



## ONLINE MUSIC BUSINESS SCHOOL FOR INDEPENDENT MUSICIANS

### **New Artist Model teaches musicians how to think and act like entrepreneurs**

**BOSTON, MA:** Dave Kusek's New Artist Model ( <http://newartistmodel.com> ) online music business school for independent musicians is please to announce the expansion of its programs. The online school is now offering programs in music business, artist management, music marketing and promotion, songwriting, fan funding, licensing and publishing, with more to come.

Musicians can access free training videos with Dave Kusek at <https://newartistmodel.leadpages.net/free-indie-musician-training/> and a series of free lessons at <http://member.newartistmodel.com/fe/58293-3-personas> . Classes are open for enrollment now at <http://newartistmodel.com/enroll/> .

The flagship program is called the New Artist Model Essential Program and provides curriculum to help musicians create a career plan, learn how to build a team, how to book gigs and tours, how to collaborate in the digital era, how to make money and manage it, understand copyrights and licensing and publishing, time-management, crowdfunding, financing projects and marketing and promotion. A full syllabus is available at <http://newartistmodel.com/online-music-business-school/#tab-id-4> .

“In the digital era, independent musicians have enormous opportunities to manage their own careers, but musicians themselves need to think more like entrepreneurs and coordinate and manage a wide variety of activities,” states Kusek. “The idea behind these programs are to teach musicians skills and knowledge to fully manage their careers, from planning through execution. By enrolling in our online school, musicians will be better prepared to orchestrate all the pieces and people who will help them succeed.”

Dave Kusek has worked in the music business all of his life with independent musicians, songwriters, performers, and educators. In 2005 he co-wrote one of the best selling music business books, *The Future of Music* <http://www.amazon.com/exec/obidos/ASIN/0876390599/futureofmusic-20/104-9870276-172955> which has sold over 50,000 copies around the world. Kusek helped to get the MIDI technical standard started long ago and was a pioneer of digital music at Passport Music Software, where he helped hundreds of thousands of musicians create music.

As the founder and former CEO of Berkleemusic ( <http://online.berklee.edu> ), the world's largest music school, Kusek helped teach tens of thousands of students from around the world.

Berkleemusic won the award for the Best Online Course eight years in a row from the University Professional & Continuing Education Association (UPCEA). Kusek taught music business at Berklee College of Music for 14 years and has worked with tens of thousands of musicians to help shape their careers. He has helped artists, songwriters, performers, promoters, managers, label executives, publishers, booking agents, and A&R reps looking for guidance.

New Artist Model is an essential online course and Success Framework for independent musicians, performers and songwriters. It teaches musicians to understand the dynamic music business ecosystem, how to build a team to support your goals and create opportunities in the marketplace, how to leverage multiple revenue streams including publishing, touring, merchandise, and recording, how to develop an online presence to grow and monetize your relationship with fans, how to understand the impact of copyright law and protect yourself and your music, how to budget and finance your projects, and how to get access to resources and people that can help grow a vital musician's network.

To get similar training from colleges and universities, musicians would need to take certificate or degree programs costing tens of thousands of dollars and 2-3 years to complete. With New Artist Model, musicians can do it all at a fraction of the cost.

For more information, visit <http://newartistmodel.com>

Dave Kusek is available for interviews. Please contact Chelsea Ira at [chelsea@newartistmodel.com](mailto:chelsea@newartistmodel.com) or (443) 262-6861 to request.

### **About New Artist Model**

The New Artist Model is an online education platform for independent musicians to help them manage their careers in the digital age. The 8-week online course was created by Dave Kusek, founder and former CEO of Berkleemusic, contributor to MIDI, co-author of The Future of Music, and founder of Passport Music Software. For more information, visit <http://newartistmodel.com> .

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