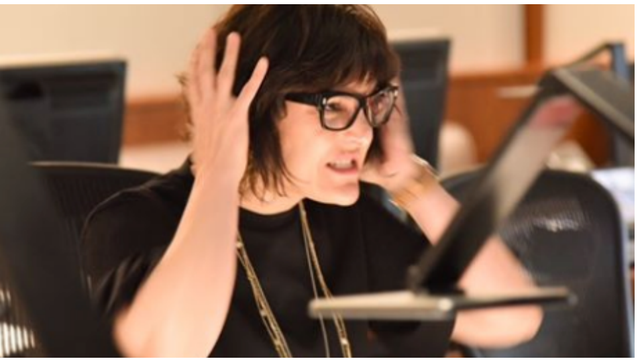
WHAT WE DO...

CYBER PR®
TOTAL TUNEUPS

WE SERVE
INDEPENDENT MUSICIANS
& MUSIC INDUSTRY
RELATED BUSINESSES

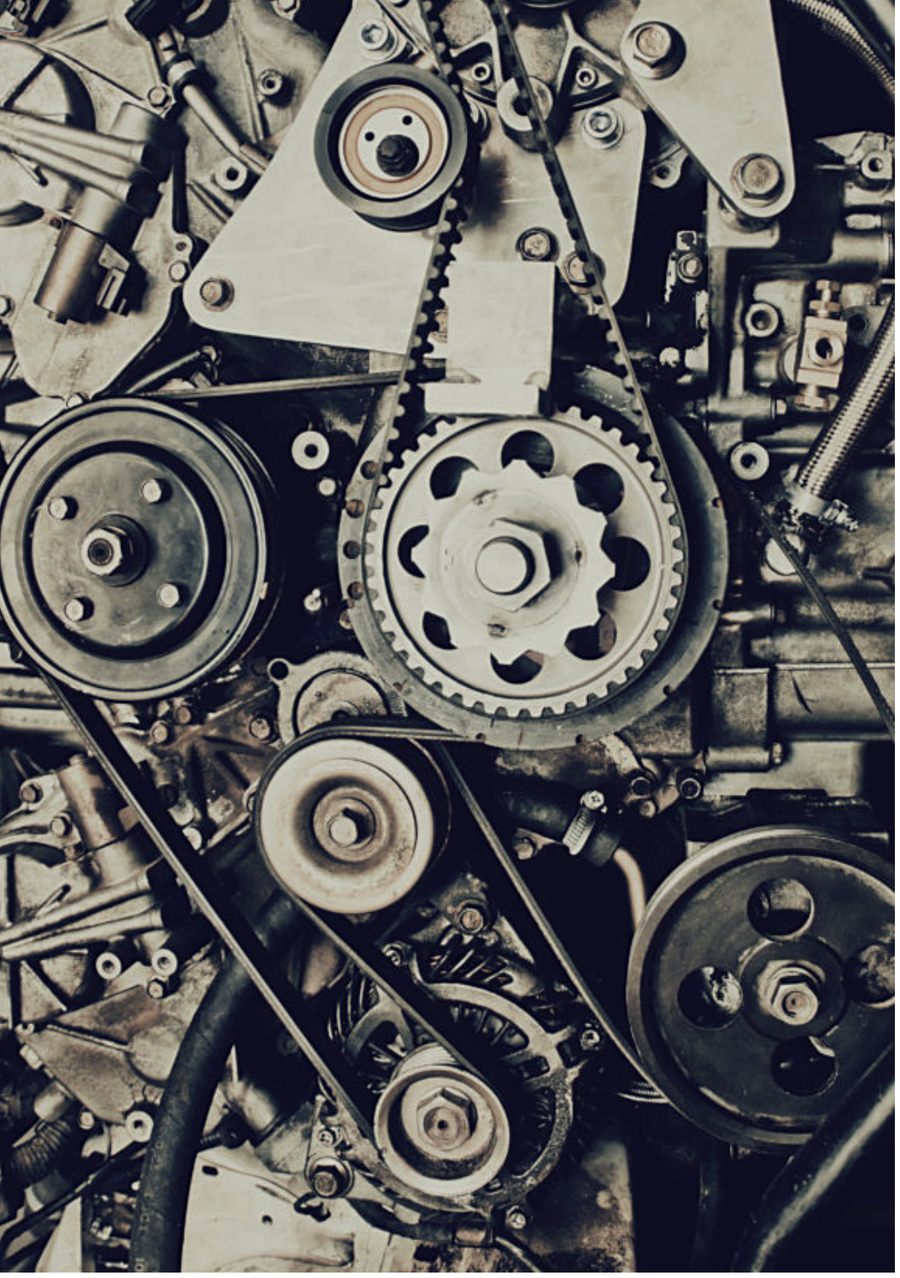


WE CREATE
AND EXECUTE
CUSTOM ARTIST
DEVELOPMENT PLANS

WE WANT TO WARN YOU IN ADVANCE...

WE MAY BE TAKING THE CAR ANALOGIES A BIT TOO FAR.

(BUT WE GOT SO EXCITED WE WENT WITH IT)



TODAY'S BIGGEST PROBLEM IN THE MUSIC BUSINESS IS: MOST ARTISTS DON'T UNDERSTAND HOW IT WORKS.

THERE ARE MANY COMPONENTS,
AND ARTISTS WHO TAKE TIME TO LEARN HOW THEY FIT TOGETHER
EXPERIENCE MORE SUCCESS AND HAVE LONGER CAREERS.

THEY DON'T GET OVERWHELMED AND MAKE
RASH MONEY-WASTING DECISIONS.
THEY GET THE SUPPORT THEY NEED TO BUILD AND SUSTAIN.

SADLY, VERY FEW MANAGERS, PUBLICISTS, MARKETERS, OR LABELS
POSSESS DEEP ARTIST DEVELOPMENT KNOWLEDGE.

IT'S RARE TO FIND A TEAM WHO UNDERSTANDS THE FULL PICTURE

THERE ARE A LOT OF "USED CAR SALESMEN" PREYING ON ARTISTS

MANY ARTISTS HAVE BEEN GIVEN BAD ADVICE
TO LAUNCH CAMPAIGNS BEFORE INVESTING
IN WHAT WOULD HAVE MADE A **PROFOUND DIFFERENCE**

AND THEY WASTE MONEY
ON PLAYLIST CAMPAIGNS THAT GARNERED ZERO FANS
SOCIAL MEDIA CAMPAIGNS THAT GOT FAKE FOLLOWERS
AND PR CAMPAIGNS THAT YIELDED LIMITED RESULTS

WE TALK TO MANY ARTISTS WHO ARE DISAPPOINTED BECAUSE THEY JUMPED STRAIGHT IN WITHOUT A PROPER **FOUNDATION**.

THIS,
UNFORTUNATELY, HAS A LOT TO DO WITH HOW MOST ARTISTS APPROACH THE PROCESS...

ONCE THE MUSIC IS FINISHED A SENSE OF URGENCY RUSHES IN, SCREAMING

RELEASE RELEASE !!

TO MAKE MATTERS WORSE,
PLAYLIST PROMOTERS,
SOCIAL GROWTH COMPANIES
AND PUBLICISTS
“SILO" EFFORTS WITHOUT
COMMUNICATING WITH EACH OTHER.

AND IN MANY CASES, ARTISTS
DON’T HAVE A TEAM
FOR THEM TO COMMUNICATE WITH.

NOR DO THEY HAVE A PLAN
TO POSITION WINS AND THE OPPORTUNITIES
FOR MAXIMUM IMPACT.

SO, BEFORE YOU GO WASTING MONEY
ON ANY TYPE OF PR OR PLAYLIST CAMPAIGN

WE INVITE YOU TO CONSIDER A DIFFERENT APPROACH.

SUCCESSFUL BUSINESSES CREATE PLANS BEFORE THEY DIVE IN AND GET TO WORK.

MOST MUSICIANS DO NOT.

YOU MAY BE THINKING:
I HAVE MY GOALS OUTLINED ALREADY
AND I'M WORKING TOWARDS THEM!

BUT GOALS ARE VERY DIFFERENT THAN PLANS.

YOU SET GOALS TO MARK YOUR BIG PICTURE VISION

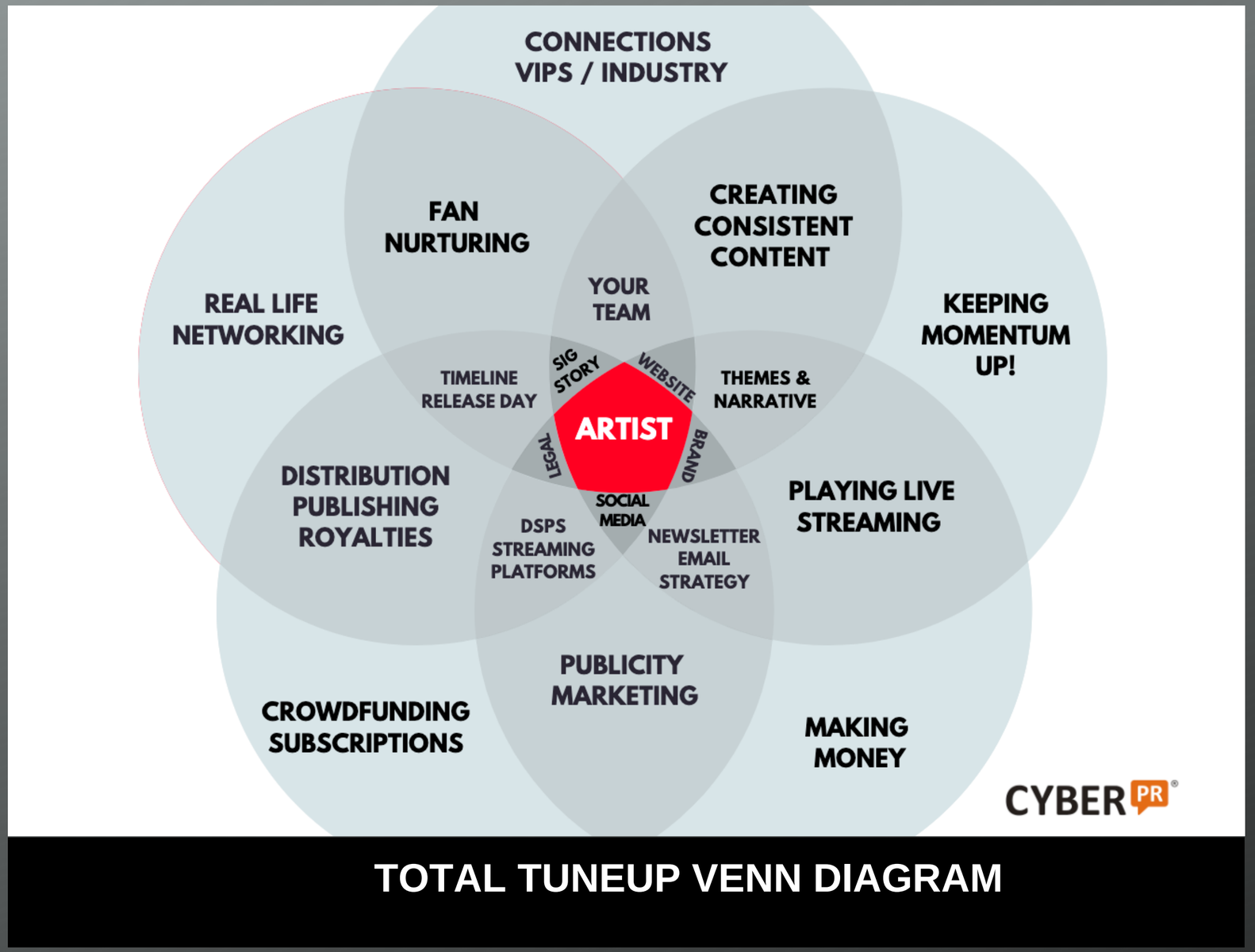
YOU MAKE PLANS TO ENSURE THAT GOALS ARE MET.

LET'S GET YOU FULLY IN THE DRIVERS SEAT OF YOUR MUSIC CAREER

THE PROCESS WE DEVELOPED TO CREATE EACH CUSTOM TOTAL TUNEUP (TTU) COMES FROM OUR 20+ YEARS OF WORKING WITH INDEPENDENT MUSICIANS.

IDEAL FOR ARTISTS WHO WANT A PLAN THAT MAPS OUT THE NEXT 12- 18 MONTHS OF YOUR MUSIC CAREER ADDRESSING ALL AREAS YOU NEED TO FOCUS ON ORGANIZED BY PRIORITY ACCORDING TO YOUR SHORT-TERM, LONG-TERM AND ULTIMATE GOALS.

THIS DIAGRAM ILLUSTRATES AREAS IN WHICH ARTISTS NEED TO HAVE KNOWLEDGE AND STRATEGY:



TOTAL TUNEUP VENN DIAGRAM

"THE CYBER PR TEAM IS FRIENDLY,
RESPONSIVE, WELL-CONNECTED,
AND SKILLED AT DISCOVERING WHERE YOU ARE,
WHERE YOU NEED TO BE, AND HOW TO GET THERE.
BEST OF ALL, I'M SEEING REAL-WORLD RESULTS
FROM MY TOTAL TUNEUP."

- BRYAN HUGHES,
COMPOSER/PRODUCER, AETOPUS

" ARIEL AND HER TEAM HONED IN ON A
BRANDING APPROACH THAT
GAVE ME MUCH MORE FOCUS
THAN I'D HAD IN THE PAST.
THEIR SKILL IN NAVIGATING A SIDE OF THE
MUSIC BUSINESS I KNEW NOTHING ABOUT
WAS INVALUABLE AND I'M
THRILLED WITH THE RESULTS! "

- KIRA SMALL

HERE'S HOW IT WORKS...

1 FOUNDATIONS SURVEY

OUR OFFICIAL PROCESS DOCUMENT SENT TO YOU SO WE CAN UNDERSTAND WHERE YOU ARE CURRENTLY, KNOW YOUR GOALS, AND GET YOU THINKING ABOUT WHAT YOU WANT FROM YOUR TOTAL TUNEUP EXPERIENCE.

2 TEAM SELECTION

WE MATCH YOU TO THE MOST APPROPRIATE TEAM BASED ON YOUR GOALS AND OUR TALENTS. THE TEAM WHO CREATES YOUR TOTAL TUNEUP WILL ALSO BE RESPONSIBLE FOR EXECUTING THE PARTS THAT REQUIRE THE MOST HEAVY LIFTING, INDUSTRY CONNECTIONS AND EXPERTISE.

OUR TTU PROCESS

3 PRESENTATION

AFTER WE TAKE AMPLE TIME TO ASSESS YOUR ONLINE PRESENCE AND FOUNDATIONS WE SCHEDULE A CALL TO PRESENT YOU WITH YOUR TTU DIRECTION OUTLINING YOUR COLOR SCHEME, FAN PERSONAS, BRAND PILLARS, AND SOCIAL MEDIA THEMES.

4 TTU DELIVERY

YOUR 300+ SLIDE TTU IS DELIVERED IN 10 - 12 PARTS - SEPARATE MODULES DISPATCHED TO YOU AS MINI DECKS WITH A CUSTOM MAP AND TIMELINE OUTLINING WHAT TO ADDRESS FIRST SO WE CAN GET RIGHT TO SHIFTING YOUR ONLINE PRESENCE TO ATTRACT MORE FANS STARTING ON DAY 1.

OUR TTU PROCESS

5 FINALIZATION

A TEAM SESSION TO POLISH OFF YOUR TIMELINE AND ROLLOUT. IN THIS STEP WE IDENTIFY WHAT WE WILL IMPLEMENT ON YOUR BEHALF.

6 IMPLEMENTATION

WE WILL DO THE HEAVY LIFTING FOR YOU AND BEGIN TO GET ALL OF THE ITEMS IDENTIFIED CROSSED OFF THE TIMELINE.

OUR TTU PROCESS

7 CUSTOM RELEASE PLANS

WE WILL OUTLINE AND HELP YOU EXECUTE EACH AND EVERY RELEASE - SINGLES, VIDEOS, EPS OR FULL ALBUMS. WE ARE MASTERFUL AT ROLLOUTS.

8 GUARENTEED PUBLICITY

WE WILL PITCH YOUR MUSIC TO OUR MEDIA CONNECTIONS GUARANTEEING FEATURE PLACEMENTS INCLUDING MUSIC REVIEWS & INTERVIEWS

9 ONGOING SUPPORT

WE STAY WITH YOU AS YOUR TEAM AS YOU BUILD AND DEVELOP. WE BECOME YOUR ACCOUNTABILITY PARTNERS, YOUR ALLIES AND YOUR PEOPLE TO CALL ON THOSE DAYS WHERE YOU NEED EXTRA COACHING, GUIDANCE AND LOVE (IT'S HARD TO FIND LOVE IN THIS DAMN BUSINESS).

WE BECOME NOT ONLY YOUR IMPLEMENTATION TEAM

BUT ALSO YOUR THINKING PARTNERS.

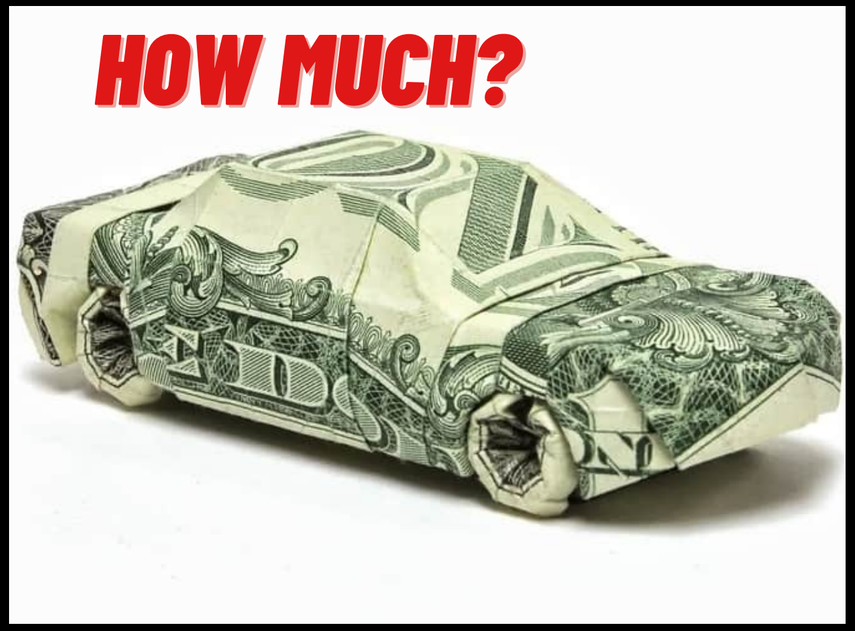
WE WILL SUPPORT YOU DURING EVERY LAP OF YOUR JOURNEY.

"THEY NOT ONLY GAVE ME A CLEAR GAME PLAN FOR RELEASING MY MUSIC AND CREATING A RELEVANT AND SUSTAINABLE MUSIC CAREER BUT ALSO THEY GAVE ME CONFIDENCE. MY TOTAL TUNEUP LETS ME KNOW EXACTLY WHAT I NEED TO DO AND WHEN. THEY ARE ALWAYS THERE FOR ME TO ANSWER QUESTIONS AND GIVE ME A BOOST WHEN I GET OVERWHELMED. I CAME TO THEM NOT KNOWING WHAT TO DO AND NOW I AM EXCITED TO SHARE MY MUSIC WITH THE WORLD."

- ATHENA BURKE

"I HAVE TO SAY THE TTU HAS BEEN GAME-CHANGING FOR ME. IT'S BEEN FANTASTIC TO FIND A COMPANY THAT IS WILLING AND ABLE TO GO THROUGH EVERYTHING YOU HAVE AS AN ARTIST AND COME OUT THE OTHER SIDE WITH A CUSTOMIZED MAP OF WHAT YOU SPECIFICALLY NEED TO DO TO MOVE YOUR CAREER FORWARD. IT'S LAID OUT IN A MYRIAD OF WAYS: BY SUBJECT, BY SOCIAL MEDIA PLATFORM, BY MONTH... ALL IN DIGESTIBLE BITES. ARIEL AND HER TEAM ARE THERE FOR YOU EVERY STEP OF THE WAY TO ANSWER QUESTIONS AND TO ASSIST WITH THE EXECUTION OF THE TTU. THERE'S NOTHING ELSE LIKE IT ANYWHERE."

- ANASIA AKA LEANNA PRIMIANI



OUR RATES ARE EXACTLY THE SAME FOR *EVERYONE.

TOTAL TUNEUPS START AT $2,750

(And the prices increase depending on how many months you'd like our team onboard with you and if you opt for PR pitching and more extra options).

YES!

YOU CAN PAY IN INSTALLMENTS
WE DO ACCEPT CREDIT CARDS

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*NO OFFENSE TO OUR COLLEAGUES...
(WE DON'T SNIFF AROUND TO SEE HOW MUCH MONEY YOU MAY HAVE AND SEE WHAT WE CAN GET AWAY WITH CHARGING)

"ARIEL IS ONE OF MY BEST FRIENDS,
BECAUSE I SO ADMIRE THE WAY
SHE THINKS...

SHE'S MY ONLINE MARKETING GURU. "

- DEREK SIVERS
FOUNDER CD BABY, AUTHOR

CALL: 212 239-8384

LET'S SCHEDULE A CALL AND CHAT ABOUT YOUR MUSIC AND YOUR GOALS

CLICK HERE - AND FILL OUT THE FORM!

bit.ly/CYBERPR20

VISIT US

CYBERPRMUSIC.COM