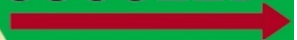


# Artists Marketing & Business Academy



## Course Catalog

Learn what  
You need to  
***SUCCEED***



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# **The Artists Marketing & Business Academy Mission**

Eliminating the “Starving Artist Paradigm” by teaching creative people to be Super Savvy Artist Entrepreneurs since 2005.

## **Debra Russell, Founder, Designer, Chief Cook and Bottle Washer**

### **Coach for the Professionally Creative And the Creative Professional**

Founder of Artist's *EDGE*, Certified Business Coach since 2001 and Master NLP and Hypnosis Practitioner, Debra Russell uses her broad business knowledge plus her ability to facilitate change and growth with professionals in the Arts and Entertainment Industry.

As an International Key Note Speaker, Trainer, Teacher and Coach, Debra helps professionals shape their success in their chosen field.

The ArtistsMBA has served Small Business Owners on 5 Continents and in Industries as diverse as Music, Film/TV/Theater, Dance, Writers (fiction, non-fiction and script), Coders, Engineers, Inventors, Health and Wellness, Audio Book Production, Finance and Insurance.

This program while designed for the creative mind can be applied by business owners and professionals in any field

# TRACK ONE

Vision,  
Goals  
and the  
Plan!



# **Track One - See Your Future: Create Your Business Vision, Career Goals & the Plan**

## **Foundation Program**

### How to Implement the Learning

- ★ How to overcome your blocks to implementation
- ★ How to prioritize which pieces to build first
- ★ How to plan your implementation
- ★ Where to get support for implementation

For more information: <http://artists-edge.com/how-to-implement-class/>

### Goals That Get Results

- ★ The common obstacles to setting goals
- ★ The common mistakes that lead to poorly written goals
- ★ How to zoom in on what you want and make powerful, specific and truly inspiring goals
- ★ What to do once you have those goals.

For more information: <http://artists-edge.com/goals-that-get-results-class/>

### S.P.E.C.I.A.L. Road Map to Success

- ★ The biggest mistake you can make in pursuit of your goals
- ★ How to create a foundation for real success
- ★ How to create a plan organically and easily
- ★ How to stay in action, and choose your right actions
- ★ The important final step that fuels future successes

For more information: <http://artists-edge.com/road-map-to-success-class/>

## Professional Program

### 5-Year Plan: Got Goals? Get a Plan

- ★ A clear 5-step process to create your plan
- ★ Simple way to take a long term vision/dream and turn it into a manageable series of actionable goals

For more information: <http://artists-edge.com/5-year-plan-class/>

### Creation of a Successful Year

- ★ How to celebrate the wins of the past year
- ★ How to transform the past year's challenges and losses into a powerful tool for success
- ★ How to lay the foundation for expansive success in the coming year
- ★ How to use these tools, in combination with the Time Management and Project Management tools to prioritize and focus your actions in the coming months

For more information: <http://artists-edge.com/successful-year-class/>

### How to Write the Dreaded Business Plan

- ★ Why you want to write a business plan
- ★ The key components in your business plan
- ★ How to use a business plan to move forward in your career

For more information: <http://artists-edge.com/business-plan-class/>

## **S.P.E.C.I.A.L. Road Map to Success – 7 Steps in Detail**

S – Starting Point Assessment – Where Are You Now?

P – Picture the End Result – Create Your Vision

E – Explore All the Ways to Get There – Expand What's Possible

C – Create the Plan – How to Create a Plan

I – Implement the Plan

A – Assess and Adjust

L – Love the Results

### **Special Bonus Interviews with Experts:**

Succeed in the Arts Business – an Interview with Gilli Moon

The Shy Singer an Interview with Vikki Flawith

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t1-business-vision-goals-plan/>

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## Success Skill Fundamentals

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# **Track Two - Believe & Receive: Confidence, Perseverance, Courage and the Law of Attraction**

## **Foundation Program**

### Emotional Intelligence – A Critical Skill for Success

- ★ What emotions really are
- ★ New empowering techniques to work with your emotions
- ★ How to use your emotions as your guide to greater success and deeper satisfaction

For more information: <http://artists-edge.com/emotional-intelligence-class/>

### 100% Ownership – The First Key to Leadership

- ★ The difference between responsibility and blame
- ★ The pros and cons of taking ownership of your outcomes
- ★ Simple tools to create a new habit of ownership

For more information: <http://artists-edge.com/ownership-leadership-class/>

### Attract Success

- ★ Use the Law of Attraction to effortlessly magnetize what you want into your life
- ★ Use “negative” experiences, emotions and beliefs as tools to move you forward
- ★ Build your belief, trust and confidence that you can actually have what you want!

For more information: <http://artists-edge.com/attract-success-class/>

## **Professional Program**

### Attitude of Gratitude or How to Handle Rejection and the Other Hard Stuff!

- ★ Having an attitude of gratitude
- ★ Reframing your context to shift your focus
- ★ Embracing life's experiences with a curious mind

For more information: <http://artists-edge.com/attitude-of-gratitude-class/>

### Transform Your Belief – The Key To Success

- ★ How your beliefs are working for and against you
- ★ 3 Steps to build beliefs that work for you
- ★ Actual practice building some new beliefs

For more information: <http://artists-edge.com/transform-your-belief-class/>

### Transform Your Inner Critic into Your Staunchest Ally

- ★ Where that voice comes from and why we all have it
- ★ A range of tools and techniques to retrain the critic's voice

For more information: <http://artists-edge.com/inner-critic-class/>

### Unblock Your Creativity

- ★ The blocks that get in the way of accessing our creativity
- ★ How to get unblocked
- ★ And ways to prevent those blocks from happening in the first place

For more information: <http://artists-edge.com/unblock-your-creativity-class/>

### Overcoming Fear

- ★ Develop the skill of courage in response to the emotion of fear
- ★ Move forward and achieve your desired level of success

For more information: <http://artists-edge.com/overcoming-fear-class/>

## How to Move Past Your Fear of Success or Failure

- ★ How to identify the root source of the fear How to handle the nay-sayers that feed the fear
- ★ How to turn fear into motivation and momentum

For more information: <http://artists-edge.com/fear-success-failure-class/>

## Confidence

- ★ Examine the true nature of confidence
- ★ Explore the beliefs that block your confidence
- ★ Learn how to build your confidence

For more information: <http://artists-edge.com/confidence-class/>

## An Act of Willpower – the Process of Perseverance

- ★ Will, Perseverance, Commitment – Oh My!
- ★ The biggest obstacles to will power
- ★ 3 keys to developing will power and perseverance in your life
- ★ Specific exercises you can do to strengthen your will power

For more information: <http://artists-edge.com/confidence-class/>

## How to Use Feedback and Criticism Constructively

- ★ The most effective way to solicit and receive overt feedback
- ★ How to glean feedback from your most challenging experiences
- ★ How to maintain your equilibrium and faith in yourself when receiving negative feedback
- ★ How to interpret and implement feedback, particularly conflicting information

For more information: <http://artists-edge.com/feedback-and-criticism-class/>

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Prosperous,  
Profitable, Sustainable  
Business



# **Track Three - Nuts & Bolts: The Fundamentals of Business**

## **Foundation Program**

### Business Management for the Creative Mind

- ★ 5 Hats of the Business Owner
- ★ 5 Biggest Challenges and how to overcome them
- ★ 3 Keys to Success with your business
- ★ Designing your business to match your style

For more information: <http://artists-edge.com/business-management-creative-mind-class/>

### Transitioning to Full-time With Your Art/Music Business

- ★ The 3 biggest mistakes to avoid during your transition
- ★ The 3 things you MUST have before making the leap
- ★ How to know when you're ready to make the transition
- ★ How to sustain your new level once you've made the leap.

For more information: <http://artists-edge.com/transitioning-to-full-time-class/>

## **Professional Program**

### Create and Maintain Your Team

- ★ The #1 Mistake artists make with their Agents and Managers
- ★ The 3 keys to delegating effectively
- ★ The 3 kinds of team members and the pros and cons to each
- ★ How to build and work with a team of people
- ★

For more information: <http://artists-edge.com/create-teams-class/>

## **Special Bonus Interviews with Experts**

### Copyright and Trademark Basics with Jeff Fabian

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t3-business-fundamentals/>



## **Track 3A - Streamline Your Business: Work Smarter, Not Harder Foundation Program**

### Systems Creation – Work Smarter, Not Harder

- ★ How systems facilitate creativity and set you free
- ★ How to identify good candidates for systems' creation
- ★ How to design and implement systems' procedures

For more information: <http://artists-edge.com/systems-creation-class/>

## **Professional Program**

### How to Manage Your Marketing – the Contact Management System

- ★ Why you need a Contact Management System
- ★ The Key Components for your system
- ★ Using it to feed and energize your Marketing

For more information: <http://artists-edge.com/contact-management-system-class/>

## **Special Bonus Interviews with Experts**

### The Art of Outsourcing – An interview with Tiamo De Vettori

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t3-business-fundamentals/t3a-streamline-business-systems/>



## Track 3B - Free Your Time: Organization and Time Management Systems

### Foundation Program

#### Time Management 101 – The Art of Juggling

- ★ How to figure out what you're doing right
- ★ How to set up a system that really works with who you are
- ★ Several tools to help you make the most of your time
- ★ What to do with that To Do list!

For more information: <http://artists-edge.com/time-management-101-class/>

#### Get Organized

- ★ How to set your space up so that it works intuitively
- ★ Easy new habits that allow you to stay organized
- ★ Tricks for maximizing your space

For more information: <http://artists-edge.com/get-organized-class/>

## Professional Program

### Time Management Bookends – A Framework for Success

- ★ What are Time Management Bookends?
- ★ The 3 most important Parts of successful Bookends
- ★ How to install your bookends into your daily life

For more information: <http://artists-edge.com/time-management-bookends-class/>

### Project Management – The Key to Getting Stuff DONE!

- ★ The project management mistakes that lead to procrastination and paralysis
- ★ The two kinds of projects and how to manage both
- ★ The skill of prioritizing according to your values

For more information: <http://artists-edge.com/project-management-class/>

### Project Management – The Performance Results Description Tool

- ★ How the PRD fits into your Time Management System
- ★ How to adapt the PRD for different kinds of projects
- ★ How use the PRD Form to your best advantage

For more information: <http://artists-edge.com/project-management-prd-class/>

### Motivation and Momentum - the Missing Ingredients to Effective Time Management

- ★ What motivation and momentum are REALLY made of
- ★ How to discover what motivates you and use it to create the results you want
- ★ What 3 things are guaranteed to destroy your momentum and how to avoid them
- ★ 5 Tools for creating and maintaining your momentum

For more information: <http://artists-edge.com/motivation-and-momentum-class/>



## How to Create Focus

- ★ The 3 biggest focus stealers
- ★ How to set clear internal and external focus boundaries
- ★ Simple and easy exercises to focus your mind

For more information: <http://artists-edge.com/create-focus-class/>

## Managing Conflicting Priorities

- ★ How to make the smart decision
- ★ How to feel good about your choices
- ★ How to manage other people's expectations and the guilty feelings that often accompany them

For more information: <http://artists-edge.com/managing-conflicting-priorities-class/>

## Procrastination is Keeping Me Waiting

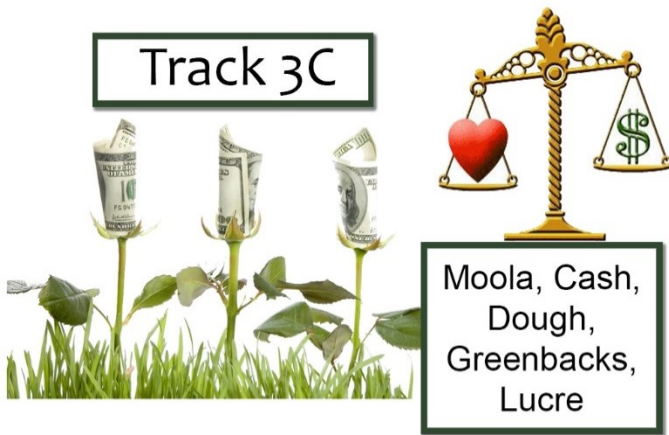
- ★ What is procrastination, really, and what causes it?
- ★ Three techniques to get yourself moving when you're stuck
- ★ An NLP process that you can use over and over to create momentum with ease

For more information: <http://artists-edge.com/procrastination-class/>

## **Special Bonus Interviews with Experts**

### Ask the Organizer – An Interview with Joshua Zerkel, Certified Professional Organizer

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t3-business-fundamentals/t3b-time-management-organization/>



## **Track 3C - Show Me the Money: Essential Money Management Fundamentals Foundation Program**

### Money Management: Building Your Financial Foundation

- ★ Shift your internal beliefs to become a money magnet
- ★ Build systems to streamline your money management
- ★ Design a game plan that produces and sustains financial freedom

For more information: <http://artists-edge.com/financial-foundation-class>

## **Professional Program**

### How to Manage Cash Flow for Your Arts Business

- ★ How to break out of the time for money trap
- ★ How to plan for the cyclical nature of your cash flow
- ★ The difference between good debt and bad debt

For more information: <http://artists-edge.com/business-cash-flow-class/>

## **Special Bonus Interviews with Experts**

### How to Prepare for a Successful Crowd Funding Campaign – An Interview with Ariel Hyatt

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t3-business-fundamentals/t3c-financial-management/>

In modern business it is not the crook who is to be feared most, it is the honest man who doesn't know what he is doing.

[William Wordsworth](#)

Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing.

[Thomas A. Edison](#)

Time is the scarcest resource and unless it is managed nothing else can be managed.

[Peter Drucker](#)

"Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art."

[Andy Warhol](#)

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Promotion,  
Marketing &  
Sales



# **Track Four - Be Seen: Promotion, Marketing and Sales**

## **Foundation Program**

### Marketing 101

- ★ The 3 biggest misconceptions about Marketing
- ★ How to use marketing to create lifetime fans
- ★ What it takes to create a Marketing Plan and implement it in a systematic and repeatable way.

For more information: <http://artists-edge.com/marketing-101-class/>

### Branding 101

- ★ The 2 facets of Branding that you must consider when designing your brand
- ★ Expressing yourself authentically through your Brand

For more information: <http://artists-edge.com/branding-101-class/>

### Multiple Streams of Art/Music Income

- ★ The 8 steps to developing a Multiple Streams Business
- ★ How to turn existing products into additional income streams
- ★ How to harness the power of today's technology to multiply your audience far beyond your current markets

For more information: <http://artists-edge.com/multiple-streams-of-art-music-class/>

## **Professional Program**

### How to Embrace Your Unique Voice as an Artist

- ★ How to listen to yourself to know your true voice
- ★ How (and when) to express your true voice
- ★ How these skills serve in your creativity, your marketing and your business and personal relationships

For more information: <http://artists-edge.com/embrace-your-voice-class/>

## Niche Marketing – How Thinking Small can Payoff BIG!

- ★ What is a niche, really and how does it apply to my business?
- ★ How do I pick my niche?
- ★ OK – I've chosen my niche, now what?

For more information: <http://artists-edge.com/niche-marketing-class/>

## How to Create a Fanbase from Scratch

- ★ How to use live performance to build your fanbase
- ★ How to use internet marketing and social media marketing to build your fanbase
- ★ The 3 mistakes that artists make in creating their list
- ★ Now that you've got fans, what do you do with them?

For more information: <http://artists-edge.com/create-fanbase-class/>

## **Multiple Streams of Art/Music Income - 8 Steps in Detail**

### Step 1: Pick Your Niche

### Step 2: Elicit Their Problems

### Step 3: Find Solutions

### Step 4: Develop Your Product Funnel

### Step 5: Generate Traffic

### Step 6: Convert Prospects

### Step 7: Strengthen Relationships

### Step 8: BOP Positioning

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t4-promotion-marketing-sales/>

## **Special Bonus Interviews with Experts**

The Marketing Cycle with Music Marketing Expert Bobby Borg

Music Marketing in the Real World – An Interview with Michael Brandvold

Booking Strategies: 4 Simple Steps to Turn Cold Calls into Referral Calls, an Interview with Jeri Goldstein

How to Build Your List with Elizabeth Edwards

Self-Promotion for Performing Artists with Peter McDowell

How to Create Buzz and Stimulate Word-of-Mouth Marketing, an Interview with Bob Baker

Creating Your Niche – A Conversation with Nancy Moran

Music Licensing with Sarah Gavigan – An Insider's Guide to Getting Your Music Placed in Films, TV Shows and Ads

How to Prepare for a Successful Crowd Funding Campaign – An Interview with Ariel Hyatt

7 Secrets to Get Booked on Corporate Stages with Tiamo de Vettori

Alternative Marketing for Visual Artists Presented by Art Business Consultant and Coach, Martha Zlatar

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t4-promotion-marketing-sales/>



## Track 4A

### Internet Marketing & Social Media Mastery



## Track 4A - Rock the Internet: Online & Social Media Mastery

### Foundation Program

Internet Marketing and Social Media –Waste of Time or Key to Success in the New Music Business?

- ★ Case Studies of Artists who are successful
- ★ The Basics of Internet Marketing & Social Media
- ★ The fundamental do's and don'ts best practices

For more information: <http://artists-edge.com/internet-marketing-social-media-class/>

### Social Media – The Art of Engagement

- ★ What is Social Media and why do we care?
- ★ How to use Social Media Marketing in your marketing plan
- ★ The Do's and DON'Ts of Social Media Marketing

For more information: <http://artists-edge.com/social-media-class/>

### Professional Program

#### Internet Marketing 101

- ★ The difference between black hat and white hat marketing methods – or what NOT to do
- ★ Three quick and easy ways to drive traffic to your website

For more information: <http://artists-edge.com/internet-marketing-101-class/>



## How to Get Started on Twitter

- ★ How to set up your Twitter account and page to maximize your key words
- ★ The basic Do's and Don'ts with Twitter A few irreplaceable tools for Twitter

For more information: <http://artists-edge.com/get-started-on-twitter-class/>

## How to Integrate Social Media into Your Multiple Streams Business

- ★ Why you absolutely MUST be active in social media to build a profitable business in the 21st Century
- ★ How to use the Multiple Streams model to make your Social Media strategy effective and efficient
- ★ The top 3 mistakes to avoid with Social Media

For more information: <http://artists-edge.com/social-media-integration-class/>

## **Special Bonus Interviews With Experts**

Website Maximizer: Is your website selling you? – Jeri Goldstein, Special Guest Lecturer

Social Media – An Interview With Ariel Hyatt, CyberPR

Twitter for Artists – An Interview with Carla Lynn Hall

WordPress Websites for Musicians – An Interview with Middle Tennessee Music

WordPress Website Essentials with Jesse Petersen

Interview with Patrick Schwerdtfeger, Internet Marketing Expert

For more information: <http://artists-edge.com/products/invest-in-success/artistsmba-home/t4-promotion-marketing-sales/t4a-internet-marketing-social-media/>

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# Artist Entrepreneur



# **Track Five - Be the Captain of Your Career: Artist as Business Owner, Leader and Entrepreneur**

## **Foundation Program**

### The Art of Leadership – In Your Career, In Your Business, In Your Life

- ★ Why it pays to be a leader
- ★ The Success Principles of a leader
- ★ What 3 simple things you can do today to improve your leadership skills

For more information: <http://artists-edge.com/art-of-leadership-class/>

### 100% Ownership – The First Key to Leadership

- ★ The difference between responsibility and blame
- ★ The pros and cons of taking ownership of your outcomes
- ★ Simple tools to create a new habit of ownership

For more information: <http://artists-edge.com/ownership-leadership-class/>

## **Professional Program**

### How to Create a Values-Based Career

- ★ What your values are, right now
- ★ How to choose values that will create ethical success
- ★ And how to build those values into your life, moment to moment

For more information: <http://artists-edge.com/values-based-career-class/>

### The Mindset of a Leader – Part 1

- ★ The first 6 Assumptions of Empowered Leadership
- ★ The benefits and challenges of each assumption
- ★ And how we can apply them in our day-to-day lives

For more information: <http://artists-edge.com/mindset-leader-1-class/>

### The Mindset of a Leader – Part 2

- ★ The second set of 6 Assumptions of Empowered Leadership
- ★ The benefits and challenges of each assumption
- ★ And how we can apply them in our day-to-day lives

For more information: <http://artists-edge.com/mindset-leader-2-class/>

### The Mindset of a Leader – Part 3

- ★ The final 6 Assumptions of Empowered Leadership
- ★ The benefits and challenges of each assumption
- ★ And how we can apply them in our day-to-day lives

For more information: <http://artists-edge.com/mindset-leader-3-class/>

# Testimonials



I listened to "Starting Point Assessment – Where Are You Now?" It was enjoyable and interesting. Debra, you are articulate, give excellent examples and your genuine disclosures about your own life add even more substance to the generous amount of information and guidance. You make the process and tools clear and accessible to listeners, with much grace and humor.

**-Jennifer Bunday, Colors for the Soul, Painter and Teacher**



I trusted you and I persisted. And I'm here to tell you, it works. It's amazing.

**-Vikki Flawith, the Shy Singer**



I listened to your class on Internet Marketing and Social Media last week and I implemented just a few of your suggestions and had my best Twitter week ever!

**-Chuck Hughes, Musician**



I've been working the "S.P.E.C.I.A.L." steps outlined in "The Roadmap to Success" class and am having a great time doing it. Inventive, inspiring and creative stuff that's taking the drudgery out of the business side.

**-Jean Synodinos, Musician**



**Artists Marketing & Business Academy**

**Contact  
848-223-7519**