses are not built in six weeks. All artists who complete AE are eligible for ongoing mentorship post-program for FREE.



WHAT DOES THE PROGRAM COVER?

AE touches on all aspects of the industry from revenue streams to team building, executing new releases to booking better gigs. We speak to topics at your level and tie everything back to your business.

Below offers a glance at the of content covered in *Artist Entrepreneur*.

BUILDING YOUR BUSINESS

- Business structures & registration
- Revenue streams
- Business plans
- Bookkeeping & invoicing
- Expenses, taxes, HST/GST
- Risk management & insurance
- Funding & grant writing

COPYRIGHT & ROYALTIES

- Copyright law
- Performing rights organizations
- Music publishing
- Master recordings
- Neighbouring rights
- Covers & sampling

LIVE GIGS & TOURING

- Gigs & touring planning / strategy
- Pitching for gigs, tours & festivals
- Developing new markets
- Determining your live value
- Negotiating guarantees
- Attracting agents & promoters
- International touring, immigration & visas
- Merchandise
- Endorsements & sponsorship

BRANDING & MARKETING

- Pitching (elevator & written)
- Identifying your target markets
- Creating marketing plans & strategies
- Utilizing digital tools & calendars
- Developing your brand identity
- Unique selling proposition (USP)
- Style consultation

SONGWRITING & PERFORMANCE

- Song analysis
- Collaborative songwriting
- Live performance workshops
- Vocal health & performance workshops
- Producer consultations (one-on-one)
- Technical consultations for live performances (stage, monitors, gear)
- Optional live video asset and recording development

STREAMING & RADIO

- Streaming platforms
- Digital service providers (DSPs)
- Playlists
- Leveraging analytics
- Types of radio
- Radio promotion & trackers
- Pitching for radio

DIGITAL STRATEGY & PUBLICITY

- Publicity tools: photos, bios, one-sheets, EPK, press releases
- Web & social space optimization
- Social media best practices
- Efficiency tools & strategy
- Advertising
- Media training
- Media pitches

TEAM BUILDING, INDUSTRY PARTNERSHIPS & CONTRACTS

- Partnerships
- Managers
- Labels
- Music publishers
- Producers
- Session & side musicians
- Business managers
- Entertainment lawyers



WHO WILL I MEET?

During your time in *Artist Entrepreneur*, you will meet and work closely with **CMI's trusted staff and mentors**, network and build relationships with numerous **active music industry leaders** from all areas of the business and be surrounded and supported by **other artists like you**.

WHAT WILL I LEAVE WITH?

- Tangible career goals & empowering action plans
- A new network of diverse artist and industry contacts
- Enhanced soft skills - communication, time management, motivation, negotiation
- New video & photography assets
- Updated publicity / EPK assets
- CMI's digital tool kit of templates, infographs, step-by-step guides, and activities
- **Ongoing access to CMI's mentorship - FREE!**

WHAT IS CANADA'S MUSIC INCUBATOR?

We are a national, not-for-profit organization established in 2012 with the mission to help emerging artists and managers become sustainable businesses with no-strings attached. Our respected mentors, guests and partners are active professionals within the Canadian and International music industry.

We've mentored 1,700+ artists and managers and delivered 12,000+ hours of mentorship across Canada.

HOW MUCH DOES THE PROGRAM COST?

The cost of Artist Entrepreneur is \$7,500 per artist. However, we are able to subsidize program fees with a \$5,250 contribution courtesy of CMI's generous financial supporters.

Your out-of-pocket cost for an in-person program is \$2,250 (plus HST).

WHO CAN I TALK TO FOR MORE INFO?

Feel free to contact us via email at info@cmincubator.com or call (647) 987-7754 and ask to speak to someone from Programs.



OUR PROGRAM SPONSORS & PARTNERS



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