

Record Release Management & Consulting

I'm used to handling all of these aspects, and offer full-release management which includes all of the below (and usually more). But I'm also happy to offer any of the above services a la carte -- say Kickstarter setup and management, or retail support. You can also hire me on a consulting basis, to simply talk through general advice on how best to manage and position your release, before you dive in. See management consulting rates for hourly consulting prices. I'm flexible! Get in touch and let's figure out how we can work together.

FULL RELEASE MANAGEMENT: \$1,000 / MO AND UP

This price varies greatly, as does the timeline.

Most likely (depending on what all I was involved in), I'd need to be on for a minimum of three months, and my fee would be a monthly flat fee. To give you an idea, below are some of the basics I can help with. If something isn't listed here, please feel free to ask!

***Please note that any of the below can be singled out as a standalone service, or you can pick and choose which areas you need help with.*

- ★ Working with you to create a realistic budget for the release and all that entails; keeping track of that budget throughout the campaign
- ★ Crafting crowdfunding or fundraising strategy
- ★ Managing your crowdfunding campaign, including organization of reward ordering and fulfillment
- ★ Advisement on building the "release team" - publicity, radio, licensing, distribution, etc.
- ★ Liaising and strategizing with the team, organizing and leading regular team check-ins
- ★ Producing and laying out album artwork, marketing materials and assets for advertising campaigns.
- ★ Promotional touring strategy advisement
- ★ General project management, once release is on its way. This translates roughly into making sure everyone you've paid is doing what you paid them to do
 - ★ Planning and advising physical and digital retail marketing and advertising
 - ★ Developing and advising interactive marketing & social media campaigns.
 - ★ Advising D2C (direct to consumer) sales strategy - aka "merch stuff"
 - ★ Managing manufacturing and inventory
- ★ Day-to-day administrative tasks & misc support in creative and administrative fields, as needed