

McCartney™

2010 ARTIST PACKAGE

Your Digital Career. Managed.



INTRODUCTION

Who We Are - What We Do

Welcome to the McCartney Artist Package.

Before we dive into our services, and how we can help support your career, we thought it might be useful to introduce you to the principals of McCartney Multimedia, Inc. and McCartney Studios.

Ruth McCartney (McCartney Multimedia, Inc.)

From the earliest days of learning the value of fans by helping with The Beatles fan club management as her childhood pocket-money job, to today's Big Data opportunities in social and e-marketing, to mobile commerce and branding, Ruth covers the spectrum of digital media from past to present.

Her technological, entertainment and social media insights have served her well in the worlds of marketing and multimedia.

Martin Nethercutt (McCartney Studios)

Is responsible for the business and creative strategies of the company and its brands from a 50,000 ft level.

With over 25 years of music and business experience in both his native Germany, and since 1991, the USA, he focuses on the technological and creative expansion of the McCartney brand(s) and their clients. And, as "Viceroy of Vibe," Martin's imagination has provided the foundation for many creative paths for McCartney's hundreds of clients around the world.

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ADMINISTRATION

Copyright - Placement - Fan Management

As any successful artist will tell you, digital administration of your work is crucial. We like to call it "Musical Housekeeping." From registering your copyrights and managing your fan base to socializing your product, McCartney ensures that you're properly set up in these royalty collecting systems.

After all, this is the music *BUSINESS* and *collecting fans & data = collecting money*. So, with that said, here are some of the services we can register you with to keep your house in order.

When all's said and sung, your fans are your future!



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WEB PRESENCE DEVELOPMENT

Design - Coding - Hosting

Over the last 25 years, McCartney has built hundreds of web sites for artists and bands from indie start ups to legacy platinum acts. One fact always remains the same. Without your own web destination, you and your fans demographics and database are at the mercy of a third-party giant corporation or social platform.

We'll custom design a mobile-friendly site which you'll be able to manage easily yourself, and by incorporating our iFanz data collection system, your fans' info. will go straight into your "swiss data vault" which you, and you alone **OWN**.

Package includes:

- Setting up your custom designed WordPress, Shopify or SquareSpace® site
- Integration of content management and data collection tools
- Live embeds from your Instagram, Twitter and Facebook feeds
- Real-time tracking of analytics for Shopify and SquareSpace sites
- Secure hosting, DNS management, MX mail (you@yourdomain.com), and SSL
- Membership in the McCartney "net.work"



WORDPRESS

SQUARESPACE



shopify

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MUSIC INDUSTRY FOCUS GROUP

Have your music put in front of Music Industry *Heavyweights*...

We'll share with you their insights and advice. Our relationships with Managers, Grammy-Winning Producers, Styling Experts, Platinum-Certified Songwriters, Re-Mixers Show Bookers and Industry Insiders, will give your career a **big-picture, long-game** plan.

Our extended team has worked with these artists and more:

Neil Young, Toto, Richie Sambora, Carrie Underwood, LeAnn Rimes, The Band Perry, Melissa Etheridge, Ty Herndon, Jeff Beck, Keith Richards, Boston, Los Lonely Boys, Crosby, Stills & Nash, Don Henley, Robert Cray, Jackson Browne, Sting, James Taylor, KISS, Steve Perry, Billy Joel, Adam Lambert and countless more.



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MUSIC PRODUCTION

Engineering - Mixing - Mastering

With insider access to legendary studios in Los Angeles, from Capitol to East West, The Village to LAFX and more, we can take your recording experience to a whole new level.

Through our extensive network of studio owners and managers, to vocal coaches, producers, engineers, arrangers, players, as well as mixing and mastering experts, we can secure great rates, and book the entire project session by session, track by track.

We can also roll camera and capture the "making of" on film for documentary, social media or marketing purposes.

We've made lots of friends in Hollywood since our start in 1983, let us introduce you to some of the industry icons.



Burbank | Hollywood | Malibu | West Los Angeles

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VIDEO PRODUCTION

Music Video - Photography - EPK - Social

McCartney Studios is your ideal partner for a creative, fun, professional video shoot, post-production and release process.

Video Today:

- 82% of Twitter users watch video content on Twitter
- YouTube has over a billion users, almost one-third of total internet users
- 45% of people watch more than 60mins of Facebook or YouTube videos weekly
- More than 500 million hours of videos are watched on YouTube each day
- One-third of online activity is spent watching video
- 85% of the US internet audience watches videos online
- Over 500 million people are watching video on Facebook DAILY

Lights. Camera. Action!

Let us put you out there!



Where music
meets the *Soul*[™]

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L.A. SHOWCASE

Play Live - L.A. Club Tour - Get Recognized

Over the years we've built fantastic relationships with live venues in and around Los Angeles.

We are in an advantaged position to be able to get your artist package in front of the decision makers at these venues and bypass the normal submission / audition process.

By opening for some of the legendary headliners that play these stages, you can hone your craft, expose your music to a wider audience, and we can even arrange to film these performances for inclusion in a booking / sales video or music video.

Must be over 21 or have a valid CA child work permit to apply.



Agoura Hills | Beverly Hills | Montclair | Ojai | Pasadena | Santa Clarita

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MERCHANDISE

Make \$\$\$ from your first sale. No more laying out large investments. With our high-quality, print-on-demand merch technology, we can launch a mobile-friendly webstore for you using your logo, slogans, hashtags, images and more. Printed in the USA and shipped on the same day as the order, we can add revenue to your brand in a flash.

Choose from many items including hoodies, long /short sleeved & baseball shirts, caps, guitar picks, tote bags and more. You choose the markup price on top of the basic cost to manufacture, and **you keep 100% of that difference.**

We even give you the email database of your customers to add to your iFanz fanbase.

No large upfront cost. Your earnings paid out monthly. What's not to love?



OPEN YOUR STORE TODAY

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SOCIAL MEDIA : STRATEGY & MANAGEMENT

At McCartney, we firmly believe that a crucial component of your career is PR.

Whether it's online or on the red carpet, a consolidated message and cohesive story which is repeatedly broadcast to all outlets is an absolute must if you want to stay relevant.

To tweet or not to tweet? Are you incentivizing your Facebook Fans? Are you able to convert them to REAL names, with addresses and credit card numbers? If you haven't built your strategy yet, we're here to help.

Package includes:

- Examination of your current PR and social network standings / rankings
- Strategic planning for growing your Fan Base
- Step-by-step timeline and budget assessment for management & frequency of releases
- Suggestions for content creation / storyline development
- Assignment of content to release team
- Deployment
- Evaluation and course adjustment

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YOU HAVE

**THE VISION - THE MUSIC - THE PASSION
WE HAVE THE INDUSTRY EXPERIENCE**

TOGETHER, WE'LL MAKE THIS HAPPEN!
Let's set up a time to chat about your project.

CONTACT

Ruth McCartney, Digital Diva & CEO
McCartney Multimedia, Inc.

8055 W. Manchester Avenue
Suite 315
Playa del Rey, CA 90293

Tel: (310) 301-8166 xtn 221
Email: info@mccartney.com
www.mccartneymultimedia.com
www.mccartneystudios.com