



# MUSIC BUSINESS ACCELERATORS

**DESTINY REQUIRES ACTION**  
- FIRE ENTERTAINMENT -



THE ARTIST DEVELOPMENT PROGRAM • THE MASTER PLAN • ARTIST SERVICES



# THE MASTER PLAN

\*\*\* YOUR WELCOME PACK \*\*\*



# FIRE ENTERTAINMENT

# WHO

FOUNDED IN 2014, WE HAVE HELPED AND WORKED WITH ESTABLISHED INTERNATIONAL TALENT & PROJECTS

## WHAT MAKES US UNIQUE



### GLOBAL MUSIC COMPANY

Different to most education options out there, we are not a school, we are an established music company with an international network across 4 continents. Our programs are not built to educate but to drive success and career growth.



### MANAGEMENT & DEVELOPMENT

From our 15 + years of experience working with and managing artists in the entertainment industry, our know-how when it comes to artistic career development is at the highest of industry standards.



### IDENTIFY & GROW RISING STARS

From starting to experienced musicians, we've worked with incredible talent in all disciplines and genres. Our company has been instrumental in the growth and success of multiple accomplished musicians, and our programs feature celebrated leaders who mentor rising stars.



### EMPOWERING THE FUTURE OF MUSIC

While educators focus on just skill improvement, but fail to prepare artist for the modern music business, our approach is completely unique; we develop Music-Entrepreneurs to depend on no one but themselves to drive their career and build their own destiny.



# THE ARTIST CAREER

# JOURNEY

WE HAVE CONDUCTED OVER 2,000 STRATEGY ASSESMENTS WITH ARTISTS FROM AROUND THE WORKD AND THE RESULTS ARE EVIDENT. THERE IS A PREDICTABLE PATH THAT ARTISTS GO THROUGH. IF THE PROBLEMS ARE PREDICTABLE, SO ARE THE SOLUTIONS.

## THE STAGES

### STAGE 1: LIFT-OFF

- DOUBTS ABOUT TALENT
- BEGIN WRITING
- SLOWLY DEVELOPING SKILLS
- NOT SURE ABOUT

### STAGE 2: DEVELOPMENT

- EXPENSIVE TRIAL & ERROR
- SMALL PERFORMANCES IF ANY
- FIGURING BRAND & SOUND
- NO FANS

### STAGE 3: THE VOID

- PRODUCT BUT NO AUDIENCE
- SMALL UNDERPAID GIGS
- NO GROWTH
- NO TEAM & BURNOUT

### STAGE 4: TRACTION

- FANBASE BUILDING SLOWLY
- SMALL LOCAL TOURS
- SOME MEDIA INTEREST
- STRESS EXPANDING

### STAGE 5: SUCCESS

- MAKING A LIVING FROM MUSIC
- MEDIUM SIZED TOURS
- INTERNATIONAL EXPOSURE
- PARTNERS & MEDIA ATTENTION

### STAGE 6: WORLD DOMINATION

- INTERNATIONAL ICONIC BRAND
- WORLD TOURS & AWARDS
- LARGE PARTNERSHIPS
- WEALTH & LARGE OPPORTUNITIES

### STAGE 7: LEGEND

- LEGACY BRAND & CATALOGUE
- WEALTH BEYOND SHOWS & MUSIC
- HALL OF FAME
- BRAND SPINOFFS

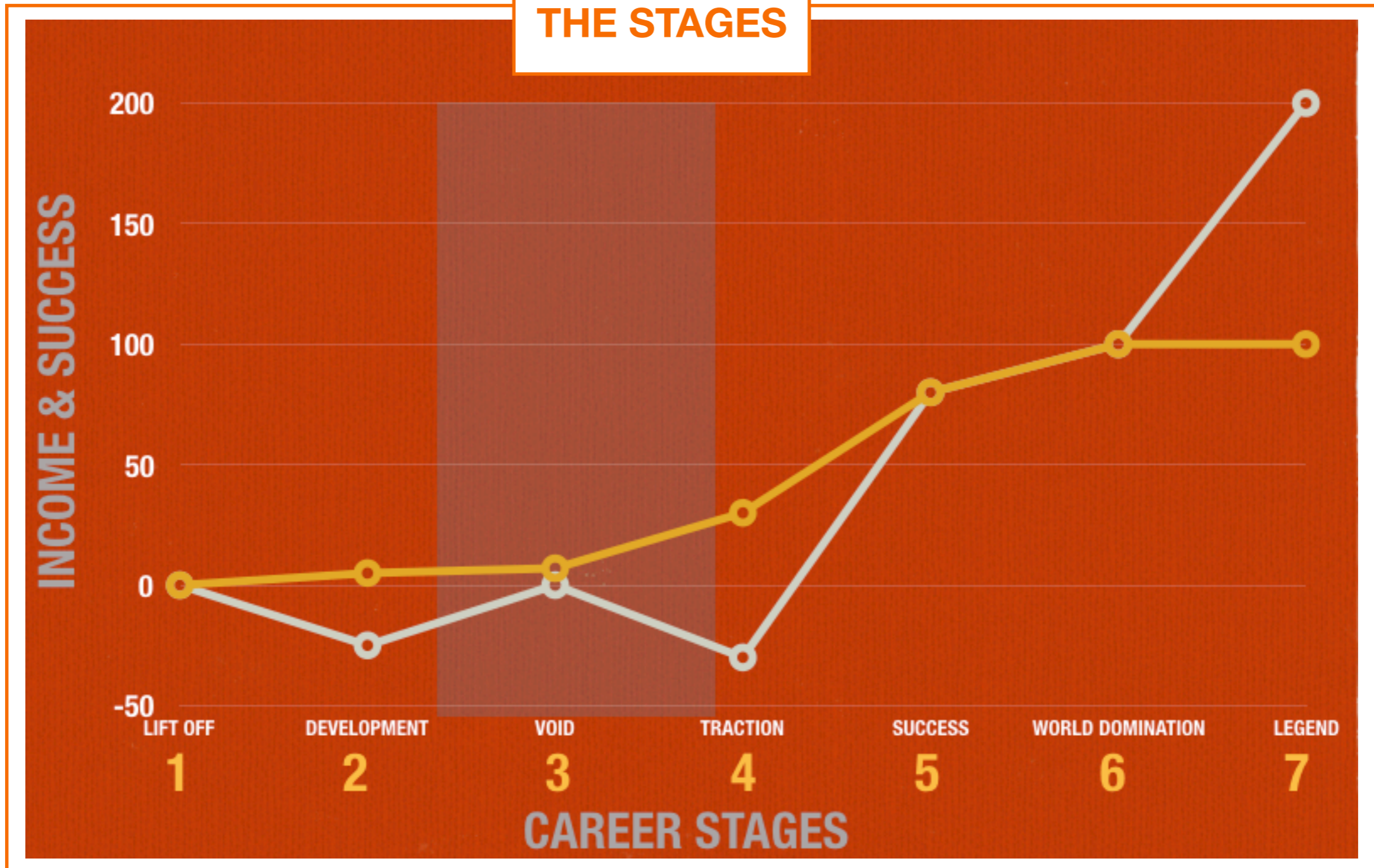
“ We help musicians and creative entrepreneurs progress through this journey quickly and help them build their career towards “success” ... with aims to “world domination” ”



# THE ARTIST CAREER

# JOURNEY

## THE STAGES

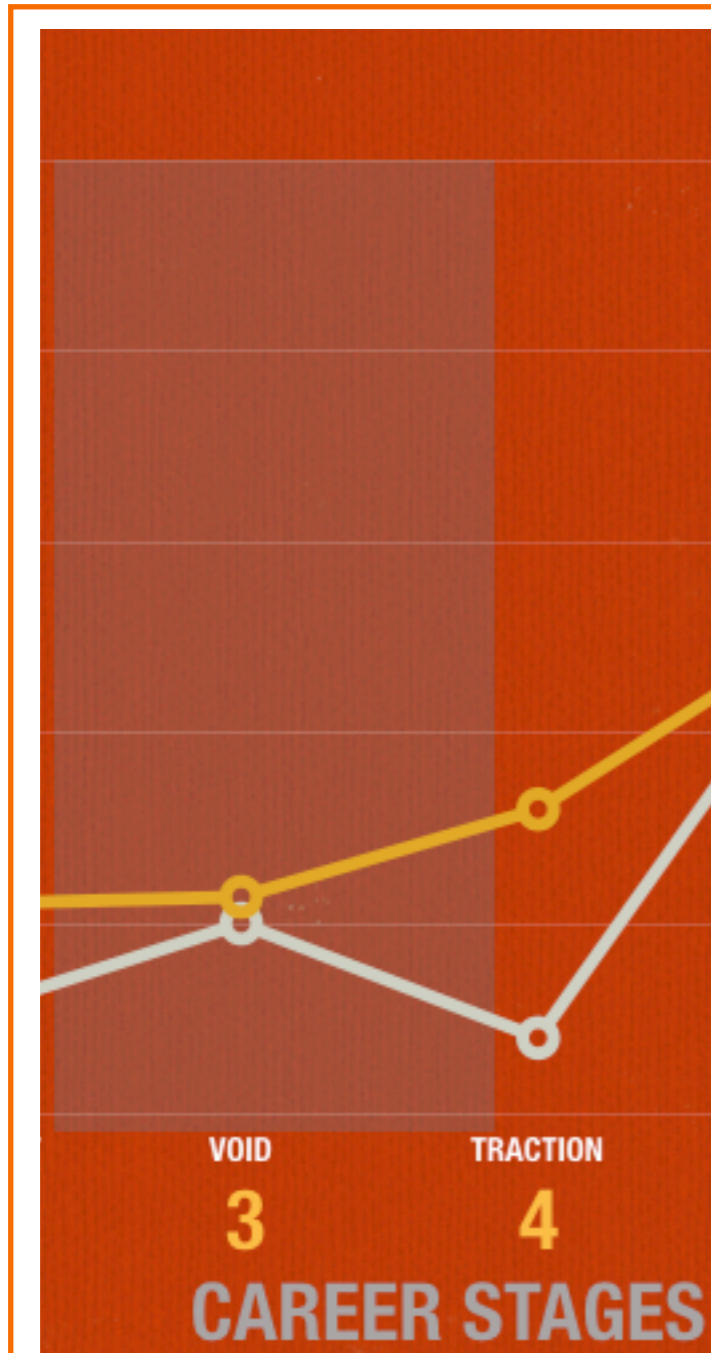




# THE FIRE ACCELERATOR

# PROGRAMS

## CAREER ACCELERATOR



### GROW & GET RESULTS

★ THE MASTER PLAN PROGRAM IS DESIGN TO TAKE YOU THOUGH THE PROCESS OF CREATING YOUR UNIQUE MASTER STRATEGY SO YOU CAN FOCUS ON WHAT'S ESSENTIAL WHEN BUILDING SUCCESS IN YOUR CAREER. WE USE PROFESSIONAL BUSINESS & BRANDING STRATEGIES MANAGEMENT AGENCIES USE ALL ACROSS THE GLOBE.

- GOALS
- BRAND
- PRODUCT
- SOCIAL MEDIA GROWTH
- AUDIENCE
- STRATEGY
- PROMOTION
- CONTENT
- PARTNERSHIPS
- FUNDING
- MORE...



# INCREASE YOUR CHANCES OF SUCCESS

# SUCCESS

Regardless of your stage in your career or talent, success requires the ability to influence and connect with others, in particular your audience. A successful artist needs to develop 5 unique areas so they **STAND OUT** and **SCALE UP**. The **MASTER PLAN** program will take you through these 5 steps and help you develop your strategy around them!



## DISCOVER WHAT MAKES YOU UNIQUE

DESPITE OF HOW TALENTED YOU MAY BE, IF YOU DON'T HAVE A UNIQUE BRAND, PEOPLE WILL STRUGGLE TO RECOGNISE YOUR VALUE



## DEVELOPMENT AT AN INTERNATIONAL LEVEL

GREAT PRODUCT: GREAT SONGS, GREAT SOUND, GREAT IMAGE, GREAT CONTENT, AT A PROFESSIONAL STANDARD BUILDS CREDIBILITY, AUTHORITY AND ATTRACTS OPPORTUNITY.



## GROW YOUR FANS & BRAND VALUE

ANALYTICS RULE THE WORLD: YOU ARE WHAT YOUR STATS SAY YOU ARE. BEING GOOD IS NO LONGER ENOUGH. YOU NEED TO STAND OUT AND BECOME A POWERFUL BRAND.



## FIND PERFECT PARTNERSHIPS

THE RIGHT PARTNERSHIPS ARE A POWERFUL WAY TO TAKE YOUR CAREER GLOBALLY. THE SKY IS THE LIMIT WHEN YOU KNOW HOW TO BUILD YOUR NETWORK AND ATTRACT THE ATTENTION OF THE RIGHT TEAMS TO TAKE YOU TO THE NEXT LEVEL.



## EVOLVE INTO AN WORLD-WIDE ACT

STAYING ON TOP OF THE GAME IS CHALLENGING AND REQUIRES A LONG TERM STRATEGY, PLUS THE ABILITY TO INNOVATE AND EVOLVE YOUR BRAND EFFECTIVELY WITHOUT DISENGAGING WITH YOUR AUDIENCE.



# WHAT HAPPENS NOW

# MASTER PLAN

AFTER YOU JOIN OUR MASTER PLAN, WHAT HAPPENS? HOW DO YOU GET STARTED? WHERE DO YOU GO, WHEN AND WHERE? LETS ANSWER ALL THOSE QUESTIONS...

YOUR SCHEDULE LINK IN YOUR FIRST EMAIL INCLUDES

- 1 DOCUMENT SIGNING & SCHEDULES
- 2 4 WELCOME ON-BOARDING EMAILS
- 3 E-LEARNING PLATFORM: YOUR FUNDAMENTALS
- 4 ONLINE GROUP WEEKLY COACHING SESSIONS
- 5 ACCOUNTABILITY GROUPS & COMMUNITY
- 6 2 DAY SEMINAR
- 7 PERSONAL MANAGEMENT SESSION

## THE MASTER PLAN ACCELERATOR

IMPLEMENTING THE PROVEN METHODOLOGY TO ACCELERATE YOUR CAREER GROWTH AND INCREASE YOUR SUCCESS RATE

CITY & SEASON #

### MASTERCLASSES SCHEDULES

<p style="text-align: center; font-weight: bold; font-size: 1.2em;">1</p> <p style="text-align: center; font-weight: bold;">IGNITE SESSION</p> <p style="font-size: 0.8em; text-align: center;">• ONLINE 2 HOUR WEB SESSION</p>		<p>★ YOUR ONLINE SESSION DATE</p>
<p style="text-align: center; font-weight: bold; font-size: 1.2em;">2</p> <p style="text-align: center; font-weight: bold;">MASTERPLAN SEMINAR</p> <p style="font-size: 0.8em; text-align: center;">• LIVE 2 DAY EVENT</p>		<p>★ YOUR LIVE SEMINAR WEEKEND</p>
<p style="text-align: center; font-weight: bold; font-size: 1.2em;">3</p> <p style="text-align: center; font-weight: bold;">1on1 MANAGEMENT COACHING SESSION</p> <p style="font-size: 0.8em; text-align: center;">• LIVE 2 HOUR EVENT</p>		<p>★ THE WEEK WHERE YOU CAN SCHEDULE YOUR LIVE PERSONAL MANAGEMENT SESSION</p>

### NEXT STEPS

**STEP 1: DISCOVERY**

- UNPACK YOUR VALUE
- FUNDAMENTALS
- WHY/CORE MESSAGE
- GOALS

**STEP 2: WEEKLY COACHING**

- LIVE 1 ON 1 ZOOM MEETINGS
- STRATEGY
- REFINE METHODOLOGY
- IMPLEMENT

**STEP 3: ACCOUNTABILITY**

- STAY FOCUSED
- COMMUNITY & NETWORK
- RESOURCES & ONLINE TOOLS
- EVENTS

**STEP 4: MASTERCLASSES**

- LIVE WITH MENTORS
- STRATEGY
- MASTER PLAN
- IMPLEMENTATION & ASSETS

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# BE IN CHARGE & PREPARE FOR THE CHALLENGE

IN EVERY ACTION WE TAKE, WE ALWAYS LET ONE MEMBER OF OUR "BRAIN ZOO" LEAD. WHICH ONE IS IN CHARGE WHEN TAKING ON THE CHALLENGES YOUR CAREER NEEDS YOU TO OVERCOME TO WIN BIG?

# YOUR BRAIN



**KING : VISION**

○ THE NEW BRAIN  
RATIONAL

**MONKEY : COMFORT**

● THE MIDDLE BRAIN  
EMOTIONAL

**REPTILE : SURVIVAL**

● THE REPTILIAN BRAIN  
INSTINCTUAL



# BEGIN WITH DIRECTION

# SUCCESS

**HOW DO YOU DEFINE A SUCCESSFUL CAREER IN YOUR TERMS?**

#1

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#2

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#3

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# BEGIN WITH DIRECTION

# STRATEGY

TO UNDERSTAND WHERE YOU'RE GOING, LETS START BY UNDERSTANDING WHERE YOU ARE AND WHAT'S IN YOUR WAY...

## WHERE ARE YOU NOW

SONGS \_\_\_\_\_

RECORDINGS \_\_\_\_\_

BRAND RECOGNITION \_\_\_\_\_

TEAM \_\_\_\_\_

FANS \_\_\_\_\_

STREAMS \_\_\_\_\_

MEDIA ATTENTION \_\_\_\_\_

SHOWS \_\_\_\_\_

REVENUE \_\_\_\_\_

PARTNERS \_\_\_\_\_

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## WHAT ARE THE OBSTACLES

FRUSTRATIONS \_\_\_\_\_

\_\_\_\_\_

PROBLEMS \_\_\_\_\_

\_\_\_\_\_

LIMITATIONS \_\_\_\_\_

\_\_\_\_\_

BELIEFS \_\_\_\_\_

\_\_\_\_\_

FEARS \_\_\_\_\_

\_\_\_\_\_

OTHER \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## WHERE DO YOU WANT TO BE

SONGS \_\_\_\_\_

RECORDINGS \_\_\_\_\_

BRAND RECOGNITION \_\_\_\_\_

TEAM \_\_\_\_\_

FANS \_\_\_\_\_

STREAMS \_\_\_\_\_

MEDIA ATTENTION \_\_\_\_\_

SHOWS \_\_\_\_\_

REVENUE \_\_\_\_\_

PARTNERS \_\_\_\_\_

\_\_\_ /10



# STRATEGY CALL NOTES

LET'S ESTABLISH YOUR MAIN MICRO GOALS FOR THE NEXT 12 MONTHS OF YOUR CAREER. IF YOU COULD ACCOMPLISH 3 KEY THINGS THIS YEAR, WHAT WOULD THEY BE?

**GOAL**

**PROBLEM**

**OBSTACLE**

#1  
\_\_\_\_\_  
\_\_\_\_\_

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# TAKE CONTROL OF YOUR DESTINY & SET THE WORLD ON FIRE



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**QUESTIONS ABOUT  
THE MASTER PLAN**  
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