

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

**-- Billboard Magazine**

### **"Making Money With Music" Workshop**

**Presentation Title:** Making Money With Music

**Description For Press/Publicity Materials:** Musicians can make a living with music today. The secret is to tap multiple income streams. Whether they're a solo artist, band, DJ, EDM producer, or other musician, this workshop covers critical revenue streams they need to tap for their music to generate income, grow their fan base, and thrive in today's tech-driven music environment -- whether they're a beginner or a pro. Long-time industry professionals, Electronic Musician Magazine columnists and authors Randy Chertkow and Jason Feehan take you step-by-step through proven techniques for establishing steady revenue streams in today's music business.

This laptops-open hands-on workshop gives musicians labs to add revenue streams live, during the workshop. They will produce more income from shows, earn worldwide royalties, generate licensing opportunities, maximize product and merchandise revenue, build a sustainable patronage following, and much more. They will create multiple, parallel income streams and learn how to maximize the money they make from their music while minimizing the money they spend promoting it. Each participant will get a worksheet with links, resources, and a clear To-Do list used during the session which they can take home after to continue to build their music business.

**History:** This workshop has been given to multiple organizations including City of Austin, the Recording Academy (grammy.com) in Austin and San Francisco, the City of Chicago, The Music District, and New York City at Carnegie Hall.

**Audience Type:** This workshop is for all musicians regardless of genre -- startups, established, & pros.

**Timing:** This workshop can be between 2 hours to 4 hours depending on the number of topics covered.

**Topics Include:**

- Structuring your music income to make a living
- Royalties
- Licensing
- Merchandise
- Distribution
- Advanced income techniques
- Starting a music business for \$0

**Wifi:** Wifi is needed for the laptops-open hands-on labs.

**A/V:** Speakers will display Keynote slides from a computer, no computer audio is needed. PA amplification for the presenters is recommended depending on the size of the audience and venue.

## ABOUT THE SPEAKERS

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 weekly columnists at *Electronic Musician Magazine* (The DIY Advisor). They've also created intellectual capital for brands such as Reverbnation, CDBaby, Eventful, Disc Makers, Converse, Creative Commons, and more as a thought leaders and advisor in the fast-changing music industry.

Their band, Beatnik Turtle, is a horn-powered pop-rock band based in Chicago. They have recorded 20 albums, released over 500 songs, and successfully completed a song-of-the-day project where they released one song for every day of 2007. They've written music for TV, commercials, films, podcasts, theater (including Chicago's world-famous Second City), and have licensed music to Disney/ABC Family and Viacom.

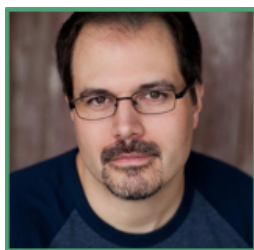
For a list of books, articles, columns, and other writings, see:

[makingmoneywithmusic.com/articles-by-the-authors](http://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 to ARC a combination of music and 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 start-ups. 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 to ARC his music and 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.

### Hi-Res Headshot Photos:

- **Randy Chertkow:** [Download photo here.](#)
- **Jason Feehan:** [Download photo here.](#)

**Additional Info:** More information about the speakers can be found here:

- **About the Authors:** [makingmoneywithmusic.com/about/](http://makingmoneywithmusic.com/about/)
- **Articles by the Authors:** [makingmoneywithmusic.com/articles-by-the-authors/](http://makingmoneywithmusic.com/articles-by-the-authors/)

### Introduction Talking Points

Use the below list of bio bullet points so you can form an verbal intro or use in bio or marketing text.

- Randy Chertkow and Jason Feehan are Chicago musicians and authors of four books, *Making Money With Music*, *The Indie Band Survival Guide* (1st and 2nd Edition), and *The DIY Music Manual*.
- Their latest book, ***Making Money With Music***, was released in September 2018. They also write a free newsletter of the same name available at [MakingMoneyWithMusic.com](http://MakingMoneyWithMusic.com).
- Billboard Magazine calls Randy and Jason "the ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry."
- Musically, they have written and released over 500 songs within 20 albums, licensed songs to Disney and Viacom, written music for TV shows and movies, and successfully released a song a day for a year from TheSongOfTheDay.com, a total of 365 songs.
- Randy and Jason are contributors to Electronic Musician Magazine.
- Jason is an attorney and Randy is an information technology expert.

### CONTACT US

Contact us if you need anything from us to make this talk a success at [randy@makingmoneywithmusic.com](mailto:randy@makingmoneywithmusic.com) or 847-461-9829.