

Case Histories of Music Artists and Entrepreneur Clients

Consulting Process in Detail

The following are direct exchanges between consultant Jim Musgrave and his client. The name has been deleted from this client, as all exchanges are privately done.

From: James Musgrave <jamesmusgrave2122@att.net>
Sent: Monday, November 23, 2020 5:54:32 PM
To:
Cc: cjmust73@gmail.com <cjmust73@gmail.com>; 'Ilonka Melocek' <ilonka.melocek01@gmail.com>
Subject: Embellisher Music Platforms

Hello XXXX,

Thanks for your interest in my new way to go independent with your music and establish a unique distribution platform.

- Do you want to collect and monetize your own work, live stream concerts to your fans, and have a database of new listeners to keep coming back to your shows?
- If you're just a music lover, do you want to have a way to produce concerts, and help other groups/individuals monetize their work and keep their intellectual property secure?
- In both instances, you collect revenue with my unique method of creating and marketing.
- It all works by using the three multimedia platforms I've developed that can be easily synchronized on your website, seamlessly, under your brand.

Why might you want to go independent? It's simple. The big multinational corporations in the entertainment industry have taken over. While teaching super-nerds at Caltech, I realized I could help other artists capitalize on what these big "playahz" have been doing to us for so long. As with all things digital, it only requires putting good platforms together to create a new mode of making money for folks who deserve the "lion's share" of the cash, and that's us!

My two streaming VPS servers are completely private, and they will stay that way. To make the real money, you need to promote both your intellectual properties and your security. My three delivery platforms (one for marketing and two for your fans) function as the method of funneling the consumers' cash into your online private accounts, in as many ways as you can think to develop them.

Each of my clients is an artist of some sort, so each client needs to communicate to uniquely establish his/her brand.

I have the steps worked out you can take to do this, but you need to help me see how to focus your purpose for using my platforms to deliver the goods to your consumers.

So, if you would, please start the planning ball rolling by answering this quick survey. No cost is involved. In fact, I will setup your first “campaign” with you, for nothing, to allow you to see how the platforms work, in tandem, to drive traffic and to get you new fans to whatever you choose as your campaign’s focus: a live-stream concert, a new album dropping, or just an introduction to your or other’s talents.

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From:
Sent: Monday, November 23, 2020 10:41 AM
To: James Musgrave <jamesmusgrave2122@att.net>
Subject: Re: Embellisher Music Platforms

Hi James..

I hope you are well...

Thanks for all the info...

I appreciate all those that help support the cause.

I can say that my main focus right now is to drive traffic to all my digital works so i can have fan growth and more so move music in numbers.

I do not go in to anything.blind but at the same time I do tend to fully dedicated myself to the current focus of what's good at the time..

I have my music distribution and I am seeking growth in numbers at the same time disburse mass music.

What are your thoughts??

Thanks.

From: James Musgrave <jamesmusgrave2122@att.net>

Sent: Monday, November 23, 2020 6:50:48 PM

To:

Subject: RE: Embellisher Music Platforms

Hello XXXX,

You can do both, but pull away from the big distributors slowly, step-by-step, by leveraging them and sending the traffic to your home pages.

For example, most of them today seduce the big artists, and that's it. Midlist and other artists are just "income enhancers" for these monoliths.

When you have your own website and integrated and monetized streaming platforms, you can charge directly for everything (if you wish) you have on display.

Just my thoughts.

Take care, and stay safe,

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From:

Sent: Monday, November 23, 2020 1:38 PM

To: James Musgrave <jamesmusgrave2122@att.net>

Subject: Re: Embellisher Music Platforms

Hi James..

I appreciate your response.

I agree in regards to preparation is key.

I can confirm I am consistent with my music.

Currently I am finding it hard to reach above 3k streams on Spotify ..yes that is one of many hosts that market my music as well as amazon music ,nabster etc.

Let me take away the above focus, and divert to what we are discussing at present.

What if I was to tell you that I am confident of delivering 1 takes on live streams for my songs I write . I am prepared to walk with you on this if we can eventually fly together .

I have alot to put out there and I am aware its a bendy long road not to fame but to live off our own music as musicians along the way for me its recognition for me too.

Please do tell me where we start at with this and guide me through all procedures best you can with your knowledge .

Thanks James.

Hello XXXX,

As long as you keep your content above board and originally recorded by you and the artists you will allow to use your platform to campaign and sell, then I think you could have a growing streaming business.

If you can do your end of production with a live stream of your scheduled event, then I can arrange the marketing and sales end on your new platforms.

The initial setup and branding of your live stream and monetizing the platform, through the Embellisher marketing platform, would be a one-cost fee of \$300.00

For each marketing campaign I would create for you, which includes the creation of the ePub3 sales and multimedia performance vehicle (similar to the format shown in the video), over mobile platforms, would be \$100.00 for each occurrence. In addition, to market your event using social media (which I will also do for you), you would need a campaign budget of \$300 to reach a worldwide audience over Facebook ads. You would receive a full report of how many responses you got for the money invested. In addition, your payments would be automatically recorded inside your private database inside the Embellisher Marketing platform. Finally, all your ticket buyers are privately registered for your event through the database inside your Embellisher Marketing platform. Your attendees to the after-concert party and meet would also have to be privately entered through our technical support. This is for the security of both the attendees and you, as the presenter/moderator.

Your listeners/viewers would pay through your marketing ePub3 vehicle and would also login to this same vehicle when the date/time arrives for their concert. They will be able to listen to your

concert as well as listen to anything else you want to include inside the marketing vehicle, including casting their stream over Chromecast to other digital devices they might have on their private networks to watch/listen to you perform. The only difference between running your live stream event over Facebook, LinkedIn or YouTube is that you control all the marketing and the immediate collection of all money directly into your online bank account.

I recommend you set your price so can make some money. We can, in fact, aim at higher income citizens, if you wish, by proper targeting through the ads, as well as targeting those who enjoy hip hop or whatever genre you or your clients specify. The usual “rule of thumb,” of course, is the lower the ticket price, the more people will attend, but you can be the judge as you run your campaigns. You should figure upon a regular event “break even” point of \$400, more or less. Times are also important, as well as the length of your concert. You may also have sponsors inside the ePub3 sales vehicle, and you can do “giveaways” as you see fit for promotional purposes.

I also suggest you personally market your event through your current streaming venues, if you can. This is the “leveraging” I was talking about earlier. I know it’s possible through YouTube and Vimeo, but you’d have to tell me about Napster, Spotify, and the others. What you need to be able to do is create a short promo blurb and a hypertext link that goes direct to your ePub3 sales vehicle, so people can register for your concert from the place where you’ve planted your link, such as the YouTube channel. This link can also be “planted” at social web sites you belong to, where listeners might hang out, as well as in Facebook and other groups, and over your Instagram (very short video with a link is great).

Once you can demonstrate that your “method” can get results, you can open up your website to others, by charging a subscription fee or other fee. All of their intellectual properties can be monetized directly on your embellisherstream.com account.

Let me know what you think about this, and we can discuss if you have further questions.

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On Mon, Nov 23, 2020, 3:10 PM James Musgrave <jamesmusgrave2122@att.net> wrote:

Hello Embellisher Friends,

As a technical consultant, I provide a method of giving you the “multimedia stage” from where you can establish your digital brand much easier with streaming platforms I can provide, fully integrated into your website.

The goal is to create a unique monetizing offering direct to your listeners and viewers.

The best event to campaign and sell right off (and continuously as long as you make money) would be a live stream concert, or book reading/signing (if you’re an author) by you. If you can handle the engineering at your end to produce the stream, then I can schedule it and market it for you, and show you how to leverage YouTube and all the other big distributors, and then drive the traffic to your concert ePub3 platform.

Please [watch this video](#) to see what I did for another artist

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From: XXXX

Sent: Monday, November 23, 2020 1:20 PM

To: James Musgrave <jamesmusgrave2122@att.net>

Subject: Re: Live Stream Your First Campaign

I'm not interested an an artist but right now am more of an entrepreneur am working with ne music streaming platform I think I did mention I watch the video and I got an idea can we Tunesick run a chart campaign. It would be more like a permanent thing so weekly campaigns of ore music chart top 100 pleas tell me what you think my idea is to show case this chart while building up stream for artist creating my own business from this

On Mon, Nov 23, 2020, 4:38 PM James Musgrave <jamesmusgrave2122@att.net> wrote:

Hello XXX,

I see. You have your streaming platform and you want to market it?

If so, I can't really help, as I can't market anything I believe is questionable as far as copyrights are concerned. In fact, if you attempt to market your platform through social media ads, they will (most likely) not permit your ads to run.

I help clients establish a brand, and then they can get other artists on board to display their work (for a subscription price). My three platforms work, in tandem, to drive traffic and get new fans. But the music must be originally created and produced, and all copyrights must belong to the artists and not sold unless give rights to do so.

Good luck with your effort, but be careful!

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From: XXXX

Sent: Monday, November 23, 2020 10:24 PM

To: James Musgrave <jamesmusgrave2122@att.net>

Subject: Re: Live Stream Your First Campaign

Thanks again I bin thinking a lot about what your saying am going to contact the director to contact you about marketing the website an app is to be launched soon what you said about establishing the brand that's what we need to do about my idea of chart can come later the ebook sounds really interesting I never heard of it in that form you explained it well .am thinking artist could submit there music to be place on chart form YouTube but there music will be exported to Tunesick because the ebook will be shocking Tunesick each artist will get an account at Tunesick how does that sound? Tunesick is paying a better stream rate than all the others tracks got embedding code so they can be use on other websites but what am not sure about is when track play on other site if Tunesick will be available to track are pay for that streaming?

On Mon, Nov 23, 2020, 6:49 PM James Musgrave <jamesmusgrave2122@att.net> wrote:

Yes, the payment by listening is one model that most of the online venues use.

However, as you know, it takes many thousands of views for most midlist artist to get any money.

I prefer to recommend a live-stream venue to drive traffic to the artist and then the visitors can shop.

People are using their apps and casting to mobile devices a lot more, and serving them by distance multimedia is working for us.

From: XXXX

Sent: Monday, November 23, 2020 2:29 PM

To: James Musgrave <jamesmusgrave2122@att.net>

Subject: Re: Live Stream Your First Campaign

Thank you for your response I appreciate your advice we will repair and let you know the next move as for copyrights stream money goes to the owners as you say artist can submit their work to be displayed for a fee but my idea of the chart is stream will generate from people listening to the music and that will determine the rank and number on the chart and also how much each artist gets paid it would be a monthly subscription chart mix genres until we properly establish we do official genre chart

Hello XXX,

Are you subscribed to this tunesick.app as a service? Or did you develop it yourself?

If you're having to pay them too much, you may want to consider implementing my three platforms to establish your brand. We can tailor your interface at <https://embellisherstream.com> so you can use whatever look and logo you want to use. You can also monetize in a lot more ways.

In fact, if you can, I would start an online streaming website based on Jamaican music only. Find the musicians in that genre of sounds and get them lined up to do live concerts. I can market them for you using the marketing vehicle ePub3 books.

I charge \$100 to market your gigs as livestreams, but you must provide the live stream link using good video/recording method and engineer. Also, if you want to reach a worldwide audience, then I can target to income levels and interest in your kind of music. I would need at least \$300 to do this for you on Facebook. You would get a full report from me and also get immediate deposits in your online bank account (Stripe) that you can see in the Embellisher Marketing app at Admin level, which you will have if you purchase the three streaming apps for \$300.00.

You don't need a website domain or URL. You can use the Admin account at <https://embellisherstream.com> with your logo, all your clients' videos and audio tracks can be uploaded, organized and monetized, which we will show you how to do.

Then, you would schedule your first live stream gig to stream around the world to interested listeners. Please see this video about how I created the mobile sales vehicle for Matilde Bernabei [here](#).

I'll also show you how to market to groups and online social websites using the link direct to the gig sales vehicle (seen in video). You can also leverage ticket sales inside YouTube, and other music venue services, like Vimeo, that allow links by running a great track that will be played at the live stream concert. People play the track, enjoy it, and then signup directly inside your ePub3 sales vehicle (see video) and pay their price. We will explain to them how "secure and safe" their viewing will be inside our ePub3 and mobile delivery system so they will register in the mobile Embellisher eReader. You will then have future names and emails for more gigs online in the future.

Also, you can monetize your artists by charging them subscriptions to do the promotions of their songs and get them live stream gigs. I would charge you the same rate \$100 per livestream gig to their performances. You can charge a subscription or you can charge by the performance.

Also, of course you would charge what you want for each live performance. Rule of thumb is the lower the price, the more people will buy, but if we target high income people, you might be able to charge more.

So, if you work with me, we would have to schedule gigs very carefully and orderly, and you must have all your "ducks in a row" to pull it off so you continue to make money.

Therefore, you always keep your "break even" amount in mind for each gig. The \$300 setup is a one-time cost. My marketing for your gigs and an online technical support price (if you need it) would be \$200 each performance. If you don't want technical support, then it's \$100 for each gig.

My suggestions:

- Tailor your streaming business to Jamaican and related artists and their music.
- Line up the engineering on your side (see last page in [the eBook here](#)). You can DIY if you know how.
- Schedule livestream concerts with really good live artists (and include a backstage "meet and greet" with our Conference Stream apps (which are also included in the \$300 price). See in video about Matilde Bernabei.
- Charge your clients a subscription to promote their music or charge them a "per concert fee." Many ways to pay can be included in the embellisherstream app, including paypal, stripe, wallet, etc..
- Monetize the playlists, channels and songs inside the embellisherstream app (we will show you how) so people can buy after they attend an online concert (go shopping).
- Note: We will also be adding a TV station streaming ability in the near future, so you can have DJs who can spin the latest hits!

Take care and stay safe, my man.

Let me know what you and your group think about all this.

Jim Musgrave
Digital Marketing Consultant

Hello XXXX,

Yes, that's cool. I also am affiliated with other folks, like wave.video for production and editing of videos as well as landing pages I use in my ePub3 marketing vehicles.

I can provide marketing of gigs for tunesick.app for their registered artists, but they must be able to do the backend livestreams of concerts (only high-quality engineering works). I can also market for "specialty playlists" or new albums/songs dropping for the same \$100 fee (with no technical support) \$200 with technical support. They can email me for details. I would pay them for the leads (10%) and give them a free promo on my consulting website.

Let me know when you get your ducks in a row, man. I think you can have a good streaming business. You have to attract the little fish with the big fish campaign.

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From: XXXXX
Sent: Tuesday, November 24, 2020 11:41 AM
To: James Musgrave <jamesmusgrave2122@att.net>
Subject: Re: Live Stream Your First Campaign

Thank you, I will check it out ok most of what you talk about is how to make my business idea possible I love how you put it am gonna check out the video ,no Tunesick is not mine am working with them and I want to see them successfully I told them about you that you are an expert in what you do I think they interested in working with you what can you do for them? <https://tunesick.app/> we sell and stream music artist can upload but am telling them we need a streaming store that only official distribution can get music on their as I said they pay higher stream money than all the others on audio so am looking for someone to help get us there since am a brand embroider I have connections with them so I would affiliate my chart plan with them if not I'll do it on my own what you talk about is what I will do in the future create a chart that's different from the rest

.number one song gets a streaming live performance
.top 10 get radio play on jango radio Royalties earned
.top50 would be promoted on social network

And I'll fund some more features to add don't know if it's the ebook r the other one you talk about but I think this is possible with that and your website music must be from Tunesick.