



DAVE KUSEK'S NEW ARTIST MODEL

THE ONLINE MUSIC BUSINESS SCHOOL FOR INDEPENDENT MUSICIANS,
PERFORMERS, RECORDING ARTIST, PRODUCERS, MANAGERS AND SONGWRITERS

New Artist Model (<http://newartistmodel.com>) is an online music business school for independent musicians, performers, recording artists, producers, managers, and songwriters who are driven to succeed and want to work smarter. Started by Dave Kusek, the founder of Berklee Online, the classes let you study music business from wherever you are, on your schedule, and at a fraction of the cost of other programs.

Most independent musicians today are simply not making enough money. Most don't understand how the business works, are confused by copyright and licensing, don't have a strong enough team around them and don't have a strategic plan to grow their careers. Many are spending far too much time trying to navigate the myriad of business issues and not nearly enough time honing their craft.

The New Artist Model provides clear step by step instructions for organizing a musician business and setting up multiple revenue streams including licensing, performing and distribution. The course teaches ways to leverage social media to expand an audience, turn fans into buyers, methods to energize super fans, ways of using free music as effective marketing, collaboration techniques to book more gigs, build a unique brand, stay in creative control, make more money and grow a dream into a business.

The New Artist Model is the brainchild of Dave Kusek, the founder and former CEO of [Berklee Online](#), the world's largest music school. Kusek is also the co-author of the best selling music business book [The Future of Music: Manifesto for the Digital Music Revolution](#), and has taught tens of thousands of musicians around the world. He was one of the people who brought MIDI to the market and has literally helped millions of musicians live their dreams in music.

New Artist Model lets musicians invest in themselves, helping to think more strategically and advance their music careers so it can be a long-term, sustainable career—and on their terms. Through video, readings, class discussions, and quizzes, New Artist Model focuses musicians so they can get organized and manage their time more wisely.

The goal of the program is to help musicians make more money through a better understanding of how to generate income from touring, recordings, merchandising, crowdfunding, sponsorships, publishing, and licensing. After completing the New Artist Model, musicians are ready to plan for the years ahead and maximize their income from targeted opportunities.

You can try New Artist Model out with five free lessons here.
<http://get.newartistmodel.com/fe/58293-3-personas>



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GO FROM CREATIVITY TO COMMERCE

- CHOOSE FROM OUR DIFFERENT CLASSES AND PROGRAMS TO SUIT YOUR NEEDS
- LEARN HOW TO PROMOTE YOUR MUSIC
- BECOME A BETTER MUSICIAN AND SONGWRITER
- BOOK MORE GIGS AND MAKE MORE MONEY
- HOW TO GET MORE FANS ON YOUTUBE, FACEBOOK, TWITTER AND INSTAGRAM
- LEARN HOW TO START YOUR OWN RECORD LABEL
- UNDERSTAND MUSIC PUBLISHING AND COPYRIGHTS
- LEARN ABOUT THE NEW MUSIC BUSINESS AND HOW IT OPERATES
- GET A BLUEPRINT FOR SUCCESS IN THE MUSIC INDUSTRY
- CREATE A PLAN AND STRATEGY TO DRIVE YOUR MUSIC FORWARD
- LEARN HOW TO MANAGE YOUR TIME AND RESOURCES
- HOW TO GET SIGNED TO A LABEL AND HOW TO GET A RECORD DEAL
- LEARN HOW TO IDENTIFY AND ENERGIZE YOUR SUPERFANS
- MAKE FREE MUSIC WORK FOR YOU
- MONETIZE YOUR FAN BASE AND TURN YOUR AUDIENCE INTO BUYERS
- LEARN MUSIC MARKETING, PROMOTION AND ARTIST MANAGEMENT
- CONNECT WITH OTHER MUSICIANS JUST LIKE YOU

Learn everything you need to know to succeed in the music business today and
Get the Life in Music You Deserve.

<http://newartistmodel.com>