Music School Records discovers, launches, and and develops the careers of young artists in classical, jazz, and contemporary music. Our philosophy is to not only shape, distribute, and sell a music product, but to help artists create a career that can lats a lifetime. too often in the music industry, artists are forced to fit their music to a trend that is short-lived. Music School Records doesn’t just follow trends, we take a long-term view of the music industry and help our artists develop a style and repertiore that is fluid and flexible and that will appeal to audiences for years and even decades.

The music industry is constantly changing, but over the last decade the changes have been enormous. New forms of entertainment such as DVDs, video games, and the Internet mean there are more competition for the leisure dollar in the market. New technologies give consomers more options for buying and listening to music, and they are demaning high quality recordings. Young consomers are comfortable with technology and want the music they love when and where they want it, no matter where they are or what they are doing.

Music School Records embraces new technologies and the sophisticated market of young music lovers. We believe that providing high quality recordings of truly talented artists make for more discerning listeners who will cherish the gift of music for the rest of their lives. The expertise of Music School Records includes:

* Insight into our target market and the ability to reach the desired audience
* The ability to access all current sources of music income
* A management team with years of experience in music commerce
* Innovative business strategies and artist development plans
* Investment in technology infrastructure for high quality recordings and business services
* Initiative and proactive management of artist careers

Music School Records employs independent scouts and staff around the world who are focused on one thing: Finding the best new musical talent. Our artists have several things in common:

* Musical talent
* A drive to develop that talent and improve technique
* A desire to succeed in an industry that can be fickle and very tough
* Rapport with the audience in live performance
* A willingness to strive for perfection in recorded performance

For artists who meet these high standards, Music School Records takes the core components of music and artist and creates a total marketable product.

Marketing begins by identifying the unique qualities that will make a particular artist and their repertoire appealing to a particular audience. The marketing team then pinpoints the product’s selling features (such as “lyrical and poignant” or “earthy and soulful”) and presents them to the industry and consumers. This helps differentiate the product from the competition and portrays the personality of the artist.

A key aspect of music marketing in today’s marketplace is creating a bond between artists and there audiences. Every Music School Records artist has a Web site, and the artists are encouraged to write their own articles and use their own voice too create a Web presence that shows who they are. Newsletters, email lists, blogs, ticket giveaways, downloads of new releases, and exclusive news items are among the ways that an artist can interact with their fans.

Despite the growth of downloads and digital music, CDs and DVDs are still top-selling formats. Music School Records follows a regimented plan for design of the discs and packaging that includes:

1. Determining the necessary elements of the package
2. Choosing the appropriate designer and the look that will be most appealing to the target audience
3. Arranging for photos and illustrations
4. Following through on production

Unlike large, impersonal labels, Music School Records works with the artist at every step to assure the finished product is true to the artist’s vision and voice.

Jazz, classical, contemporary, a combination of genres, or a sound completely new—Music School Records believes every artist is unique and deserves their own unique approach to production and marketing.