

MIC MENTORSHIP PROGRAM

Comprehensive Outline for All Four Tracks

Personally Led by Veteran Music Executive Chris Beaven

These tracks are fully adaptable to support every participant's unique journey. Depending on each person's skill level and goals, we may emphasize certain elements, modify activities, or streamline others — all to help you progress comfortably and get the most out of the program.

This outline provides a detailed, section-by-section breakdown of each track in the MIC Mentorship program, pricing (subject to change), and the full curriculum content. Each track is designed as a modular, self-paced journey (with a minimum 3 month commitment, that can be extended on a month to month basis, with custom add-ons available) with escalating access to opportunities determined on individual progress. The curriculum is divided into logical sections that build progressively, focusing on foundational knowledge, skill development, business strategies, and real-world application.

All tracks emphasize insider expertise from 17 years of executive experience in Los Angeles and Nashville, including ownership of Williamson Studios, major deals with Prescription Songs, Hollywood Records, Sony BMG, Atlantic Records, and sync placements for Disney, DreamWorks, Nickelodeon, ESPN, and Netflix. Participants gain access to battle-tested processes used for artists like Sabrina Carpenter, Dirty Heads, Nick Jonas, Maren Morris, Madison Beer, Maroon 5, NKOTB and more; all projects with multiple Billboard #1s, dozens of Gold/Platinum certifications, and over one billion streams.

ARTIST TRACK

Focus: Empowering performers, singers, and front-facing talent to develop a compelling artist identity, create marketable music, build a fanbase, and build a foundation to secure opportunities like record deals, publishing deals or sync placements. Ideal for those aiming to "make it" as a recording/touring artist.

Major Project: Participants build a complete professional package (e.g., 1-3 polished demo songs, biography, visuals, press kit, social strategy) throughout the track.

Curriculum Sections

Section 1: Self-Discovery and Artist Identity

- Assess personal strengths: Vocal range, style (e.g., pop, indie, R&B), performance charisma, and unique story.
- Explore artist archetypes: Solo performer, band frontperson, hybrid singer-songwriter, and how they intersect with genres.

- Branding fundamentals: Develop stage name, aesthetic (visuals, wardrobe, social persona), and mission statement.
- Goal-setting: Define short-term (e.g., first single) and long-term visions (e.g., large tours), including SWOT analysis.
- Resources: Mood boards, artist bio templates, self-recorded vocal audits.
- Activities: Journaling and self-reflective exercises, professional and peer feedback, vocal/performance critiques

Section 2: Creative Skill-Building and Content Creation

- Vocal techniques: Vocal lessons available as an add-on if necessary.
- Performance mastery: Stage presence, mic technique, crowd engagement, choreography and blocking basics for visuals.
- Song selection and interpretation: Choosing covers/originals, arranging for live/recorded formats, collaborating with producers.
- Content production: Creating social reels (e.g., TikTok covers), home demos, and basic music videos on a budget.
- Overcoming blocks: Techniques for writer's block, performance anxiety, etc.
- Major Project Integration: Record and refine 1-3 songs/demos for the package, incorporating vocal/performance enhancements.
- Resources: Video tutorials on apps like GarageBand / LUNA, vocal exercise playlists, performance checklist templates.
- Activities: Weekly recording challenges, critique sessions, guest artist webinars when available (based on individual proficiency)

Section 3: Fanbase Building and Release Strategies

- Social media mastery: Platform-specific tactics (TikTok virality, Instagram Stories, YouTube covers), algorithm hacks, content calendars.
- Live performance prep: Booking open mics/gigs, setlist design, merch basics, fan interaction post-show.
- Release planning: Independent drops via DistroKid/TuneCore, playlist pitching, promo timelines.
- Collaboration networks: Finding producers, co-writers, or local resources.
- Metrics tracking: Using Spotify for Artists/Instagram Insights to measure growth and adjust strategies.
- Major Project Integration: Develop fan-engagement plan and release strategy for your package songs (e.g., teaser posts).
- Resources: Social media template packs, release timeline worksheets, gig booking email scripts.
- Activities: Simulated release campaigns, audience-building challenges, role-playing fan Q&As.

Section 4: Administrative and Legal Mastery

- Deal breakdowns: Record deals (majors vs. indies, 360s, advances), publishing for artists, sync opportunities.

- Royalties and IP: Mechanical/performance royalties, copyright registration, trademarking names, splits with collaborators.
- Contracts and protections: Reading artist agreements, red flags (e.g., recoupment traps), hiring lawyers/accountants.
- Business setup: Forming an LLC, taxes for touring income, insurance for gear/performances.
- Negotiation basics: Role-playing label meetings, leveraging your worth based on fan metrics.
- Major Project Integration: Compile legal elements for the package (e.g., registered copyrights, mock contracts).
- Resources: Contract template library, royalty calculator tools, PRO registration guides (ASCAP/BMI).
- Activities: Mock negotiations, and deal analysis.

Section 5: Marketing, Promotion, and Sustainability

- Digital marketing: SEO for artist sites, email lists, influencer collabs, ad campaigns on Meta/TikTok.
- Touring and live strategies: Venue selection, booking agents, merch optimization, virtual concerts.
- Diversification: Side hustles (e.g., brand endorsements, teaching vocals), mental health tools for road life.
- Trend adaptation: Using AI for visuals, production, and songwriting.
- Long-term planning: Career pivots (e.g., from artist to producer), burnout prevention.
- Major Project Integration: Create marketing plan and visuals for the package (e.g., press kit, social rollout).
- Resources: Marketing workbook, tour budget templates, mental health resource lists.
- Activities: Campaign simulations, wellness workshops, trend analysis exercises.

Section 6: Launch Execution and Network Culmination

- Final polish: Refine package elements based on feedback.
- Launch tactics: Single/EP rollout, PR pitches, fan launch events (virtual/in-person).
- Post-launch analysis: Metrics review, adjustments for future releases.
- Alumni integration: Ongoing community access, updates on industry shifts.
- Major Project Culmination: Submit completed Artist Launch Package for review; MIC will pitch to network for feedback.
- Resources: Launch checklist, post-release analytics tools.

SONGWRITER / PRODUCER TRACK

Focus: Guiding creators in crafting commercial songs/beats, building catalogs, and monetizing through publishing, production deals, or syncs. Ideal for those behind-the-scenes, focusing on hits for others.

Major Project: Build a professional, pitch-ready portfolio of 1-5 songs or beats. Participants will learn how to collaborate effectively with other songwriters and producers, understand industry

standards for high-quality demos, and master the process of pitching songs to labels, publishers, artists, and sync opportunities.

Curriculum Sections

Section 1: Self-Discovery and Niche Definition

- Assess strengths: Lyric writing, melody crafting, beat production, genre specialization (e.g., EDM vs. country).
- Role exploration: Pure songwriter, producer, hybrid, or specialist (e.g., top-liner).
- Catalog vision: Define style, target markets (e.g., pop artists, film scores), and collaboration preferences.
- Goal-setting: Short-term (e.g., first co-write) and long-term (e.g., publishing deal), with portfolio SWOT.
- Major Project Start: Select 5-10 song ideas/themes for the catalog based on niche assessment.
- Resources: Genre mood boards, writer profile templates, self-audit checklists for tracks.
- Activities: Journaling on influences, initial co-write brainstorming in community.

Section 2: Creative Skill-Building and Track Development

- Songwriting techniques: Structures (verse-chorus-bridge), hooks, lyric storytelling, rhyme schemes, co-writing etiquette.
- Production mastery: DAW workflows (Pro Tools/Logic), sampling (Splice), sound design, mixing/mastering fundamentals.
- Collaboration tools: Remote sessions, file sharing, feedback protocols.
- Innovation: Using AI for ideas, genre blending, creating multiple versions (e.g., acoustic vs. full beat).
- Block-busting: Daily writing prompts, iterative demos, peer reviews.
- Major Project Integration: Write/produce initial versions of catalog tracks, focusing on commercial appeal.
- Resources: Hook-writing worksheets, DAW tutorial videos, sample packs.
- Activities: Weekly track challenges, virtual co-write groups, guest producer demos.

Section 3: Catalog Building and Collaboration Strategies

- Portfolio curation: Selecting/arranging tracks for cohesion
- Pitching basics: Targeting publishers/producers, demo formatting, follow-up etiquette.
- Networking: Finding co-writers via Discord/SoundBetter, attending virtual camps.
- Monetization preview: Early cuts, beat leases, freelance production gigs.
- Metrics for success: Tracking streams/feedback to refine catalog.
- Major Project Integration: Expand catalog with collabs, refine 5-10 tracks based on pitches.
- Resources: Pitch email templates, co-writer split sheet samples.
- Activities: Simulated pitch sessions, networking challenges.

Section 4: Administrative and Legal Mastery

- Deal types: Publishing (co-pub/admin), production agreements, work-for-hire.
- Royalties deep-dive: Split sheets, mechanicals, performance, international collection.
- IP protection: Copyrights, ISRC codes, registering with PROs/MLC/SoundExchange.
- Business ops: LLC formation, taxes on advances/fees, insurance for gear.
- Negotiation: Valuing your catalog, red flags in deals.
- Major Project Integration: Legal prep for catalog (e.g., splits, registrations).
- Resources: Publishing contract templates, royalty flowcharts.
- Activities: Case studies from real life deals, mock splits.

Section 5: Marketing, Pitching, and Sustainability

- Pitch strategies: Email/DM templates, building supervisor/producer lists.
- Diversification: Leasing beats, sync libraries, teaching workshops.
- Trend tracking: Genre shifts, AI tools, blockchain for ownership.
- Mental health: Balancing freelance life, avoiding burnout.
- Long-term growth: Scaling to teams, side ventures like sample packs.
- Major Project Integration: Marketing plan for catalog pitches
- Resources: Pitch tracker spreadsheets, sustainability planners.
- Activities: Pitch practice, wellness sessions.

Section 6: Launch Execution and Network Culmination

- Final catalog polish: Mastering, alt mixes, metadata.
- Pitch execution: Targeting lists, follow-ups.
- Analysis: Review responses, iterate.
- Alumni: Ongoing pitch shares.
- Major Project Culmination: Submit catalog for review; pitch to network (e.g., Prescription Songs for artist cuts). Outcomes: Feedback, potential advances, revisions.
- Resources: Final pitch kits.

OTHER TRACK (COMPOSER, STUDIO MUSICIAN, ETC.)

Focus: Supporting niche creators in roles like film/game composers, session musicians, arrangers, or educators for diversified, sustainable careers. Flexible for hybrids (e.g., live/session work).

Major Project: Identify the career path, and adapt the program to that specific choice. Compile a demo reel/showcase (e.g., 5-10 pieces for composers, session clips for musicians). Culminates in evaluation and submission to specialized networks (e.g., music libraries for composers, session coordinators for musicians).

Curriculum Sections

Section 1: Self-Discovery and Niche Specialization

- Identify paths: Film/TV composer, game sound designer, session player (guitar/vocals/drums), arranger, educator.

- Strengths audit: Technical skills (e.g., orchestration), versatility, preferred mediums (e.g., live vs. digital).
- Market research: Demand in niches (e.g., indie films, session rates), hybrid opportunities.
- Goal-setting: From freelance gigs to steady commissions, with SWOT for niches.
- Major Project Start: Select 5-10 piece concepts for reel based on niche.
- Resources: Niche career maps, self-audit tools.
- Activities: Path exploration discussions.

Section 2: Creative Skill-Building and Technical Proficiency

- Composition techniques: Scoring cues, motifs, software (e.g., Sibelius for orchestrals).
- Session skills: Sight-reading, adaptability, recording etiquette, multi-instrument basics.
- Niche tools: MIDI orchestration, remote session setups (e.g., Source Connect).
- Innovation: Blending styles, using libraries/plugins for realism.
- Feedback loops: Iterative creation, overcoming technical hurdles.
- Major Project Integration: Create initial reel pieces (e.g., short cues/clips).
- Resources: Software tutorials, session prep checklists.
- Activities: Niche-specific challenges (e.g., score a clip).

Section 3: Gig and Opportunity Sourcing

- Booking strategies: Platforms like SessionWire, union joins (e.g., AFM for musicians).
- Portfolio building: Reels, credits lists, testimonials.
- Networking: Composer meetups, session databases.
- Freelance basics: Rates, invoices, client management.
- Metrics: Tracking gigs, building repeat business.
- Major Project Integration: Add sourcing plan to reel (e.g., target lists).
- Resources: Gig email templates, rate calculators.
- Activities: Simulated bookings.

Section 4: Administrative and Legal Mastery

- Deal types: Sync for composers, session contracts, commissioning agreements.
- Royalties: Performance for live, mechanical for recordings.
- IP: Copyright for cues, work-for-hire clauses.
- Business: LLCs, taxes on freelance, insurance for travel/gear.
- Negotiation: Session fees, credit stipulations.
- Major Project Integration: Legal prep for reel (e.g., clearances).
- Resources: Contract samples, royalty guides.
- Activities: Niche deal analyses.

Section 5: Marketing, Diversification, and Sustainability

- Promo tactics: Websites, YouTube reels, library submissions.
- Income streams: Teaching, stock music, live/touring.
- Trends: VR scoring, remote sessions.
- Wellness: Gig economy balance, injury prevention.

- Growth: Scaling to teams, niche pivots.
- Major Project Integration: Marketing for reel (e.g., submission strategy).
- Resources: Promo kits, diversification planners.
- Activities: Marketing exercises.

Section 6: Launch Execution and Network Culmination

- Reel finalization: Editing, metadata.
- Submission prep: Tailored pitches.
- Analysis: Feedback integration.
- Alumni: Niche communities.
- Major Project Culmination: Submit reel; you pitch to network (e.g., libraries for composers, coordinators for sessions). Outcomes: Placements, gigs.
- Resources: Submission checklists.
- Activities: Final reviews.

MUSIC EXECUTIVE TRACK

Focus: Training aspiring A&R, managers, label owners, or consultants in scouting, deal-making, and operations. Ideal for business-minded individuals.

Major Project: "Talent Development Plan" — Scout/develop a real up-and-coming talent, create a full plan (scouting report, marketing, deals). Culminates in evaluation and potential co-pitch to our network (e.g., intro to Atlantic A&R).

Curriculum Sections

Section 1: Self-Discovery and Exec Role Definition

- Assess strengths: Scouting eye, negotiation, team management.
- Roles: A&R, manager, label exec, consultant.
- Industry mapping: Major vs. indie ecosystems.
- Goal-setting: From freelance A&R to label founder.
- Major Project Start: Scout initial talent, draft early report.
- Resources: Role quizzes, exec bio templates.
- Activities: Self-assessments.

Section 2: Talent Scouting and Development Skills

- Scouting techniques: Platforms (SoundCloud, TikTok), live events.
- Evaluation: Potential metrics (voice, market fit).
- Development: Coaching artists, building teams.
- Tools: CRM for tracking, feedback frameworks.
- Ethics: Fair deals, diversity in scouting.
- Major Project Integration: Refine scouting report, development ideas.
- Resources: Scouting checklists, artist eval forms.
- Activities: Virtual scouting exercises.

Section 3: Business Operations and Networking

- Ops basics: Budgets, schedules, team hiring.
- Networking: Building contacts (e.g., attorneys, labels).
- Sourcing deals: Pitching talent, opportunity spotting.
- Metrics: ROI on signings, performance tracking.
- Major Project Integration: Add ops plan to talent strategy.
- Resources: Budget templates, networking scripts.
- Activities: Role-plays.

Section 4: Administrative and Deal-Making Mastery

- Deals: Record/publishing breakdowns, term sheets.
- Legal: Contracts, IP admin, compliance.
- Negotiation: Bidding wars, clauses (e.g., options).
- Risk management: Due diligence, audits.
- Major Project Integration: Draft deals for scouted talent.
- Resources: Term sheet libraries.
- Activities: Mock deals from real cases.

Section 5: Marketing, Trends, and Sustainability

- Promo for talent: Campaigns, PR.
- Industry trends: Streaming shifts, AI in A&R.
- Sustainability: Exec burnout, ethical practices.
- Growth: Scaling firms, pivots.
- Major Project Integration: Marketing for talent plan.
- Resources: Trend reports.
- Activities: Case studies.

Section 6: Launch Execution and Network Culmination

- Plan finalization: Polish full strategy.
- Execution: Simulated launches.
- Analysis: ROI projections.
- Alumni: Exec networks.
- Major Project Culmination: Submit plan; you evaluate and co-pitch to network (e.g., Sony BMG). Outcomes: Feedback, partnerships.
- Resources: Exec toolkits.
- Activities: Presentations.