



FIRE MUSIC

PRESENTS...



THE FIRE
**ARTIST
DEVELOPMENT
PROGRAM**





TALENT INCUBATOR FOR FUTURE ARTISTS

DESTINY REQUIRES ACTION

- FIRE ENTERTAINMENT -

• THE ARTIST DEVELOPMENT PROGRAM •



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.



FIRE ENTERTAINMENT

WHO

SOME OF THE TALENT AND PROJECTS WE HAVE WORKED WITH



CONGRATS!
@SaraPetrovski
debuting in the
Australian SCHOOL
OF ROCK musical!



CONGRATS! @Mi-Kaisha on her first
NYC performance
and getting accepted
to the Clive Davis
Institute of
Recorded Music!



CONGRATS! @TheModernGlitch
on the release of
their Live EP +
opening for 5SOS!



CONGRATS! @AngusDawson on
securing a booking &
distribution deal +
opening for Broods!



CONGRATS! @Isahia on securing
a Sony Music deal +
representing
Australia in
Eurovision!



FIRE ENTERTAINMENT

WHO

OUR DEVELOPMENT PROGRAM





THE ARTIST CAREER

JOURNEY

WE HAVE CONDUCTED OVER 2,000 STRATEGY ASSESSMENTS WITH ARTISTS FROM AROUND THE WORLD 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

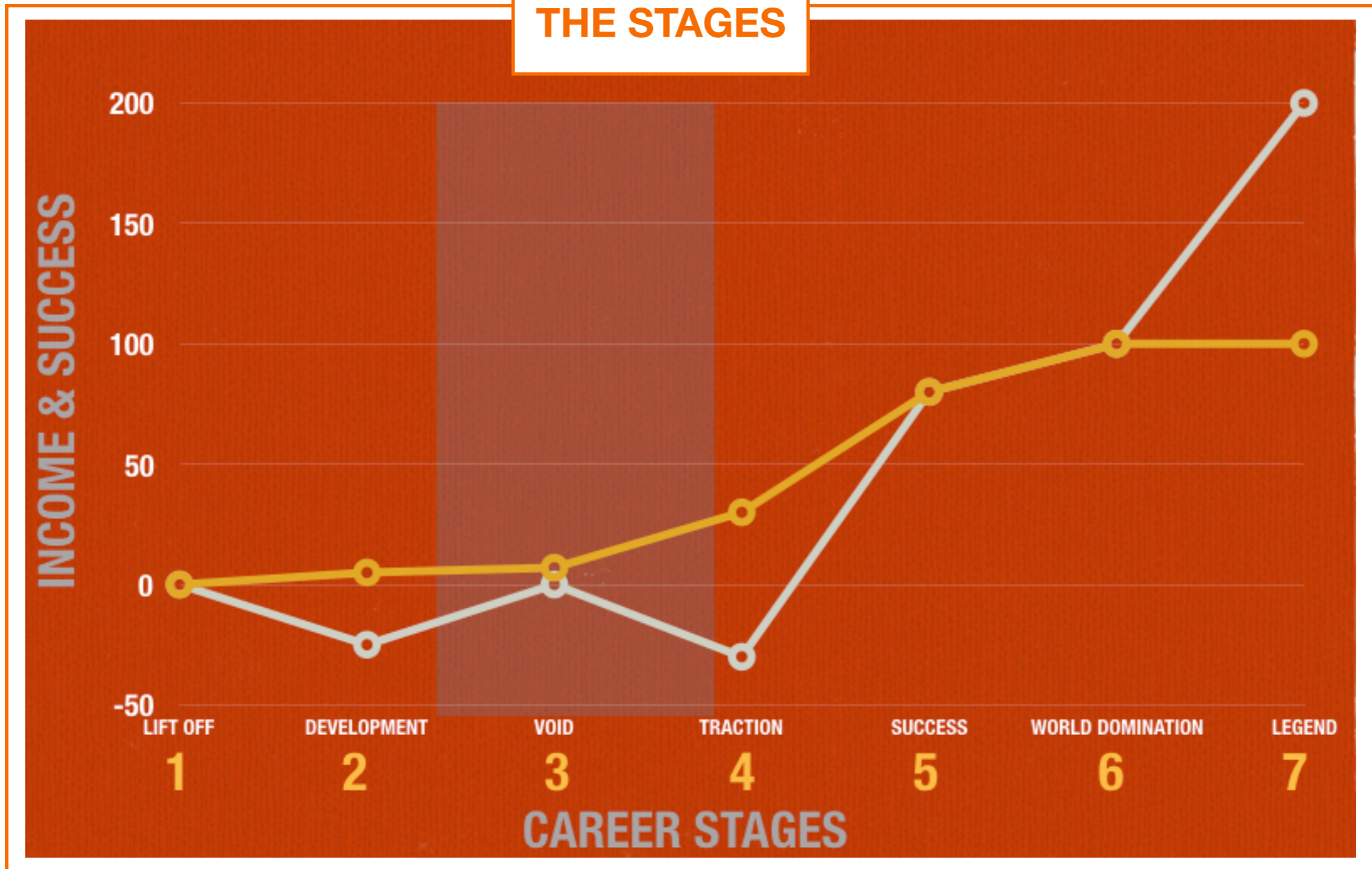
“ We help musicians and creative entrepreneurs progress through this journey quickly and help them build their career towards “success” ... with aims to “world domination” ”



THE ARTIST CAREER

JOURNEY

THE STAGES





THE FIRE ACCELERATOR

PROGRAMS

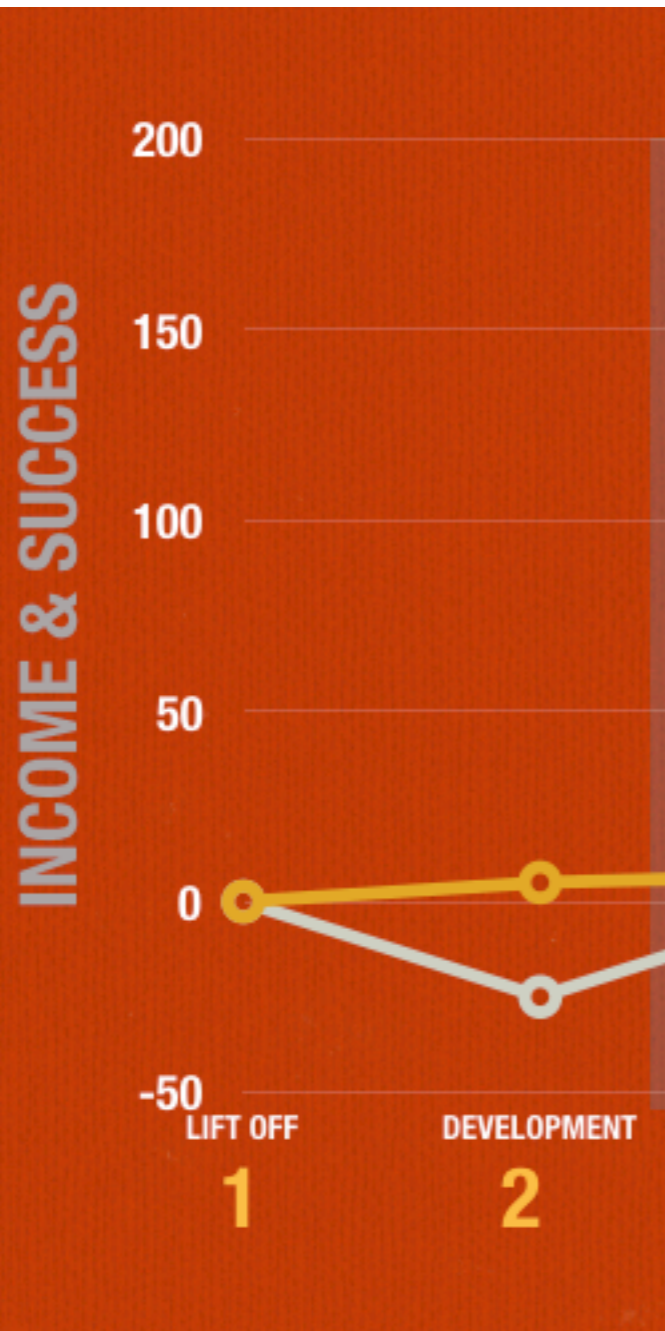
TALENT INCUBATOR



DISCOVERY & DEVELOPMENT

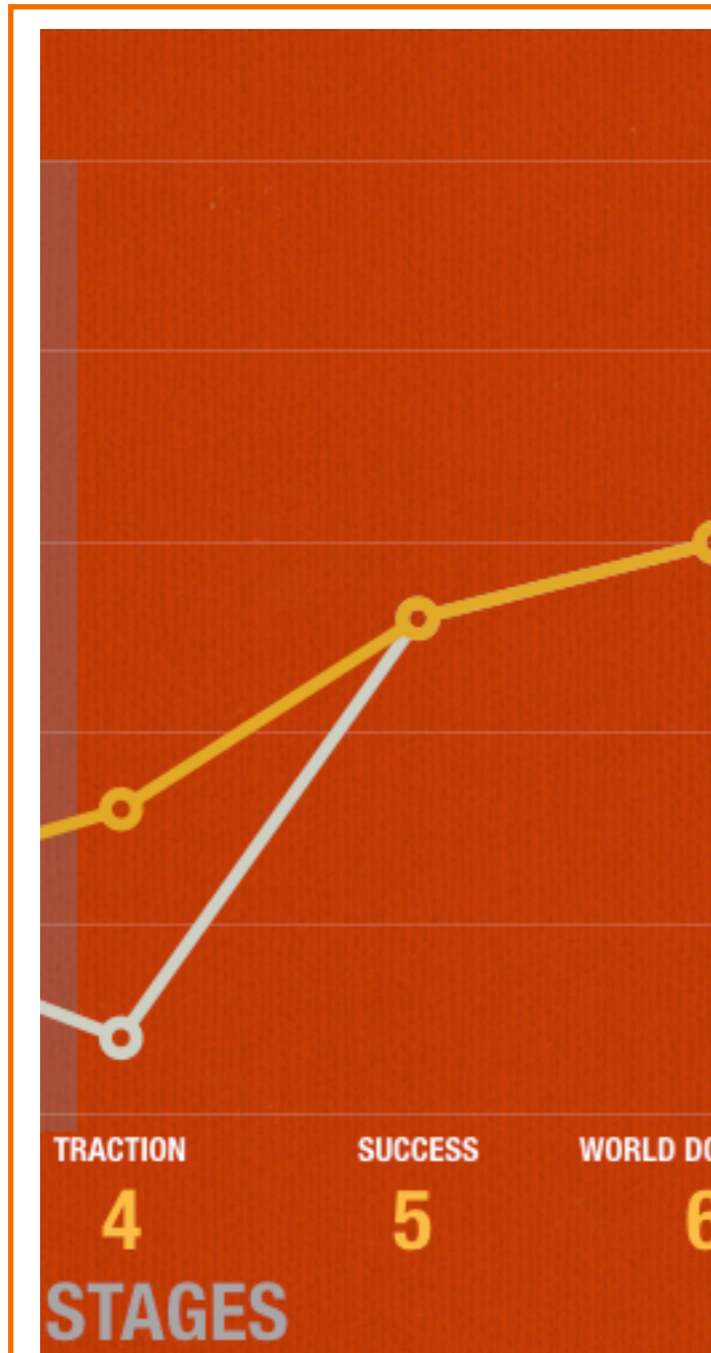
★ THE ARTIST DEVELOPMENT PROGRAM IS DESIGN TO TAKE YOU THOUGH THE DEVELOPMENT PROCESS AN A&R PROFESSIONAL AT A RECORD LABEL WOULD, HELPING YOU TAKE THE RIGHT STEPS TOWARDS DEFINING YOUR ULTIMATE BRAND AND BEGIN BUILDING YOUR ARTISTIC CAREER WITH A 360° APPROACH.

- SONGWRITTING
- PRODUCTION & RECORDING
- CONTENT
- FAN BUILDING
- SELF-MANAGEMENT
- DISTRIBUTION
- MUSIC BUSINESS
- PUBLISHING
- LIVE PERFORMANCE
- MARKETING & PROMOTION
- SOCIAL MEDIA
- MORE...





BUILD YOUR TEAM



ARTIST SERVICES

DO MORE, DO BETTER, FASTER

★ OUR ARTIST & LABEL SERVICES ARE DESIGN TO GIVE YOU THAT EXTRA ASSISTANCE GETTING THINGS DONE. COUNTING WITH THE EXPERIENCE OF PROFESSIONALS IN ALL AREAS OF THE INDUSTRY UNDER ONE SAME ROOF IS JUST LIKE HAVING THE POWER OF AN INDIE RECORD LABEL AT YOUR FINGERTIPS.

- AUDIO PRODUCTION
- VIDEO PRODUCTION
- BRANDING
- DIGITAL PROMOTION
- PR
- SOCIAL MEDIA MANAGEMENT
- PLAYLIST & RADIO PROMOTION
- DISTRIBUTION
- PUBLISHING
- CONTENT CREATION
- 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 Artist Development Program** will take you through these 5 steps and help you develop your career 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 A 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

DEVELOPMENT

AFTER YOU JOIN OUR PROGRAM, WHAT HAPPENS? HOW DO YOU GET STARTED? WHERE DO YOU GO AND WHEN? 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: GETTING STARTED

4 ONLINE GROUP WEEKLY COACHING SESSIONS

5 NETWORKING GROUPS & COMMUNITY

6 TRAINING DAYS

7 EVENTS & OPPORTUNITIES

THE FIRE ARTIST DEVELOPMENT PROGRAM YOUR CITY

IMPLEMENTING THE PROVEN METHODOLOGY TO DEVELOP YOUR CAREER AND INCREASE YOUR SUCCESS RATE

OUR PROGRAM SCHEDULES

- 1 LIVE FULL-DAY TRAINING DAYS**
 - 12 X TRAINING DAYS
- 2 1on1 MANAGEMENT COACHING SESSION**
 - WEEKLY ONLINE EVENT
- 3 EVENT & OPPORTUNITIES**
 - 4 X EVENTS A YEAR

NEXT STEPS

STEP 1: DISCOVERY

- ASSESS YOUR TALENT
- DISCOVER YOUR UNIQUE VALUE
- SET YOUR CAREER GOALS
- DEFINE YOUR BRAND

STEP 2: WEEKLY COACHING

- LIVE 1 ON 1 ZOOM MEETINGS
- STRATEGY & MANAGEMENT
- ANSWER QUESTIONS
- IMPLEMENT & GET THINGS DONE

STEP 3: TRAINING DAYS

- LIVE TRAINING WITH MENTORS
- STRATEGY & DEVELOPMENT
- REFINE YOUR ARTISTIC SKILLS
- BUILD YOUR ARTIST BRAND

STEP 4: EVENTS

- MARKETING & CONTENT CREATION
- ACCESS COMMUNITY & NETWORK
- RESOURCES & ONLINE TOOLS
- CAREER OPPORTUNITIES

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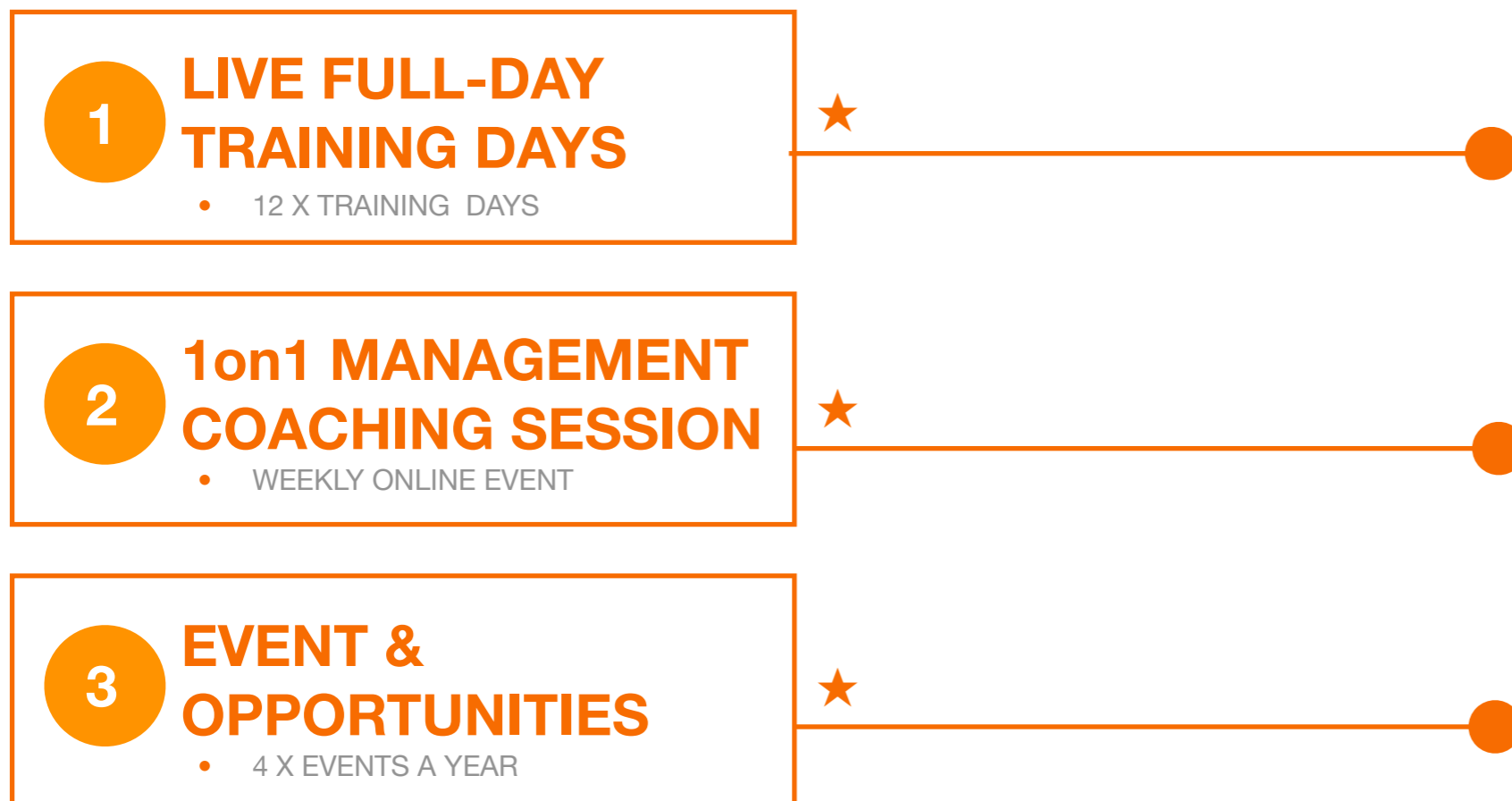


THE FIRE ARTIST DEVELOPMENT PROGRAM

YOUR CITY

IMPLEMENTING THE PROVEN METHODOLOGY TO DEVELOP YOUR CAREER AND INCREASE YOUR SUCCESS RATE

OUR PROGRAM SCHEDULES



NEXT STEPS

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BE IN CHARGE & PREPARE FOR THE CHALLENGE

READY • SET • GO

WE ARE NOT A SCHOOL; WE ARE A MANAGEMENT & DEVELOPMENT COMPANY. THIS MEANS OUR APPROACH AND AIM IS TO HELP ARTISTS BECOME ENTREPRENEURS AND BUILD NOT ONLY THEIR CREATIVE SKILLS BUT ALSO THEIR BUSINESS & MARKETING SKILLS! THIS IS THE RECIPE FOR SUCCESS AND IT REQUIRES HARD WORK... ARE YOU READY FOR THE CHALLENGE?



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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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