



• **Films & Music LLP**  
• **+44 (0) 7789955769**  
• **info@filmsandmusic.coop**  
• **www.filmsandmusic.coop**  
• **Registered in England & Wales.**  
• **Partnership no. 0C357812.**



• **IMAGINATIVE**  
• **MUSIC**  
• **BUSINESS**  
• **DEVELOPMENT.**

# **IMAGINATIVE BUSINESS DEVELOPMENT FOR RECORD LABELS, SOLO ARTISTS AND BANDS**

Business development & strategies  
Branding and image services  
PR and social media marketing  
Direct marketing  
Feature film development  
Atmospheric projections  
and music videos



“ I personally am a witness to Trude and her outstanding work ethic while consulting the inception of Films & Music LLP. Her past and present experience in market research boasts her meticulous approach to both managing and performing all aspects of her leadership role. From initiative planning, to execution and program delivery debriefing, Trude is the ‘glue’ for increasing market share, and through best-practice go-to market research/strategies. Bottom-line, her top performance is much like a lifetime guarantee and is always accompanied by measurable results. Proudly, I endorse Trude and wish her the best in all her endeavors.”

Mark Anthony Librizzi, Business Strategist, Ibrand Entertainment, November 23, 2010

“ I have been most impressed with Ana’s ability to grasp concepts and apply them in relevant situations, and with her ability to focus, work hard, and meet deadlines.”

Chris Funnell, Director, Co-operative Assistance Network, August 2011

“ Ana directed me in the short film “Julian’s Garden” in which I played the lead character. I was impressed with her calmness and determination under extreme pressure of time and money. She was wonderful to the actors, allowing us space and freedom to develop our roles, and guiding us with a gentle hand. She used Sanford Meisner’s techniques, asking us to have a personal emotional understanding of everything we were required to do.”

Stephen Bayly, Director, Sly Fox Films, June 8, 2010



# **WHAT CAN WE OFFER?**

**WE AIM TO ASSIST RECORD LABELS, SOLO ARTISTS AND BANDS TO BREAK DOWN BARRIERS, COMMUNICATE BETTER, AND GENERATE NEW IDEAS, INSIGHTS, AND STRATEGIES.**

It is very clear to us, that record labels and musicians are in great need of new ways of reaching and staying in the minds of their music fans; and of course, of finding new avenues for revenue.

In many ways, we see ourselves as a new world that the independent indie record label and musicians will discover, a world in which our fresh new angles and practices will assist and enhance your current operations.

## OUR SERVICES

- Creating adventurous **business strategies** and **brand identities**, a particular strength due to our expertise in transformational thinking, future scenarios, concept development and storytelling.
- **Mapping which websites and interactive media** a specific artist/group should emphasize their marketing on to increase awareness and fan base.
- **Using the map and social media marketing**, provide regular updates such as news flashes and video clips in line with the personal branding platform established for the specific artist.
- **Direct marketing** is a driving force in F&M's branding strategies for artists and apart from websites and blogs we have an emphasis on getting our artists to participate in live events and in opening up discussions with fans and audience, online and offline, that maximizes interaction and interest on that specific artist.
- The making of **atmospheric projections and music videos** that will give the fan a one of its kind live event experience.
- We use the medium of **Feature Films** as a key tool for the artist's development.

## DIY MUSICIANS

Craft and manage your music career, win investors, and make a living doing what you love:

### BOOKS

Crafting Strategies.

The term entrepreneur is associated with risk-taking activity, where someone seeks to innovate in a way that is discontinuous with existing ways of doing things. In this Free eBook we explore ways to design business development & strategies for musicians that are true to the artist and that are sustainable and innovative.

It is available exclusively to you when you sign up to our newsletter.

## BUSINESS DEVELOPMENT & STRATEGIES SERVICES

### 1. Music business development & strategies workshops

3 ½ hours

Offline max group size 10

Online max group size 5

You'll be taking part of a workshop that aim to explore, in a group setting, ways to develop each of the participant's musical goals. This workshop is interactive and will assist you on building a network of support and information to create visibility and influence.

### 2. Individual Brainstorming Sessions

1 ½ Hours x 2 sessions

We work together with you to brainstorm ideas and strategies. The whole purpose here is to innovate and find ways to connect people to your music, gain exposure and find new ways of revenue.

### 3. Executive music business development & strategies program

5 hours x 2 sessions

Two individual sessions of 5 hours each. Together we'll explore ideas that will facilitate music fans to select and discover your music; ways to integrate your projects and music into the daily lives of the average music consumer; and non-traditional ways to generate revenue.

### 4. Comprehensive music business development & strategies program

8 hours x 4 sessions

Together we'll design and develop projects and services that give your audience amazing experiences, experiences that they'll want to pay for; ways to give you exposure and discovery; and non-traditional ways to generate revenue.

**THIS IS US...**

**BOLD**

**DARING**

**INTUITIVE**

**HUMANE**

**STRAIGHTFORWARD**

**ANALYTICAL**

**DETERMINED**

**METICULOUS**

**ENTREPRENEURIAL**



- We are a 100% cruelty
- free company, and
- operate according to
- vegetarian principles.