



# OUR PROCESS

## PowerMoves

### REACH OUT

The potential client reaches out and I explain what we do, how we do it, and the cost. They send music so we can evaluate if we can add value through marketing and promotion. If we feel we can help them, we set up a meeting at our office in Atlanta so we can meet face to face, feel each other out, answer questions, and see if working together makes sense. If we all decide moving forward makes sense, we sign an agreement for a minimum of one year. Our fee is \$100,000—the client makes an initial payment of \$30,000 and pays \$70,000 over the next 4 months. We stay as long as necessary, but our fee is paid in full after \$100,000 in those first 5 months.

### MARKETING PLAN & BUDGET

It takes me about 10 days to do the research and write a marketing plan and budget. We then meet again to deliver the marketing plan. Meanwhile, we make sure the company is structured properly and all of the contracts with the artist are complete and accurate, and all monetization streams are in place for the artist and label/investor.

### TIMELINE AND OUTLINE

Once the marketing plan and budget are delivered, we set up the timeline, and begin delivering weekly emails that outline what needs to be done that week. We figure out who will do which task, hire the outside vendors (video promoters, playlist promoters, video/content directors, etc), and move forward releasing music and content.

IF THE CLIENT MISSES A PAYMENT, WE ARE DONE.

### NEXT STEPS...

REACH OUT AND HAVE A CONVERSATION WITH US