

Career Journey for

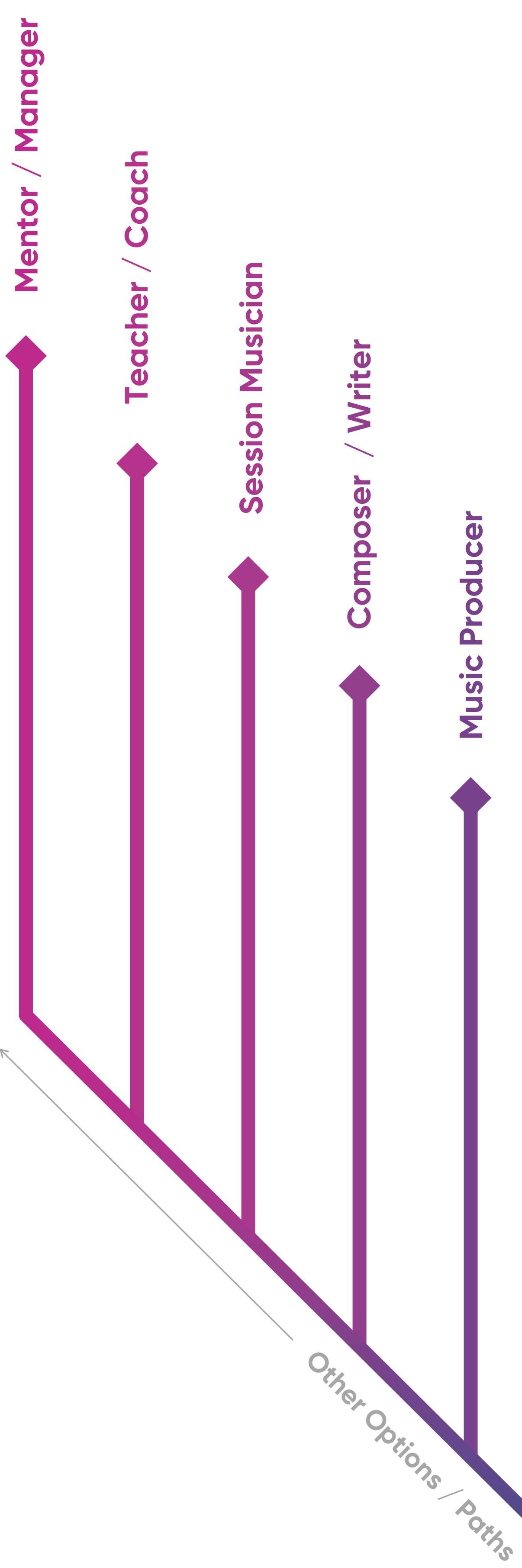
# Artists, Singers & Song Writers

Singer-songwriters are music artists who write and perform their own material, which is often self-accompanied mainly on acoustic guitar, piano or with a band.

Such an artist performs their roles of the composer, lyricist, vocalist, occasional instrumentalist, and often self-manager.

## Key

- Program, Course or Module
- ▶ Milestone Event



- ▶ Touring
- ▶ 'Support Act' Gigs
- Marketing & Professional Development
- ▶ Monetize Your Following  
Merchandise, event ticket sales & music services
- ▶ Busking, Paid Gigs & Events
- ▶ Develop Recurring Income Streams  
Royalties and music distribution
- ▶ EP/Record Release Event
- ▶ Release Your Full-Length EP or Album
- ▶ Establish Your Professional Network

- ▶ Develop Your Artist EPK  
Electronic Press Kit & Media Assets
- ▶ Record & Release 5 Track EP
- ▶ Develop & Design Live Act
- Unleash the Artist  
12-month Artist Development Program
- ▶ Release 1<sup>st</sup> Single
- ▶ Record & Perform Your Music  
Develop your song portfolio
- ▶ Develop Song Writing Skills
- M Tribe Collaboration  
Write, record, perform and release your music in 5-week cycles

## Phase 3

Go Professional

Make the transition to full time professional.

Learn how to sell and monetize your product or service with advanced marketing, sales and business strategies.

## Phase 2.2

Launch Your Career

Collaborate with artists, songwriters, producers, mentors and create professional relationships to build your network, build presence and grow your audience.

Make the transition from amateur to professional and start your career with artist mentoring and development.

Further develop and test your product in your niche market in preparation for phase 3.

## Phase 2.1

Write, Record & Release

Work in collaboration with other artists and producers at Music Valley to develop, record, perform and produce your music and product.

Release your music independently or with our label, Music Valley Records.



## Phase 1

Master Your Craft

Become a musician by mastering your instrument, craft and skill.

Work closely with your teacher or mentor to develop a series of customised objectives based on the Master Your Craft Framework.

In addition to your weekly sessions, you'll get the opportunity to attend rehearsals, workshops, masterclasses, events and performances throughout the year.

Develop all facets of becoming a modern musician and apply everything you learn so you can experience what it's truly like to be a musician.

### Theory Modules

#### Aural & Theory Training

- Option 01  
**Intensive - 10 Weeks**  
Theory Essentials
- Option 02  
**Own Speed**  
Layered Learning

#### Inversions, Arrangements

Chord Charts, Lead Sheets

#### Scales, Keys, Chords, Diatonic Theory

Ear Training

#### Fundamentals & Elements, Notes, Rhythms

Repertoire Selection

### Practical Modules

#### Intro to Recording

Music Creation + DAW

#### Performance & Stage

Private & Public Performance Opportunities

#### Collaboration, Bands, Ensembles

Rehearsals

Collaboration – Artist Development – Career Development

Develop Technical Skills