

**"Music Is Your Business"  
The Fresno Workshop**

**Sunday All-Day Workshop May 2nd 1pm-6pm**

**FourFront Media and Music and Christopher Knab** are pleased to announce that a ONE DAY music business workshop will be held in Fresno.

The Workshop will take place all-day on Sunday May 2<sup>nd</sup> from 1pm-6pm and will be held at The Starline Club at 831 E. Fern in Fresno.

Registered students will be given a **FREE** PDF copy of Christopher Knab's 280 page book 'Music Is Your Business the 3<sup>rd</sup> Edition'.

This workshop will provide valuable Music Business information designed to empower any musician, band or artist manager to take control of their music careers and **learn how to market, promote, book, and sell their music, both online and through traditional music marketing techniques.** The full-day workshop on Sunday, May 2<sup>nd</sup> will go into great detail on how to market your music in a digital age.

Registered attendees will learn skills to **successfully prepare, protect, promote, book and distribute independent music** - including the essentials of getting music recorded, manufactured, played on the radio, reviewed in the press, distributed and sold, booked into live venues *...and promoted through social networking sites, and over the Internet!*

**Online tools** are crucial to the success of the Independent Artist, and are changing the very nature of how music is marketed and sold today. Because of this, a great deal of the time spent in the full-day workshop will address "**Music Business and the Internet**" issues, with visual tours of the most important digital music marketing tools and websites now available for the Independent artist and band.

**Your Instructor, Christopher (Cosmo Topper) Knab**, has over 40 years of hands-on experience with Independent music ranging from **Record Label and Music Publishing ownership (415/Columbia Records and Very Safe Music. Inc)** and **Music Retail ownership: (Aquarius Records in San Francisco)**. Christopher was a staple on the **SF Alternative music** scene in the 70's and 80's being **DJ Cosmo Topper on such radio shows as KSAN's Outcaste Hour**, and KSJO's "Modern Humans" program, and **working with such San Francisco bands** as Romeo Void, Translator, The Red Rockers, the Mutants, the Nuns, and Wire Train. He went on to work in Alternative Radio as the station manager of KCMU, - now **KEXP 90.3 FM, Seattle**). Christopher also taught music business courses at the **Art Institute of Seattle for 18 years**, and is a music business consultant and educator based in Seattle.

**RECESSION DISCOUNT:** In support of the **Independent Artist** the cost of this workshop is being kept low and will include a **free copy of the PDF** version of Christopher's book): **This workshop costs only \$40 in advance, and \$50 at the door.**

**To REGISTER BY CREDIT CARD ONLINE** go to : [www.fourfrontmusic.com](http://www.fourfrontmusic.com) or for more information- contact Christopher Knab at 206-282-6116, and/or Email: [Chris@Knab.com](mailto:Chris@Knab.com) **A deposit of \$15 is required for the Sunday, May 2<sup>nd</sup> all-day workshop.**

## Music Business Workshop Topics

**Note:** In addition to the FREE copy of the 280 page PDF Version of Christopher Knab's Book "Music Is Your Business"...Students will receive additional FREE printouts relevant to the topics discussed during the 1 Day Workshop!

### Sunday, May 2<sup>nd</sup> 2010, 1pm-6pm Topics for the day:

#### Session 1

- \* A Review of 'The State of the Music Industry Today'  
Plus an in-depth look at the Four 'Fronts' of Music Marketing
- \* **Copyright Basics:** The Why's and How's of registering your copyrighted songs
- \* **Band agreements:** What they are, and why you need one
- \* **Recording contract basics:**  
What's negotiable, What's not  
The new '360' recording contracts: Are they really right for you?

#### Session 2

- \* **Preparing your CD for the marketplace:**
  - \* Cover artwork and duplication issues
  - \* Image creation: What is the Image you are portraying and how to maintain it
- .\* **Promoting your music to radio stations:**
  - Non-Commercial radio opportunities
  - Satellite radio opportunities
  - Internet radio opportunities
  - Independent radio promoters
- \* **Record Distributors:**
  - What they want and how to work with them
  - Designing a distributor One Sheet
- Record Retailers:**
  - Putting your music on consignment Retail merchandising: what is it? And how does it work?
  - Selling your music to non-traditional retailers

#### Session 3

- \* **Music Publicity Topics:**
  - How to work with the music press
  - How to write and use press releases
  - How to write and execute an effective publicity campaign
- \* **Live Performance Issues:**
  - House concerts: the best gigs you'll ever get when starting out
  - How to book and promote your own tour
  - The Fairs and Festival Circuit
  - Booking Agents: Who they are and what they do
  - Promoters: The role of the live performance promoter
  - Getting gigs at local clubs
  - Live performance contracts and riders
- \* **A Musicians Guide to Using the Internet: Internet basics**
  - Website design basics
  - How to get your fans to revisit your website

Building relationships over the Internet: the value of Social Networking Sites

Email etiquette: How to properly use email within the music business

The value of social networking: Twitter, MySpace/ Facebook

How podcasting can work for you

**\* Putting It All Together...Writing a Music Marketing Plan: Marketing**