

INVITATION



CREATE WELL AGENCY

ARTIST DEVELOPMENT PROGRAM

# OFFICIAL INVITATION

## TO THE ARTIST DEVELOPMENT PROGRAM

You are cordially invited to the Summer 2021 Artist Development Program (ADP) sponsored by Create Well Agency.

A cohort of 10 to 15 passionate songwriters, vocalists, instrumentalists, and producers will join us. Each artist has (or is developing):

- At least five original compositions with recorded references
- Three to five years of professional music and performance experience
- An aspiration to produce or promote new music in the next 6 months
- Willingness to be set apart with their musical artistry and career

1) Artists will work with a coach (one-on-one) each week to finish an aspect of their career, music, and content development plan (workbook). Coaching will include brand strategy, songwriting and arranging, vocal performance, digital publishing, music marketing and promotion.

2) The ADP is fortified by four live webinars with a Guest A&R, Label Rep, Executive Producer, or Recording Artist (see Program Schedule). Our guests of honor are prepared to share invaluable wisdom, industry insights, and answer individual questions in virtual networking rooms (along with our agents, special guests, and service providers and sponsoring vendors).

Please **confirm your interest as soon as possible**. It is our absolute honor that you will do so, as you were chosen for the integrity, ingenuity, and intention that you exemplify towards our mission.

**[www.CreateWellAgency.com](http://www.CreateWellAgency.com)**

# ABOUT US

Create Well Agency is a management company serving independent artists and producers. Create Well began consulting production teams, small businesses, and Christian organizations in Maryland. By 2019, Create Well officially set ground to provide label-quality business and release management services to independent music professionals on a project basis - empowering them to create well as they maintain control of their own artistic journeys and remain set apart in doing so.

## **Our Mission**

We seek to fill ears with gospel content, by developing faithful artists and managing music releases. We commit to creating with integrity, ingenuity, and intention, empowering others to do the same.

## **Our Vision**

We long to see music artists, the industry, and the world deeply transformed as we reflect the glory of our Creator.

## **The Program**

The Artist Development Program (ADP) is a five-week coaching experience that prepares artists to plan, produce, and perform well as they navigate their journeys as independent music professionals.

Each Week Includes:

- 1-on-1 Coaching Sessions
- Live Webinar w/ Special Guests
- Resources & Merchandise
- Project Goal Tracking
- ...and more!



**REGISTER NOW**

PROGRAM SCHEDULE  
(SAMPLE)

MEET THE COACHES 

# WEEK ONE



**AMOS**  
EVANS



**DOZZY**  
DANIEL

## **Monday - Wednesday | Brand Strategy 1-on-1 Session**

Clarify your vision, and develop content to propel your music's mission. Coaching by Amos Evans (Creative Director, Project Manager, & CEO at Create Well).

## **Thursday | Orientation Webinar**

An Introduction to the Program, our Artists, and the Weekly Goal Tracker. Guest Artist: Dozy Daniel (Worship Coach, Songwriter, and R&B Vocalist).

### **ONE-ON-ONE COACHING**

Your personal mission, bio, content, brand overview, & 5-year vision.

### **Products & Resources\***

Each artist will receive access to the Goal Tracker, our Online Community, and artists in tier 2 will receive (1) Online Program Workbook with all coaching materials and templates.

\*Products are not included in the basic package.

240.681.9509



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# WEEK TWO



**DAVID**  
ERINLE



**KEVIN**  
WINEBARGER

## **Monday - Wednesday | Music Production 1-on-1 Sessions**

Every story has a sound. Find yours and execute it with precision. Coaching by David Erinle, Production Engineer & CEO of The Blackburn Sound.

## **Thursday | A&R Planning Webinar**

We will glean wisdom and host a Q&A with Spotify Artist, Curator, & Placement Specialist Kevin Winebarger, CEO of Courage Studios.

GIFT: SONGWRITING JOURNAL



## **Products & Resources**

Each artist in the second tier will receive (1) Softcover Songwriting Journal and a personalized promotional post to share with your community on social media.

\*Products are not included in the basic package.

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# WEEK THREE



## **Monday - Wednesday | Vocal Coaching 1-on-1 Session**

Prepare to execute well in the recording studio. Our industry-trained coaches help artists to deliver impactful performances, every time.

## **Thursday | Music Production Webinar**

Led by our guest and partner, Brandon Maclin (Global Touring Producer)

## **Products and Resources**

Songwriting Reviews (Audio or Written, according to program package)

## **SONG REVIEWS**

A humble team of award-winning, chart-breaking songwriters and producers will provide live audio reviews of your submissions.

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# WEEK FOUR



## **Monday - Wednesday | Publishing & Distribution 1-on-1 Session**

Find the best platforms to release your music to the world (including ways to benefit global charities and Christian non-profits with your streams).

## **Thursday | Vocal Performance Webinar**

### **Products & Resources**

Digital Music Publishing E-Book & CWA Hoodie or Crewneck Shirt

### **Music Publishing E-Book**

A free product to save you time on every release. 10 Steps to Getting Your Music Out | Copyrights & Royalties

\*Products are not included in the basic package.

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# WEEK FIVE



## Monday through Thursday | Marketing & Promotion 1-on-1 Session

We know you have a message to share! Discover methods to increase your reach through organic or paid promotion (Spotify, YouTube, and Sponsored Ads).

## Products and Resources

Brand Kit & Access to our Complete Industry Resource List

### YOUR PERSONAL BRAND KIT



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# OUR DEEPEST MISSION

We seek to fill ears with the gospel by developing faithful artists and managing music releases. We aim to see artists, the industry, and the world transformed as we boldly share what, how, and why we create.



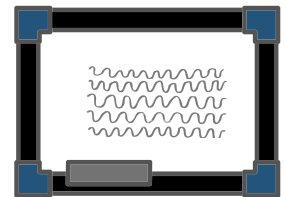
Developing content  
that makes an impact



Creating the most  
thoughtful plans



Music Management



Walking the  
journey together



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# MEET OUR FOUNDER



**AMOS EVANS, CEO AT CREATE WELL AGENCY**

I am honored to partner with you as we seek to glorify God through artistry. On behalf of Create Well Agency, I promise that we will commit to training, encouraging, empowering you throughout this program. We do this because we believe that there is simply no better way to use our gifts. The industry and the world need to see and hear the transforming truths that you labor to craft into artistic expression - with integrity, ingenuity, and intention. In other words, you strive to *do it well*. That's why you are here, and I am grateful. Let's create!

**REGISTER YOUR INTEREST**



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