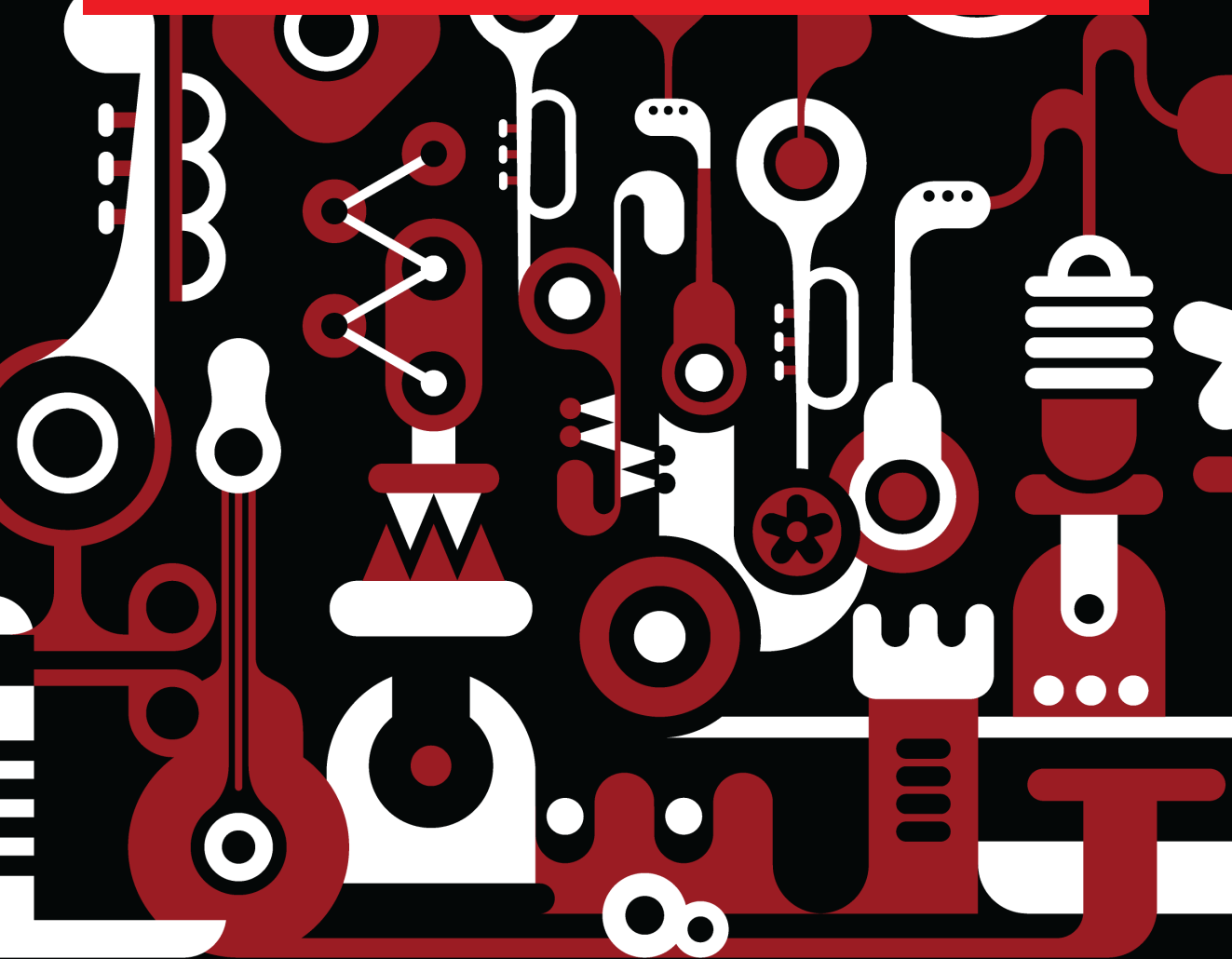


The **TEAM** **ASSEMBLY LINE**

10 Proven Steps to Success for Musicians



GARY GRAY

FOUNDER & CEO OF TEAM



The TEAM Assembly Line - 10 Proven Steps to Success for Musicians

By Gary Gray

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What if you could sit down at your home studio, or with your production team, knowing exactly how to create a masterpiece recording on every project and do it in record time, and then know exactly what to do with that recording to make money and get your music licensed?

If you could lay out all the actions you do with your music and your career on a conveyor belt, you could "see" your entire "music assembly line."

What if you no longer said to yourself, "I don't know exactly where to start," or, "what should my next step be?"

Many independent artists busily work at the end of their assembly line trying to shine on social media and somehow close licensing deals. More often than not, many have missing elements earlier on their assembly line. For example, they haven't learned music theory, they work alone without a team, and most importantly, they are not addressing the very beginning of the assembly line - their own character.

We can help you get to the point where you have a smooth and strong assembly line that produces amazing products at the end of your assembly line, instead of faulty products that you don't fully know how you built. And, if you're a pro already, but are not seeing your income mirror your true value, then let's look over your assembly line as well.

An exact blueprint which contains every step of an ideal assembly line has been developed and tested with great results. It's called The TEAM Process.

By simply comparing your current assembly line with The TEAM Process, you can discover whether you have weak links in your assembly line, and/or if anything is missing from it. Below is The TEAM Process in a nutshell:

The TEAM Process

1. Observe Vice Watch
2. Leverage Music Theory
3. Tap into Revolutionary Music Production Techniques
4. Apply "Life Is A Group Activity" by Being Part of a Constructive Group
5. Be Eloquent in all Communications
6. Network by Helping Another Human Being
7. Become a Music Business Ninja
8. Conquer Social Media
9. Practice Perfection by Doing Re-Records
10. Shop for Lucrative Licensing Deals and CLOSE Those Deals!

How I discovered The TEAM Process

Being an avid researcher and a firm believer in **The Scientific Method** for over 30 years, I have conducted many research projects covering tens of thousands of hours, and continue to do so, with no foreseeable slow-down in the future.

A Simple Definition of **The Scientific Method**:

The Scientific Method is basically taking a guess at something and then testing that guess so thoroughly and accurately that your guess is either proven empirically correct and will stand up to any test, or will be proven absolutely wrong beyond a shadow of a doubt, and go down in flames. If you want to impress your friends with a more formal definition, here it is: A method of research whereby a problem is identified, relevant data are gathered, a hypothesis is formulated from these data, and the hypothesis is empirically tested, with the process repeated whenever the hypothesis is proven to be false, until an empirical truth is arrived at.

I have researched subjects such as the difference between analog and digital recording, mixing and mastering;

psychoacoustics; sonic illusions; emotional responses to music; mental factors while creating music (good and bad); artist development; life-coaching and the music industry; effective long-term networking practices in the music industry; time management; music licensing; revolutionary approaches to critiquing music; revolutionary approaches to music production; how to create consistent masterpiece recordings; how to create consistent income with music, and more.

After logging more than 10,000 hours of research, a light bulb went off.

No one single individual or company or organization in the music industry had ever organized an overarching step-by-step “assembly line” that you could follow - made up of aligned, empirically workable practices and procedures smoothly flowing from one to the next, that if followed would greatly increase the odds of success for any individual – regardless of talent or experience.

The TEAM Process, also known as **The Complete Assembly Line for Your Success** IS such a series of exact steps anyone can follow. I developed and perfected after 30 years of hard-fought research into the music industry using The Scientific Method.

The TEAM Process involves a number of revolutionary approaches to succeeding in the music industry. Some seem obvious and follow common sense - but with a new twist. Some are seemingly counterintuitive. And some adhere to a philosophy I call "Hidden Simple Wisdom."

To summarize my research findings, I found that our industry lacked a complete set of easy to follow, workable steps that would result in musicians creating consistent masterpiece recordings. This "blueprint" would include effective networking techniques and proven methods to earning lucrative income through licensing and other streams of income. And most importantly, and more vital than money, the process would provide guidance to help navigate artist development and character-building for the Indie Musician.

The Secret To Creating Your Assembly Line

While luckily being apprenticed under the late Chick Corea and his staff and his crew for two years, I learned amazing insights and wisdom that would forever change my life. One such nugget of deep knowledge was this:

Whenever you want to fix the quality of something you are creating, look earlier and earlier on the assembly line of that activity for two things:

- A. Anything broken. If found, fix it.
- B. Anything missing. If found, put it in place.

(A) above (anything broken) is relatively easy to spot and usually straightforward to fix.

(B) above (anything missing) requires keen observation and, when starting out, it helps to get assistance from an experienced guiding hand.

In our industry, earlier attempts to furnish an assembly line resulted in a puzzle with big pieces missing. What I discovered was that our industry does a pretty good job in the “middle” of the assembly line. This is where activity lives. This is what we DO. Lots of tutorials and courses and resources helping us figure out what to DO and how to DO it.

Looking deeper, however, I found that even the assembly line of how to DO was itself flawed, incomplete and inconsistent in terms of empirical workable procedures and steps.

Your Big Picture Assembly Line

I was able to break down the overall assembly line into three main parts; Who You Need To Be, What You Need To Do & How To Have What You Deserve as a Result.

WHO YOU NEED TO BE



WHAT YOU NEED TO DO



HOW TO HAVE WHAT YOU DESERVE AS A RESULT



Why does The TEAM Process Work?

The TEAM Process is a BLUEPRINT of exact actions and steps anyone who wants greater success in the music industry can take. It lays out the ideal assembly line for any musician wanting to create a personal internal Renaissance, and help the industry achieve the same. It is NOT broken down by beginners, intermediate level, and professionals. No. This assembly line – the entire assembly line, is available to be applied by EVERYONE - regardless of their previous experience, at ANY LEVEL of their career. One of the magical aspects and an extremely useful feature of The TEAM Process is that it is always pertinent to you and your situation - at any level of success. As your career grows, every step of The TEAM Process remains vital and pertinent, and by continuing to improve your own assembly line using The TEAM Process as your blueprint, you can achieve higher and higher levels of success!

WHO YOU NEED TO BE



The MOST IMPORTANT part of any assembly line is the very beginning.

Earlier I was talking about what I learned regarding how to fix quality issues by looking earlier and earlier on the assembly line and finding what is broken and fixing it - and finding what is missing and putting it there.

I found that the music industry as a whole had a massive missing element in our assembly line! No one was seriously and in a deep way addressing and SOLVING the problems and challenges connected with WHO YOU NEED TO BE! Yes, there were people and organizations addressing artist development, branding and some forms of time management and life-coaching - but all of these focused more on WHAT YOU NEED TO DO than WHO YOU NEED TO BE!

WHO DO YOU NEED TO BE?

One of the case studies I used for my research regarding WHO YOU NEED TO BE was Chick Corea himself – and his organization. 51 Grammy Nominations, 25 Grammy Awards (and counting – two occurred in both Grammy's since he passed away!). Here I found a concerted effort at addressing any weak links in an individual's character and actions, and addressing them head on, no excuses. After years of countless other case studies, getting to the bottom of why some people succeeded and maintained that success and others never succeeded, or did succeed and then lost it – I found something fascinating.

At first, the answer to WHO YOU NEED TO BE was rather elusive!

You know why? I found “successful” people who were in trouble, people who took drugs, people who were not pleasant to work with, people who bickered, people who were cynical, people who were snide - along with other negative traits!

And then my moment of major enlightenment occurred. It was 2005. I was managing an artist from Ohio and I flew him to Los Angeles for a showcase. Attending that showcase was one of the top entertainment attorneys in the world: Jay L. Cooper (who by the way was just chosen, again, by Billboard Magazine as an honoree of Billboard's 2022 Top Music Lawyers List. Jay's clients include a dizzying list of music's top legendary performers). After the showcase Jay walked up to me to compliment me on my artist and the performance. I was actually quite surprised that this legendary entertainment attorney was complimenting me

on a small showcase by an unknown artist. And then, all of a sudden, I noticed a circle of other top attorneys gathered around me and Jay. Evidently, it was rare for Jay to have the time to attend such events, and all these attorneys wanted to talk to Jay. However, he kept talking to me, and you could hear a pin drop in the room as these words came out of his mouth: "You want to know the secret to success in the music industry Gary?" I felt like we were in a scene from a Hollywood movie. Famous legendary attorney is about to spill the secret sauce to a small-time manager with a room of top Santa Monica attorneys circling and listening intently to every word.

"Yes, sir!" I said, of course.

"OK. You need to assess the character of any artist you are thinking of working with before you work with them, and you need to test your assessment and make sure that artist's integrity is golden before you decide to work with them. Do you know how much sweat, blood, strife and trouble we go through behind the scenes in helping an artist with their career, their promotion, their personal care, their public relations, their problems and their drama?"

"No, sir. I don't," I answered.

"Well then let me tell you. We go through a LOT of sweat, blood, strife and trouble to ensure these creative people are taken care of," he explained. And then he put his hand on my shoulder and looked me in the eye and asked me, "So, does it make sense that you need to ensure an artist's character is golden, and if it is, then that artist, and you as a manager, and the entire team around the artist will be assured success? Does that make sense to you?"

I thought about it for about fifteen seconds, which felt like an eternity with all those attorneys circled around us, the ticking of the clock in the room the only audible soundtrack accompanying this scene.

I met his gaze, which for me at the time was quite intimidating to be honest, and I said, "Mr. Cooper, no. It doesn't make sense. Working with an artist with good integrity being the only way to assure success the way you describe it doesn't make any sense to me at all."

Though I didn't hear any gasps in the room, I could feel gasps in the room as the silence grew thicker. You could hear the shadow of a pin drop at that point.

I looked at his face, wondering what he was going to say. All of a sudden he smiled. And then his smile grew bigger. And bigger.

"I like your answer. It's a good answer," he said without breaking his smile. And then he paused, like Tom Cruise in the courtroom scene of A Few Good Men.

He continued, "And tell me Gary, why does it not make sense to you?"

I answered him without hesitation, "After you asked me that question I thought of artist after artist who supposedly, if the media is accurate, are involved in all kinds of character weaknesses – drugs, promiscuity, drinking, gambling, cheating - you name it, who are not only successful, but who maintain long-term success. So I'm not sure what to think now that you posed your question. I see people with bad character succeeding and continuing to succeed."

"No! No you don't," he answered quietly but with enough intensity to stop a bear in its tracks.

"You don't see those artists succeeding Gary. You see the team around the artist succeeding. Succeeding to prop up that artist and make that artist look good and keep that artist making money, ensuring that artist gets up on stage and in some cases, like today for instance, put us - put me - in the position to answer an urgent call from the artist and talk the artist out of killing themselves. That's why I was late to this showcase today. And the artist who called me is a household name that people in almost every country on this planet would instantly recognize. That's why I am late from time to time for important meetings that I can't be late to." I could swear that even the clock stopped ticking at that point. I never heard such pure silence before in my life.

And then he took one step back, took a deep breath, let out a long sigh and looked around at all the attorneys gathered around him, each one of them taking in this evidently rare public appearance, and even rarer apprenticeship opportunity.

He then looked squarely back at me, and this time with compassion, care and the even delivery of a mentor, he asked me, "Tell me Gary. Does that make sense to you now? Does it make sense that you should assess the character of the artist before you work with them, and does it make sense that you need to test your assessment and make sure that artist's integrity is golden before you decide to work with them? Does that make sense now that true success will be assured in that scenario?"

"Yes, sir. It makes total and complete sense to me," I answered while staring into the universe, focusing beyond the exact location where Mr. Cooper stood, gazing into my future vowing to follow his sage advice. Now everything "Hollywood" started making sense to me.

Mr. Cooper smiled again. He slapped me on the back and said, "Good showcase! You go make sure that artist you are working with is worth working with, capeesh?" (Capeesh translation: "you understand?")

"Yes, sir!"

And with that, he was off to another meeting or showcase or event. I'll never forget that day. I'll never forget that conversation. I'll never forget that moment. It was life-changing. And it was the birth of the idea that sparked Vice Watch. I told myself that I needed to take control of this aspect of the industry and to do something to help artists. Too many fall prey to their own devices.

As you encounter people who exert peer pressure or excuses for how they are supposedly "succeeding," even while involved with Vices, there is another key question to ask here:

What Is Success?

When it comes to The TEAM Process, Success is defined thusly:

A balanced life, free of harmful vices, where an individual, his family, his friends, his groups, his environment and the world experience long-term benefits by the individual being there, contributing and helping, with one excellent result among many being an incredibly thriving and lucrative career in the entertainment industry for that individual.

It was at this point in my life that I formulated my personal mission statement:

"To create a Renaissance in the entertainment industry that will then create a Renaissance in the world culture." And it was then I started formulating the simple self-serve life-coaching exercise called Vice Watch.

Vice Watch, as you will learn, is a way of monitoring and eradicating the vices in your life, and then going into action to help others eradicate their vices.

So the very beginning of the assembly line answers WHO YOU NEED TO BE. Simply stated, one needs to be a caring and compassionate team member who respects themselves and others enough to knock off the vices in one's life, in order to make way for the successes that will inevitably follow, allowing one to help more and more people along the way.

Below are steps 1 through 10 which make up The TEAM Process, The Complete Assembly Line For Your Success.

We are holding a series of free Webinars focusing on each of the steps below, but for now, the first step of the assembly line (which is always the most important), Vice Watch, has been given a proper introduction.

WHO YOU NEED TO BE



1. Observe Vice Watch.

Vice Watch is a very simple, deceptively workable self-serve character building exercise anyone can do at their own pace.

I discovered that many Indie Musicians, starting with myself, were falling short of achieving their full potential. Having successfully mentored (and still mentoring) hundreds of Indie Musicians internationally, I dug in deep to research and find out why that was so.

Whenever you want to fix the quality of something you are creating, look earlier and earlier on the assembly line for two things:

A. Anything broken. If found, fix it.

B. Anything missing. If found, put it in place.

(A) above (Anything Broken) is relatively easy to spot and usually straightforward to fix.

(B) above (Anything Missing) requires keen observation and, when starting out, it helps to get assistance from an experienced guiding hand.

From the moment I learned the above approach to life and my career, I had a vision -- what if I took that concept and approach and applied it to the ENTIRE music industry. After tens of thousands of hours of research, SEVERAL revolutionary approaches to solving problems for both the industry and for individual indie musicians came to light.

While looking earlier and earlier (and earlier) on the assembly line, I discovered something which amazed me. Applying (B) above (find out if anything is missing from the assembly line, and if so -- put it in place), I found something which unlocked incredible success for myself and many indie musicians around the world.

What did I find at the very beginning of the assembly line?

YOU!

That's right. You.

I found that the industry for the most part had never quite found the very beginning of the assembly line of what we do. We make music. A lot of attention is placed on the END of the assembly line for sure. There you will find a plethora of "starmakers," "teachers," "consultants," and, yes, some outright sharks -- out to make money by dangling dreams they never deliver in front of musicians hungry to find success.

Vice Watch directly addresses the very beginning of the assembly line (YOU!) and allows you, with the help of a very simple and effective spreadsheet developed not by me but by TEAM Family Members with life-changing testimonials, to improve your life and gain the success that may have been out of your reach until now. Vice Watch is not mandatory or something you have to do. I have been strongly encouraged by the founding members of TEAM to at least share the opportunity with others based on their successes.

Here is the original Vice Watch article that started it all:

<https://newartistmodel.com/vice-watch-how-to-take-your-music-career-to-11/>

"You never have to share information with anyone else about your "vice-watch" practice unless you want to and choose to do so. That makes it a completely safe and non-judgmental way to improve yourself and your experience of life. As a seeker of truth, this is the simplest and most powerful tool I have ever experienced." - Loni Moger

The bottom line on step one of the assembly line is this: Anything you can do to increase the strength of your character will improve your odds of success. An indie musician once shared this definition of character with me and I instantly adopted it in my life.

Definition of Character: What one does when no one is looking.

Take good care of yourself and life will take good care of you!

WHAT YOU NEED TO DO



2. Leverage Music Theory (Including Music Theory **Ear Training**). [Even just 15 minutes a day]

From time to time I hear someone arguing that they do not want to learn music theory because it's going to "put them in a box and make their music sound like everyone else's and they want to break the rules, they don't want to learn how to follow rules." I've got to say that it is with precisely these types of students that I find the most amazing results once they learn music theory. In fact, my definition of a student is one who doesn't know what they don't know. And when it comes to music theory, you are talking about the core essence of the subject matter we are dealing with: MUSIC! It would be like trying to become a star mechanic on a racing team and thinking you could achieve success by "figuring it out yourself." There would not be any trophies handed out in that scenario - though there may be a number of breakdowns and crashes for sure. I have teamed up with a brilliant inventor, Steve Mugglin, who has developed a technology called ChordMaps, and with this

technology you can directly produce your music and learn all about theory in the process!

3. Tap into Revolutionary Music Production Techniques.

The TEAM Process includes Revolutionary Music Production Techniques which have proven to be total game-changers for artists, producers and engineers around the world. After tens of thousands of hours of research and on-the-job high-pressure real-life production scenarios for major clients such as The Disney Music Group and 20th Century Studios, I have been able to test the most efficient and consistent approaches to creating masterpiece industry standard recordings. Some of these revolutionary techniques include The Mute Automation Checkerboard A/B Workflow System, The Duet A/B Workflow System, The "Dark Side of the Moon" DAW Routing Architecture, The Left/Right A/B Re-Record Workflow System, TEAM Music Production Ear Training Exercises, Powertool Plug-Ins, Ridding Oneself of "Grey Clouds" in the Studio, The Horizontal A/B Workflow System, The Shadow A/B Workflow System, and more.

As part of the TEAM Training line-up, each member is helped by the community in learning each of these techniques, and in fact, there is a demonstration video that all members create which is critiqued by our Quality Control Division and is continually critiqued, if necessary, until each member gets their demonstration video approved. With that approval comes an AMAZING level of confidence in being able to record, mix and master your music with higher quality standards than you ever thought possible! The

approval also means that you are now eligible to partake in various licensing briefs and other great opportunities.

HOW TO HAVE WHAT YOU DESERVE AS A RESULT



4. Apply "Life Is A Group Activity" by Being Part of a Constructive Group and Having Interns.

Trying to succeed alone in the music industry can seem heroic, brave and courageous. However, as I learned from Chick Corea, the first law of life is this: "Life is a Group Activity!" This is so true that I have always made it a point to form a team of collaborators and/or interns and/or assistants, so that I was never operating alone. I also go out of my way to help others put together their own team. The difference between going it alone and working with a group is night and day.

5. Be Eloquent in all Communications - Definition: "Being eloquent requires your words to be smooth, clear, powerful, and interesting. To write or speak in an eloquent way takes a lot of work."

You often hear me talk about creating consistent masterpiece recordings as a sure-fire way to increase your chances of success in the music industry. Well, having great music is not the be all and end all in setting yourself up for success. How you treat people, how you communicate to people, how you present yourself - both in person and via emails, posts, blogs, texts, Instant Messages, etc., makes a huge difference in increasing your odds of success even more. I go so far as to say, when you are composing a text or email message to someone, create a MASTERPIECE communication. People will never forget you. They will feel very cared for. Very acknowledged and very well taken care of. This can be such a missing element in our society at this time that whenever you go out of your way to care for someone by being eloquent in your written and verbal communications, the person at the other end of your communication is going to feel very good about themselves and about you. This is always to say that first and foremost communications should be sincere. Never give a fake compliment. Never. But when you see something good, say something good!

As pointed out above, the definition of Eloquent is:

"Being eloquent requires your words to be smooth, clear, powerful, and interesting. To write or speak in an eloquent way takes a lot of work."

If English is your second language (and even if it is your first language!) strive to learn more about grammar, syntax and definitions. Become an artist in terms of your command of the English language and watch your professional relationships in the industry multiply and strengthen.

In this high-tech and hectic world, it's also very important to keep your communications as brief as possible, while maintaining a friendly attitude and while not being too brief, which can cause unnecessary back-and-forth.

6. Network by Helping Another Human Being. Follow the guidelines of a meritocracy. Help those who have earned the help.

If I took all of my mentors, many of whom I am lucky to say have been legendary figures in the music industry, and condensed and distilled their wisdom into a single simple statement, it would sound something like this: "Help your fellow human beings, one at a time." I have learned to help people with care and diligence. I also learned however, to be aware that there are certain people who deserve to be helped first. These are people who are helping others and who are making life easier and more negotiable for others. When I network with others in the music industry, I make it a point NOT to shove music down their throat, not to push my agenda upon them, not to always think about what I need and want. Rather, I consider very carefully what that person needs and wants, what it is that I can do for them. And then I proceed to help another human being. This is the philosophy that has propelled my network to including people like Phil Collins, Quincy Jones, Phil Ramone, Chick

Corea, and more. My advice? If you can focus on helping those who deserve the help in our industry, your career will flourish without having to push any particular agenda.

7. Become a Music Business Ninja - TEAM training will help you become a renaissance musician. TEAM will teach you core skills in music composition, songwriting, arranging, music theory, and music production. In addition you will learn about marketing, promotion, social media, distribution, music business, music licensing & publishing, team building, goal setting, planning, budgeting and crowdfunding.

Our extensive training program, powered by New Artist Model, will help you develop the confidence needed to make informed career decisions for yourself so you don't need to rely on anyone else for success.

Learn about the music business and how to grow your audience and accelerate your career. Learn how to license your music for film, TV and lucrative sync placements. Discover how to produce radio-ready music for streaming sites and music licensing opportunities. Build a plan for success, make money and finally get the recognition you deserve.

8. Conquer Social Media. Learn how to publish effective campaigns on all social media outlets.

TikTok now plays home to the music industry in the eyes of many marketing experts. Not so long ago it was Instagram. Before that it was Facebook. Before that it was Reverbnation and originally it was MySpace! Keeping your finger on the pulse of how to conquer social media for your purposes is vital. However, without the first step of establishing your core values, a leap into the world of social media can be a dive into a cesspool of dispersal and unfocused wasted motions.

9. Practice Perfection by Doing Re-Records. [Even just 30 minutes]

One of my very successful students, CJ De Leo, came to me a few years back saying that he was ready to throw in the towel and forget about pursuing production work and licensing. He had heard about my revolutionary ways of teaching, mixing and mastering, and wanted to give it one more try. Here is what he told me: "I'm going to give it one year studying under you and then I'll decide to keep going or give up." Well, less than one year later, CJ nailed his first licensing gig: A major motion picture trailer for Lionsgate Films. CJ then became sought-after by successful singers and producers as a collaborator. They all commented on the consistent masterpiece quality work he put out. CJ became an expert at an activity that I teach my advanced students (though even a beginner can learn how to do it): Re-Records. Creating a Re-Record means starting from scratch, using your own DAW to record, mix and master an exact duplicate of a reference recording. As I have said before, my definition of a student is one who does not know what they don't know. In the case of Re-Records what students

don't know that they don't know is that the most powerful one action that anyone could do who wants to boost their career into the top A-List Category of the industry, is to learn how to create Re-Records and to work on this action daily, if even for just 30 minutes a day. Your knowledge of music production, arranging, music theory, and sound-design – as well as the fact that your ear will be sharpened like never before - makes Re-Records a top, top priority when it comes to a key element of The TEAM Process!

10. Shop for Lucrative Licensing Deals and CLOSE Those Deals!

OK, once you've made it to this point, you have a lot of knowledge under your belt and the ability to create consistent masterpiece songs, compositions and recordings. And at this point you should have exactly that under your belt. A number of masterpiece songs, compositions and recordings. Now what?

Now it's time to understand what deliverables are and how to create them with meticulous quality standards and quickly. I teach exactly that with exactness and care. It's also vital to know how to shop your tracks so that they will be licensed and make you money. And when a contract is offered, you must be able to know the difference between a good contract and a bad one. With The TEAM Process, we have onboard legal counsel that oversees the quality of contracts and agreements.

Here you will learn about the four basic buyer types and how to close deals. You will learn when to be represented and how - and when it's ok to show up alone. We help put you in a position where the other person will not say no!

Conclusion - The TEAM Process

That is a little taste of what the Music Assembly Line is all about. Following the process will show you exactly how to create a masterpiece recording on every project and do it in record time, and know exactly what to do with that recording to make money and get your music licensed.

By establishing and following all stages of YOUR Music Assembly Line - you can literally manufacture success.

If you want to dive deeper with us, visit the TEAM website and check out our free webinars.

SIGN UP FOR A FREE INFO SESSION HERE

About TEAM

TEAM is an artist development agency focused on delivering advanced training, support and opportunities for music production and licensing.

For musicians, composers and producers who wish to significantly improve the quality of their music and secure lucrative music licensing and sync placement opportunities, TEAM is a rare business partner.

TEAM utilizes a personalized approach and proprietary techniques to help artists dramatically increase the marketability of their music and their personal success as musicians, composers and producers.

The TEAM training focuses on core areas such as music licensing, composition, songwriting, arranging, music theory, and music production. But in addition, we offer personal development training along with the business of music, music marketing and how to network. This life coaching helps musicians, composers and producers expand their foundation and build the interpersonal skills needed to make it in the industry.

TEAM's proprietary 10- step "Assembly Line" approach to music success is unique and found nowhere else. Our dedicated group of professionals stand behind each of our clients, helping as they create their own "Assembly Line" to success in music licensing and production.

"TEAM is helping to create a Renaissance in the music industry through artist development and empowerment. Nowhere else does the priority focus fall upon the artists themselves. Our goal is to create success for musicians by developing their strengths by connecting life coaching, education, and opportunity."

– Gary Gray / TEAM Founder

Check out our free music production and licensing resources and join us at one of our live events to learn more!

Signup for a free webinar here: teammusiclicensing.com