



## **All About the Money: Turning Your Art Into Profit**

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### **Introduction**

- All about the money, turning your art into profit.

This course is for people who feel like their artwork is ready to be bought or sold. For artists who are ready to jump into the marketplace and know their value of their offerings. This course is for you, people just like you, who maybe have traction, proven market fit and ready for the next level of funding. Yes, I'm talking to you, artists who want to work for yourselves. You wanna create things that you're passionate about. You wanna live off the funds generated by your own artwork. This course is for you.

To actualize those desires, you must commit to the idea that you are building a business that funds your art. While you might be a master artist, we're offering you the opportunity to now be a master businessperson. The discipline you bring into the studio must be now brought into your business. If you're ready, let's begin.

You might be asking yourself, when am I ready? What is this marketplace? How do I know when to diversify? What are my current offerings? How do I even invite an investor into my business? In the following course, we will cover monetizing your music projects. Everything we will share today are options. They're just options into selling your art. So you're free to decide how best to sell.

My name is Katrina Frye and I'm the CEO and Founder of Laretta Records, a newly-minted Black Independent Music Accelerator Fellow with A2IM (American Association of Independent Music) and of course by night, I'm an adjunct professor teaching music entrepreneurship, and music marketing. Bringing together my 10 years in the music industry, I am hoping to engage artists in a sustainable way.

Since graduating from Claremont Graduate University, with my Master's in Arts Management, I have embarked on a new approach to traditional ways in the industry. By giving artists education and access to information, I believe the empowered artist will change our industry. Laretta Records is an independent music label based in Los Angeles, California,

with a unique focus on re-birthing artists and breaking brands into television and film licensing.

I'm passionate about artists not just making money with their art, but actually making a profit, that's income after expenses. So stay tuned with me in this course. I'm so excited to be partnering with Zoo Labs as we hope to empower artists to combat the antiquated byline that you might be a starving artist, that you might be incapable. And let's break out today and know that we are capable, brilliant, and innovative. We are entrepreneurs, we are creatives. So let's jump in together.