

"The ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry."

-- Billboard Magazine

ABOUT ARM'S REACH CONSULTING

Randy Chertkow and Jason Feehan founded Arm's Reach Consulting, LLC ("ARC") in 2008 as an education and consulting firm with the mission to help musicians, organizations, cities, and more succeed in the new tech-driven, internet-powered music and arts industry. ARC has a decade of experience in consulting, educating, writing, speaking, and developing thought-leading intellectual capital about navigating and succeeding in the new tech-driven music and arts business. It also consults, develops, builds, and manages successful programs to increase artist and musician revenue, build fan base support, grow the overall music economy, empower culture and the arts, and bring more art and music into the world.

SERVICES

ARC specializes in helping:

- **Musicians** succeed and generate revenue in today's tech-driven and disrupted music environment
- **Music & Tech Start-Ups** ideate, design, develop, and market products and services for musicians and other artists
- **Organizations & Non-Profits** succeed in artist outreach, growth, and education
- **Schools, Universities, & Education Companies/Institutions** instruct musicians and music professionals in how to succeed and generate revenue in the new music environment
- **Media & Publishers** generate page views, build loyalty, and grow readership and advertising through the creation of practical, useful, and engaging multimedia content for musicians and other artists
- **Government Institutions & Departments** grow their music and arts economy by creating programs to help educate musicians and other artists grow their fan base and generate sustainable revenue

WORKSHOPS, TALKS, & PRESENTATIONS

Randy and Jason present, instruct, and speak about music business, technology, and the arts, with an emphasis on helping musicians make money with music. Prior speaking engagements include over 100 talks for organizations such as The Recording Academy (grammy.com), New York City Mayor's Office of Media and Entertainment (3 talks at Carnegie Hall), the City of Austin's ATX Music & Entertainment Division, Guitar Center, and many others. They've spoken around the country in Chicago, New York, New Orleans, Austin, Oklahoma City, San Francisco, and more. In addition, they wrote and performed "Making Money with Music", a 3-day live televised music business course totaling over 15 hours of educational content, produced, and distributed by CreativeLive.

For a list of workshops, talks, and presentations, see: makingmoneywithmusic.com/speakinginstruction.

CLIENTS

ARC clients include New York City Mayor's Office of Media and Entertainment, The City of Austin, The Recording Academy (grammy.com), New Bay Media and Electronic Musician Magazine, Converse, Disc Makers, CDBaby, Reverbnation, SAE, Columbia College, Fort Knox Studios, 2112 Chicago, Eventful, Creative Commons, Music Industry Workshop, Macmillan, Random House, tech startups in San Francisco, Tokyo, Chicago, and more.

ABOUT RANDY & JASON

Randy and Jason are authors of *Making Money With Music* (St. Martin's Press/Macmillan) which covers over 100+ revenue streams musicians can tap. They've also written the critically-acclaimed *The Indie Band Survival Guide* (1st & 2nd Editions, St. Martin's Press/Macmillan), *The DIY Musician* (Random House), "Making Money With Music" (online course via CreativeLive), and are feature writers and columnists at *Electronic Musician Magazine*. They've also created intellectual capital for brands such as ReverbNation, CDBaby, Eventful, Disc Makers, Converse, Creative Commons, and more as a thought leader and advisor in the fast-changing music industry.



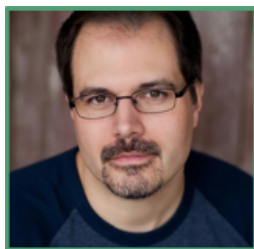
For a list of books, articles, columns, and other writings, see: makingmoneywithmusic.com/articles-by-the-authors.



RANDY CHERTKOW, M.S.

Randy is a musician as well as an accomplished enterprise-class IT professional with nearly 25 years of experience as an infrastructure architect in Fortune 500 companies. He brings a combination of communications experience as a journalist, educator, professional public speaker, and author with an IT background of engineering, consulting, and technical sales at large enterprises, major software vendors, and silicon-valley startups. He excels at Marketing, PR, web, and promotion. Randy has a bachelor's degree in business, and an M.S. in

Computer Science: Data Communications, with a secondary concentration in Artificial Intelligence.



JASON FEEHAN, J.D., PMP

Jason is a musician, lawyer, as well as a creative, transformational business director. He brings his communications background as a journalist, educator, professional public speaker, and author and merges it with his experience as a licensed attorney, senior program/project manager, and senior product manager. He excels at leading and motivating diverse, cross-functional, and international teams in rapidly delivering innovative programs, products, and services. This includes starting up or reinventing existing technology or business organizations

as well as turning around, improving, and developing organizational capabilities. He has worked in a variety of industries including manufacturing, law, financial services, software development, and professional consulting services. Jason has a Bachelor of Science in Political Science and Psychology, a J.D., and certifications in project management (PMP) and mediation.

MUSIC

Randy and Jason's band, Beatnik Turtle, is now in its 21st year. They've released over 500 songs spanning 20 albums, licensed music to Disney and Viacom, and written music for TV, films, and theater including Chicago's world-famous Second City. In 2007, they released a song every single day of the year from their website TheSongOfTheDay.com.

CONTACT US

To learn more or discuss your needs and how we can help, write or call us at: contactus@makingmoneywithmusic.com or 847-461-9829.