



## **WHAT YOU NEED TO KNOW: INITIAL ARTIST CONSULTATIONS**

### **AMF WELCOMES YOU!**

Thank you for expressing interest in utilizing our Artist services, which AMF provides at no cost to musicians. We look forward to helping you take the next steps to achieving career sustainability and success!

In this sheet we will introduce you to AMF and the essential support services we offer to the music community and outline program benefits and expectations. Our goal is for you to leave your first Artist Consultation feeling supported, inspired, encouraged and invested...and perhaps most importantly, ready to roll up your sleeves and get to work!

### **WHO WE ARE**

Founded in 2002, the Austin Music Foundation is a 501(c)3 nonprofit arts organization whose core mission is to strengthen, connect, and advance the local music industry and community through educational programming, professional development, focused mentoring and networking opportunities.

The Austin Music Foundation (AMF) is highly engaged in developing initiatives that facilitate the growth and sustainability of Austin's creative class and remains one of the city's only service organizations dedicated to delivering year-round music business training, at no cost to the local music community.

### **WHAT WE DO**

Our **Artist Direct Programs** provide musicians with the advanced knowledge and tools they need to navigate the music industry and build their careers.

### **PANELS AND WORKSHOPS**

A year-round educational series created to help educate musicians about the business aspects of the music industry, enabling them to make informed decisions about their career development. Each workshop is led by a panel of both local and national music industry experts.

- Free and open to the public
- 6-10 workshops annually
- Each is focused on a specific business-related challenge unique to musicians
- Led by experienced industry professionals with invaluable insight

- Recurring topics include: Community Resources for Musicians; Booking & Touring; Marketing & Promotion; Branding & PR; Songwriting & Publishing; Licensing & Distribution; Recording; Revenue Development for Musicians; Administrative & Legal; Accounting and Taxes for Creatives.

### **NETWORKING MIXERS AND ARTIST SHOWCASES**

- 3-4 Annual networking events for musicians and music industry professionals to connect peer to peer and listen to your new favorite band.
- Music showcase series
- Our quarterly mixers create an atmosphere for local artists and music industry professionals to come together in a fun and friendly environment. These casual networking events offer time to catch up and share ideas with creative colleagues, and are always free and open to anyone working the industry.
- Artist showcases give us an opportunity to highlight the many talented artists we work with at AMF and provide paid performance opportunities to local musicians.

### **ANNUAL FEEL THE LOVE MUSIC INDUSTRY EXPO**

- 'Feel the Love' is an annual exhibition that connects the music community to the invaluable resources and music organizations committed to supporting the vitality, health and visibility for Austin's creative class.

### **ARTIST CAREER CONSULTATIONS**

- Free online registration
- 30-60 minute, one-on-one session with expert AMF Artist Consultants
- Assessment of current career trajectory
- Identify goals and develop strategic plan for achieving goals

**In order for you to participate in and benefit from our one-on-one professional consultations, we require at a minimum the following:**

- Band/Artist website
- Social Media accounts

**AND please have at least 2 of the following:**

- Music: Current and professional recordings
- Photos: Professional
- Videos: Professional music video and/ or live recordings. Anything interesting!

### **FAQ'S:**

**Q: Do I need to prepare anything for the consultation?**

A: Come with some questions in mind if you have specific things you need advice on relating to your music and career. Take some time to think about the hurdles, challenges or successes you're experiencing and what specific guidance you need.

**Q: Can I choose what Consultant I want to work with?**

A: Yes, currently you can choose your consultant on our website via their Calendly schedule. Consultant bios are on the website too so you can see their list of experience and expertise.

**Q: Can I sign up for another consultation after my first one?**

A: Absolutely! We'd love to see you on an ongoing basis to provide mentorship, ongoing guidance and see the progress you are making. To know how long you should wait until you next sign up, ask the consultant at the end of your consultation.

Once you have the above listed assets in place, you are ready for a consultation with AMF!

Note: If you don't have all these assets in place please write to: [info@austinmusicfoundation.org](mailto:info@austinmusicfoundation.org) to let us know and we'll see how we can work with you.

**TO SIGN UP FOR A CONSULTATION:**

Please go to our website: [www.austinmusicfoundation.org](http://www.austinmusicfoundation.org), on the menu bar scroll down to 'Consultation Request', select your consultant and sign up for a time slot!