



# *Artist Marketing Plan: Coultrain*

**Prepared for: Writing Sample**

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*Photo by Ryan Powell*



# Table of Contents

<b>EXECUTIVE SUMMARY</b>	
<b>ARTIST MISSION STATEMENT</b>	<b>1</b>
<b>MANAGEMENT MISSION/VISION STATEMENT</b>	<b>3</b>
<b>GOALS</b>	<b>3</b>
<b>KEYS TO SUCCESS</b>	<b>3</b>
<b>MUSIC INDUSTRY OVERVIEW</b>	
<b>GENRE: WHAT IS URBAN ADULT CONTEMPORARY?</b>	<b>4</b>
<b>STATE OF THE MUSIC INDUSTRY</b>	<b>5</b>
<b>ARTIST BIO-COULTRAIN/SEYMOUR LIBERTY</b>	<b>7</b>
<b>PRODUCTS AND SERVICES</b>	
<b>MERCHANDISING</b>	<b>11</b>
<b>LIVE PERFORMANCES</b>	<b>12</b>
<b>LICENSING</b>	<b>12</b>
<b>RECORDED MUSIC</b>	<b>12</b>
<b>KEY PLAYERS</b>	
<b>JOHARI PALACIO OF PERPETUAL REBEL</b>	<b>14</b>
<b>BEN LAMAR</b>	<b>16</b>
<b>BLACK SPADE AKA STONEY ROCK</b>	<b>17</b>

KEY PLAYERS (CONT.)	
VIRGIL HOWE	18
AUDIENCE	19
GRAPHICS AND BRANDING	20
RECORDING PROJECT	22
ONE-SHEET/EPK	23
MERCHANDISE/ SPONSORSHIPS	24
ECOMMERCE/DISTRIBUTION/RETAIL STRATEGY	25
BOOKING AND TOURING PLANS	28
MEDIA STRATEGY	29
VIDEO PRODUCTION	
VERONICA HINDS	31
RYAN POWELL	32
SWOT ANALYSIS	33
CONCLUSION	34



# Executive Summary

## ARTIST MISSION STATEMENT

*Coultrain* offers a refreshing style, presence and look to the Soul music genre/scene. The captivating essence of his intelligence, mystique and storytelling abilities along with the endless quest through his quasi-fictional *Seymour Liberty* character adds to his appeal among those familiar with his music. Sonically, the music and arrangements are head and shoulders above the normal fare the public continues to hear on the radio.

As the management team, we intend to capitalize off of the void for real music by catering to the 24-40 adults who look for intelligent, sophisticated music, as well as a fantastic live experience. We intend to provide the full package to the consumer and plan for fan base growth on a semi-grassroots/organic level.



As a team, *Coultrain* and I were able to implement several of the goals we set out to accomplish:

- Social Networking Site presence. Before our partnership, *Coultrain*'s net presence only existed on *Myspace*, with a decent fan presence, but no maintenance on the page. We were able to update the page with new photos and a professionally crafted "splash" page. His *Myspace* page has reached over 120K hits since it's creation in 2006.
- Started a Facebook Fan Page and began to cultivate "friends" of actual fans and some industry assets to keep them abreast of things like new music and show dates. This increased presence has resulted in 4 show dates, and the potential for four (4) additional dates, including a European mini-tour, and a date for an industry event Super Bowl Weekend in Dallas for the *Music Live Explosion*.
- We have been able to get *Coultrain*'s music out to a larger audience. We released two well-received compilations of music. Since August 13th of 2010, Between the 2 projects (**GodMustBeABoogieMan + While She Was Sleeping**) we have received over 20K downloads across sites like *Soundcloud*, *BandCamp* and *Mediafire*. In these campaigns we have cultivated 3K (over 35% international) fans and culled 400+ email addresses to be used for future contact.
- We were able to implement a small run of merchandise and properly market it in an eye-catching, professional and attractive package.



## MANAGEMENT MISSION/VISION STATEMENT

The *Perpetual Rebel Group* is dedicated to the advancement and awareness of all art forms that is *rebellious* in concept, curation, creation and presentation. We *perpetually* move against the grain.

*Perpetual Rebel Group* is an artist management agency. Our scope deals with both physical and sonic mediums, from easel, clay and canvas to cassette tapes, lossless WAV files and vinyl. Our desires and intentions are to endorse authenticity, define the trend, then capitalize off of the definition.

## GOALS

- Establish a definite presence for *Coultrain* on several fronts including radio, web, television and live performances.
- Establish and grow *Perpetual Rebel* into a respected boutique brand/record label, merchandising and multimedia company.
- Create a steady stream of revenue from record sales, digital sales, merchandising, licensing and live performances to fund future projects.

## KEYS TO SUCCESS

- Focus on creating a consistent stream of high quality songs and music related products while creating self-sustaining revenue.
- Solve problems with independent marketing, promotional and advertising budgets.
- Ensure products are delivered on time, financials are managed effectively, marketing and promotional budgets are monitored, and develop successful growth strategies.
- Focus on internet presence and continued building on the foundation for a recognizable brand with both *Coultrain* and *Perpetual Rebel*.



## MUSIC INDUSTRY OVERVIEW

### GENRE: WHAT IS URBAN ADULT CONTEMPORARY? (FORMERLY KNOWN AS NEO SOUL)

- Both urban and suburban.
- A distinct subculture that transcends ethnic and socio-economic divides
- Multicultural and Global - A rich cultural spectrum, encompassing Blacks, Whites, Latinos and Asians
- A genre of music that creates an urban vibe that is a lifestyle that expands across the globe
- Soul music continues to be a major component of urban culture

Some examples of Urban Adult Contemporary artists include:

- Anthony Hamilton
- Dwele
- Georgia Anne Muldrow
- The Foreign Exchange
- Eric Roberson
- Dionne Farris
- Bilal
- Erykah Badu
- Raphael Saadiq
- D'Angelo
- Angie Stone





## STATE OF THE MUSIC INDUSTRY (BY JEFF PRICE)

In the four years of 2006 to 2009, music purchases increased from a record starting point of 1 billion purchases to the new record point of 1.5 billion music purchases. These specific figures do not include the sales and other income streams Nielsen does not track or disregards.

Specifically, any “purchases” generated via subscription based streaming services like *Rhapsody* and *Mog* are not included. Neither is revenue generated from Digital Millennium Copyright Act compliant streams (non-terrestrial based plays via satellite radio, *Pandora*, *LastFM*, *Jango*, *8Tracks*, *Slacker* etc.). Nor do they include most band selling direct-to-fan sales, bundling of music with merchandise (i.e buy the t-shirt, get a free album, buy Guitar Hero and get the Soundgarden album), on-line drop card redemption, sales of tracks for game play in *Rock Band*, ad revenue generated via YouTube and other streaming video sites, traditional public performance royalties, gig income, “pay what you want” donations to the band for music, stem sales, synchronization licenses, ringtone sales (these are listed separately by Nielsen), publishing royalties, fan club subscriptions and a lot more.

All of these uses, plays, licenses and purchases generate revenue, just like a paid download. When you include these additional uses/purchases, the numbers go off the chart.

The reality is:

- More musicians are making money off their music now than at any point in history.
- The cost of buying music has gotten lower but the amount of money going into the artist's pocket has increased.



- There are more people listening, sharing, buying, monetizing, stealing and engaging with music than at any other point in history.
- There are more ways for an artist to get heard, become famous and make a living off their music now than at any point in the history of this planet.
- Technology has made it possible for any artist to get distribution, to get discovered, to pursue his/her dreams with no company or person out there making the editorial decision that they are not allowed “in”.
- The majority of music now being created and distributed is happening outside of the “traditional” system.

And to reiterate, sales are up...

Seeing that the Nielsen stats are readily accessible and accepted as legitimate, why then are we left with the impression that music sales and revenue are down? The simple answer is album sales and overall gross revenue from music sales (CD and downloads) are down. The increase in music purchases comes from the people buying individual songs. The decrease in revenue comes from a \$0.99 song costing less than a \$16.98 physical album as well as fewer purchases of physical CDs.

The impact of this is fascinating:

- First, music fans are buying more music from a wider spectrum of artists.
- Second, despite the cost going down to purchase music, the net revenue for a self-distributing artist is up as compared to what an artist traditionally earned via a label.
- Third, the entire financial model of the labels (well, at least post 1960) was built around selling a full-length physical album. Due to this, it is the record label (and those artists signed to them) that net less money off the sale of the music.



## ARTIST BIO-COULTRAIN/SEYMOUR LIBERTY

Born in St. Louis, Missouri as the only son of a Baptist preacher and registered nurse, Aaron Michael Frison, known to the public as *Coultrain*, was exposed to a multitude of musical genres from an extremely early age starting with Gospel, then from Blues to Jazz. He credits his parents, and their upbringing as major attributes to his gift, as well as his



stern integrity. The stories his father preached would eventually find their way into his own growth and style. The tone his mother carried in her angelic voice would characterize his tone, hence the heavy gospel influence in *Coultrain's* vocal texture as well as the message.

Musically speaking, *Coultrain* got his start in St. Louis running with the locally renown *Soul Tyde* crew (members) which eventually led him to winning area (Best Musician of 2003) award.

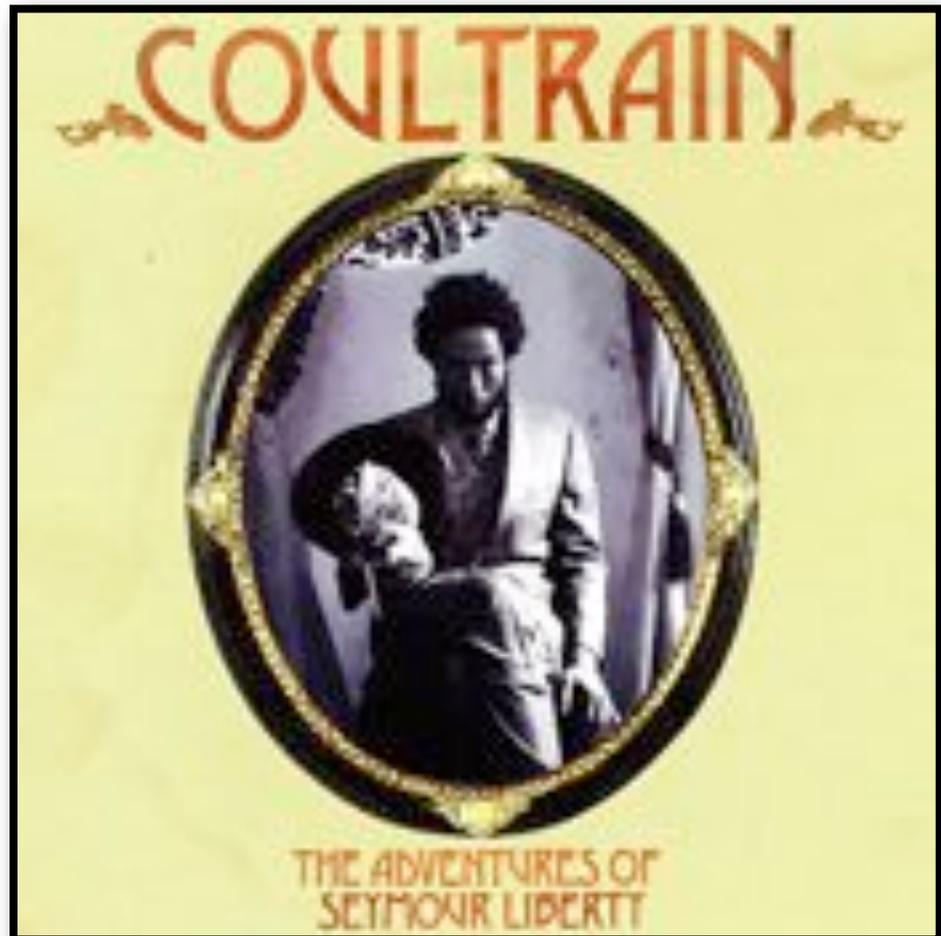


Detroit tastemaker and beat-smith *Waajeed* got wind of Train's talent and tapped him to pen and perform on the majority of *PPP's* (formerly *Platinum Pied Pipers*) acclaimed album



***Abundance*** (2008), as well as performing on the subsequent *Abundance* tour both domestically and internationally. He self-released his first LP ***The Adventures of Seymour Liberty*** (JuJu Dust/P-Vine) in the fall of 2007, to the reception of critical media

acclaim in Soul music's underground. His travels led him east to the Big Apple, where he further honed his craft and extended network by performing shows and maintaining a presence with a few collaborations on some records of colleagues. In early 2010, since moving to the fittingly



named Land of Lost Angels, *Coultrain* released a 7" inch (and digital version) through *Recordbreakin'* titled ***The Wanderer/Balancing Act***. *Coultrain's* latest release, **"*GodMustBeABoogieMan*"** the EP was released online (August 2010) to the same acclaim as his previous musical efforts. Last November, We have "re-released" a compilation of *Coultrain's* more popular songs (aptly named ***While She Was Sleeping***) via *Soundcloud.com* as well as pressing up a limited run of physical product. This latest project has been a definite hit receiving over 15,000 plays and 10,000 downloads (both domestic and international) in a little over a month on Soundcloud alone. On *Coultrain's*



plate is shopping the full length LP for the group Hawthorne Headhunters' (Coultrain, Black Spade, Ced No) recently completed project **The Myriad Of Now**. Plans for his next full

length release

**Lending**

**Atmosphere** -- the

third official

installment of the

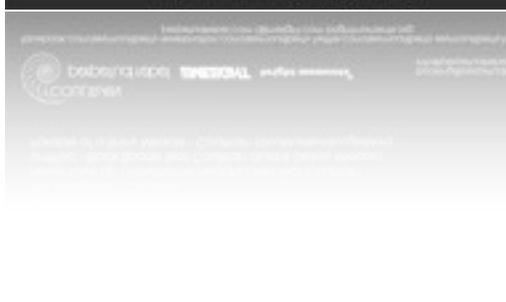
*Seymour Liberty*

series, is tentatively

scheduled for the

3rd quarter of

2011.





## PRODUCTS AND SERVICES

- Our current sources of income include but are not limited to the following list of products and services:
  1. Retail sales of CD's and other multimedia formats
  2. Sales of T-Shirts, bundled merchandise, and other promotional merchandise
  3. Royalties and fees earned from performances of recordings on radio and television (Damages FX), on the internet (SoundExchange), in movies, and in commercial venues such as restaurants and nightclubs

## MERCHANDISING

- *Perpetual Rebel* will manufacture and produce a large variety of merchandise at the lowest possible costs.
- Every piece of merchandise, once sold, becomes a living piece of advertising for our projects, creating a dual benefit for our company, clients and its consumers. These items will include but are not limited to the following: T-Shirts, CDs, Limited Edition Prints, Posters, Sweatshirts, Stickers and other collectibles.





## LIVE PERFORMANCES

- *Perpetual Rebel* will focus on live performance venues and the relationships with booking agents and talent buyers as a marketing and advertising supplement to drive record and merchandising sales.

## LICENSING

- As the owner of the masters and the publisher of our own new catalog of songs, *Perpetual Rebel* is guaranteed a certain bundle of rights by law. Because we own all the rights, anyone who wishes to use our song must first obtain *Perpetual Rebel's* permission. A film or TV show needs to borrow only two of these rights: the right to use the actual recording (our master), and the right to use the underlying composition that the master is based on (our song). The permission we give them to use the master is tendered in the form of a contract called a master-use license. The permission we give them to use the song itself is tendered in the form of another contract called a synchronization license. Both these licenses can be combined into one agreement if the publisher and master owner are one in the same.

## RECORDED MUSIC

- *Coultrain* will spend a large portion of his creative energy on writing song lyrics and composing music. We as *Perpetual Rebel* commit to ensuring the production and recording of a constant stream of high quality music for public consumption to equal no less than four (4) songs per quarter. *Perpetual Rebel* intends to sell these CD's and various retail chains, at live shows (bundled with merchandise) and over the internet via various (i.e. *BandCamp*, *TuneCore*, etc.) online and offline distributors and aggregators. *Perpetual Rebel* will also sell digital music in the following formats:



1. Complete Album Downloads
2. Full Track Downloads
3. Mobile Only Full Track Downloads
4. Polyphonic Ringtones, and Ringback Tones

We plan to eventually make these items available through structured licensing agreements with popular online retail (i.e. *Amazon*, *iTunes*, *EMusic*, and *Rhapsody*).





## KEY PLAYERS

### **Johari Palacio**

#### **Artist Management/Culture Curator at Perpetual Rebel**

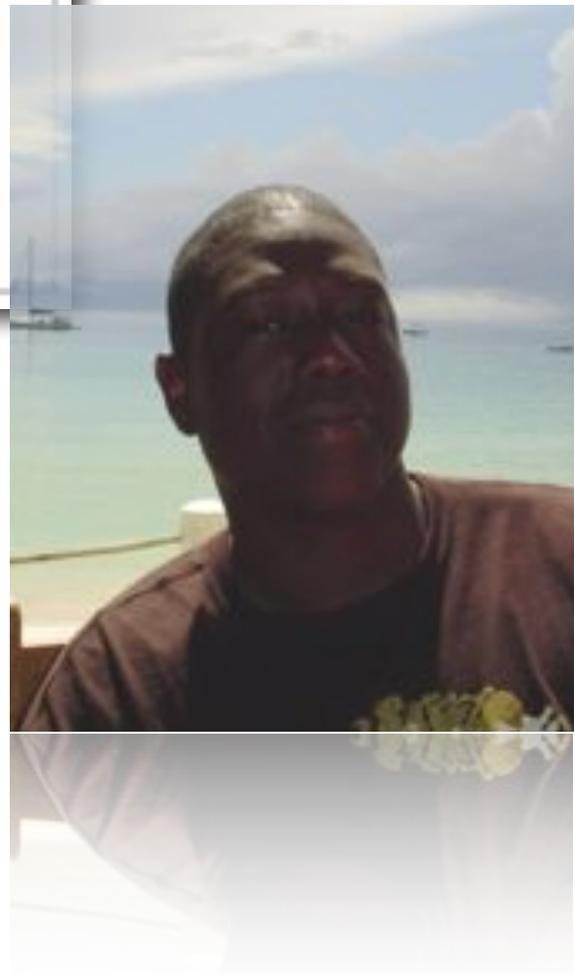
Johari Palacio is a senior at Columbia College Chicago (CCC) and will graduate after Summer 2011. A native of Los Angeles, his previous higher learning educational experiences prior to transferring to CCC of his college were earned through the University of Illinois-Chicago, Berklee School of Music (Web Extension) and the US Navy's College-at-Sea Program while forward-deployed on operations Desert Shield and Enduring Freedom.

Johari's expertise lies in Arts, Entertainment, Media Management, concentrating in Music Business/Talent Management with a Marketing minor from Columbia College Chicago. His work experience includes a branding and promotions assignment with both Bandit Productions and the Leaders Group of Chicago. Additionally, he launched the *Perpetual Rebel* Group, a grassroots music business consultancy group specializing in branding, management, and artist development for both visual and sonic artists. His current clientele includes management advisement to the artist *Coultrain*, overseeing his performance bookings; scheduling of interviews and media opportunities; advising with A&R and other collaborative efforts with other equally gifted artists.

Prior to his enrollment at CCC, his eight (8) years of leadership and training in the United States Navy has developed his execution of time-management skills, organizational skills, leadership acumen, and a seasoned customer service skill set. Johari will apply his valuable skills to perform exceptionally well in the field of arts entrepreneurship, marketing and talent management.



His familiarity with both Chicago's music scene and Los Angeles' Graffiti/Street Art culture in both cities label him as a credible and authentic source for knowledge on lasting trends in addition to several network and branding opportunities. Johari currently resides on the South Side of Chicago.





## KEY PLAYERS

### **Ben Lamar**

#### **Artist/Producer**

Juba Dance is spaced-out electro, hip hop and funk rooted in the rich traditions of blues and jazz with influences of Brazilian, Jamaican and Afro-Cuban rhythms. This eclectic project is headed by Ben Lamar with producer Polyphonic the Verbose (aka Will Freyman) and a rotating cast of accomplices. Throughout the album's progression, Lamar's prodigious compositions, in which he both sings and plays horn, are further realized via Freyman's programming, synths and overall studio mayhem.

Lamar grew up on the south side of Chicago but resides in Rio de Janeiro; on Orange you can hear Chicago's blues, jazz and hip-hop pulsing with Brazilian rhythms. The clever syncopations, rich harmonies and detailed production create a cohesive backdrop for Lamar's gorgeous song writing and composition skills.





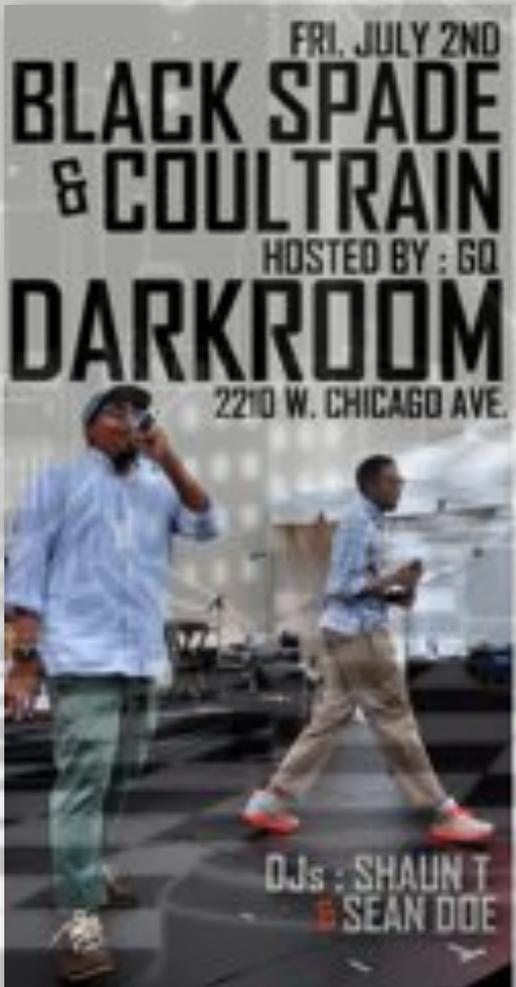
## OTHER KEY PLAYERS

### **Stoney Rock aka Black Spade**

#### **Artist/Producer**

With influences from Prince and J Dilla to Radiohead and fusion-era Miles Davis, St. Louis MC/producer/vocalist Black Spade clearly is not the pop-rap of fellow Gateway City natives Nelly and the St. Lunatics. His musical palette -- warm and trippy synths, gritty hip-hop beats, and falsetto-infused, downtempo neo-soul -- is more in tune with the left-field soul/funk scenes of underground Detroit and L.A.

Born and bred in St. Louis, MO, Black Spade (real name Veto Lamar Money) developed into a skilled artist performing as part of local indie rap/soul collective Soul Tyde, which originally formed in 1998. Their first, and only, album, *Hip-Hop & Soulful...Ish*, sold just a few hundred copies upon its release in 2003 before the crew broke up not long afterwards. Out on his own to establish himself as a solo artist, Spade was discovered by an A&R from the



downtempo/deep house-focused label Om Records at a performance in the California Bay Area in 2004. By 2007, the multi-threat soulster was signed to Om and issued the digital four-song EP, *Loves Right Here*, later that year. His debut full-length with the label, *To Serve With Love*, appeared shortly thereafter in 2008.

## OTHER KEY PLAYERS

### **Virgil Howe**

#### **Arranger/Engineer**

Virgil Howe began playing, writing and recording music in his early teens. His father, guitar legend Steve Howe, inspired him to follow in his footsteps, from the piano to the drums, to dj'ing and producing. Taking in early influences like Vangelis and Jimi Hendrix, djing on pirate radio at the birth of Jungle and breaking drum sticks with Little Barrie at the Hammersmith Apollo in 2008.

After releasing a 'Yes Remix' album (Rhino/Elektra 2003), Virgil found a home at Scenario Records, under the name Sparo. There he released several 7" singles, including 'I Would' featuring Karime Kendra, who would later join his super-heavy funk band 'The Killer Meters'.

Along with 'The Killer Meters, Tribute to the Meters' album (2004), a critically acclaimed mix cd entitled 'Sparoworlds', additional remix duties for The Nextmen and a couple of club, smash-up bootlegs thrown in for good measure, Virgil built a name on the UK underground scene as Sparo, with write-ups in Dazed, IDJ, Wire, Hip Hop Connection and DJ magazines. His last release using the Sparo moniker, 'The Falling' (3BARFIRE, 2007), was a lush, down-tempo delight which caught the ear of Judge Jules, who included it on his Radio 1 show and Joe Ransom on Kiss Fm.

Having written and recorded scores for several small independent films, toured the UK creating live soundscapes on stage using only two turntables for the Box Clever Theatre Company and playing drums for Bryan Ferry, The Pet Shop Boys, Little Barrie, The Dirty Feel, The Killer Meters, Shawn Lee and Future Sound Of London, Virgil Howe is well and truly forging his own path.





## AUDIENCE

### Edison Media Research Today's *Urban Adult Contemporary Music Consumer*

#### Demographics:

- Median Age – 32.2
- Gender: Female 60%, Male 40%
- Education: College Degree or More – 80%
- Household Income: \$50 – 100k – 50%
- Employment: Work Part/Full time – 75%
- Own Residence – 70%
- Ethnic Composition – 54% Black, 18% Other, 28% White
- Females 26-40 prefer Urban Adult Contemporary music to any other style of music by an overwhelming margin.
- Urban Adult Contemporary patterns and reflects a lifestyle for the maturing young adult.

## BUYING PATTERNS

- Loyal to musical tastes
- Shopping enthusiasts
- Attracted to style and trends
- Behavior
- Active social life
- Fashion forward individuals
- Upwardly mobile
- Brand conscious
- Geography
- Domestically - Urban Metro Areas
- Internationally - Western Europe, Canada, Africa



## GRAPHICS AND BRANDING

For both of *Coultrain's* past commercial releases (***The Adventures of Seymour Liberty*** and ***The Wanderer/Balancing Act***), he utilized a mystical, enigmatic look in both graphics (effects and color) and font on the vintage-style album covers.

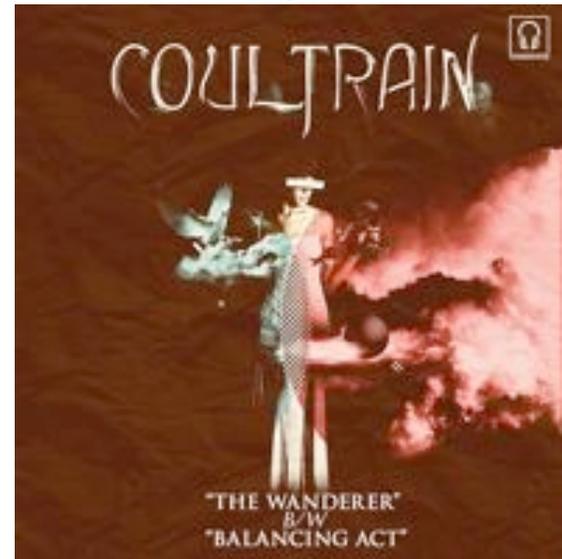
We intend to continue with the same graphic success while employing an in-process design for a more permanent logo that will omnipresent on all of his future projects. The logo consists of a collaboration between Perpetual Rebel and *Coultrain's* own concepts from his past experience in design. (See Appendix). They will incorporate the mythical Sphinx and the famed Nautilus shell. John Sloat explains:

The nautilus then enlarges its shell by the addition of a new chamber suitable for the next stage of its life. What a perfect image for spiritual evolution! In order to begin a new stage in our growth, we have to think "outside the box." The spiral shape of the nautilus shell suggest that it can keep growing forever. There is no design for a "final" chamber. The creature must keep building new chambers as long as it lives. It cannot go back to the previous ones; they no longer fit. It cannot stay in its present space or it will die. It has no choice but to move on.

And on.

# COULTRAIN

*Coultrain's* branding extends from the words that he pens, to the "old soul" style he presents in both his vocals and garment. Wools, tweeds, and Herringbones suits complementing the neutral tone Cardigans with the occasional feathered Fedora constructs the bulk of his manicured style.



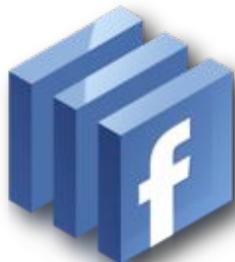


## FAN BASE DEVELOPMENT

We have taken several measures to bring fan-awareness to the forefront of our agenda. Development of the fan base has increased over %100 due to increased internet presence. *Perpetual Rebel* incorporated social media networking as the stalwart means to cultivating a tribe of loyal followers. These mediums include (some to a lesser degree):

- Facebook
- Twitter
- Reverbnation
- Soundcloud
- Bandcamp
- MySpace

Via the aforementioned social media outlets, we have accumulated over 200K plays, 6K+ fans and a database of 500+ emails. We are able to update pertinent information regarding appearances, shows, new music and available merchandise with minimal effort. With the *Seymour Liberty* **Tumblr** page, we are able to engage the fans/followers with clues, lyrics and liner notes to accentuate *Seymour Liberty's* storytelling landscape. See Appendix for screenshots of the various pages.





## RECORDING PROJECT

Two projects are scheduled to be released in 2011. One of the projects (an EP as yet to be named) will be produced entirely by St. Louis comrade and longtime collaborator and *Hawthorne Headhunters* member, *Black Spade (aka Stoney Rock)*. This project has been recorded and is in the process of being mixed down and mastered by *Virgil Howe* in the UK. It has been recorded in various studios across the Los Angeles area and Oakland, California.

*Coultrain* is presently recording his latest project *Lending Atmosphere* in the Bay Area (Oakland, California) with *Bill Ham of On The Hill* who recently engineered the *GodMustBeABoogieMan* EP. Production on *Lending Atmosphere* includes *Ben Lamar, Black Spade, Dexter Story, F.A.M.E. and Mark de*

*Clive-Lowe*. Others contributors lending their atmosphere may be named after final track selection on album.





## ONE-SHEET BIO/PRESS KIT/ EPK

Coultrain's Electronic Press Kit are available via both [ReverbNation.com](http://ReverbNation.com) and [Sonicbids.com](http://Sonicbids.com). Considering hiring an independent PR firm/Publicist in the near future if we decide to release the next 2 projects under the *Perpetual Rebel* label.

# COULTRAIN:

## SEYMOUR LIBERTY

Born the only son of a Baptist preacher and registered nurse in St. Louis, Aaron Michael Froyen, known to the public as Coultrain, was exposed to a multitude of musical genres starting with gospel, then from Blues to Jazz. He credits his parents, and their upbringing as major attributes to his art, as well as his steam intensity. The music Coultrain's father preached would eventually find their way into his own growth and style, but like his mother's spirit in her songs, love would characterize his tone. — *EPK* — Influence in Coultrain's vocal textures, as well as his message.

Mostly speaking, Coultrain opened the majority of his Grammy Nominated (Best Blues Album) acclaimed *About Abundance* (2008), by well performing the subsequent *Abundance* (for both domestic and international) the self-released LP *The Adventures of Seymour Liberty* (aka *Dark Horse*) in the fall of 2007, to the reception of critical media acclaim in Soul Jazz's underground. Early 2010, Coultrain released a 7" inch through ReverbNation titled *The Handmen/Burnin' Act*, Coultrain's latest project, *Goodsville/Blood Man* was released online (August 2010) and for subsequent mixtape (*While She Was Sleeping to the 1920's*) as well as his previous musical efforts. Plans are in the works for his next full length release — the next official chapter of the *Seymour Liberty* series in early 2011.

**APPEARANCES**

11/01/01 The Bay	Honolulu, Hawaii
11/01/01 Kaseabianca	Los Angeles, California
11/01/01 Redwood Club	Berlin, Germany
11/20/01 Hard Rock Cafe	Warsaw, Poland
11/13/01 RUCZ	Copenhagen, Denmark
01/20/08 Chicago	St. Louis, MO
11/11/08 Oakland	St. Louis, MO
11/12/08 LA Concert	St. Louis, MO
10/2/08 Gilded Era	Los Angeles, CA
9/12/08 The Blues	Los Angeles, CA
11/14/08 August's	San Jose, CA
9/14/08 Music	San Francisco, CA
9/26/08 Blue Room	San Francisco, CA
9/25/08 LA's Great Live Music Festival Main Stage	San Jose, CA
8/6/08 The Blue Cafe	Huntington Beach, CA
8/15/08 92M Bar	San Francisco, CA
8/14/08 Paradise	Oakland, CA
10/17/08 Lute Temple	San Jose, CA
2009	
11/09 The Shelter	Chicago, IL
1/24/09 Dakota Live Blue Lounge	San Jose, CA
3/21/09 Mugny	San Francisco, CA
2009	
10/1/08 Waterford	Robinson, NJ
9/29/08 Marzanic Festival	Marseille, France
9/27/08 La Lorraine	Trondheim, France
9/21/08 La Bastille	Paris, France
9/7/08 Music	Brno, IL
9/7/08 147 Club	Leeds, UK
9/14/08 The Drum (Auditorium)	Birmingham, UK
9/2/08 Coach Mountain LA	Los Angeles, CA

"The impetus for ungrounded soul without force and it isn't something that was built over 6 weeks on a television set or his need for the spotlight, it's his connection to his spirituality and ability to tap into his soul with enough for music that makes him something, his. Unravelled through melody, rock in his cadence, and his words are stimulating. He is in tune in his natural ability to induce and his tone is softened. And his first album, *The Adventures of Seymour Liberty* proves this one track at a time. So if you are frustrated with where soul music is headed, brace yourself because your search has arrived in the form of a humble yet intense musician who wanders the world in search of love"

— *Press Magazine for Soul Magazine*

booking@perpetualrebel.com  
 facebook.com/seymourliberty  
 soundcloud.com/coultrain-wr  
 seymourliberty.tumblr.com  
 twitter.com/seymourliberty

managed by J. Johari Palacio of Perpetual Rebel

## MERCHANDISE/ SPONSORSHIPS

Perpetual Rebel has contracted out design of a permanent logo for Coultrain (See Graphics and Branding). A small run of Merchandise has been manufactured (See Appendix). Current merchandise consists of:

- T-Shirts
- Compact Discs
- Drop Cards
- Autographs

Perpetual Rebel has also made positive contact with several brands that may fund future endeavors for sponsored merchandise. Some of these brands include:

- **Arnette Sunglasses**
- **Amongst Friends**
- **SLVDR**
- **Upper Playground**

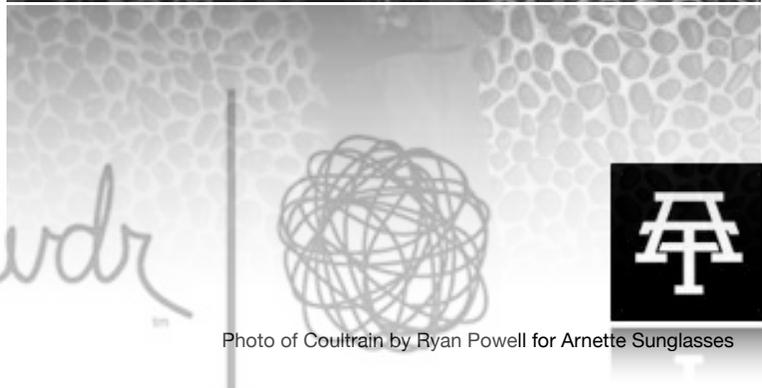


Photo of Coultrain by Ryan Powell for Arnette Sunglasses



## ECommerce (DISTRIBUTION/RETAIL STRATEGY)

In the very near future, we anticipate using a web-based merchant system to properly market and sell merchandise. Current eCommerce systems we are considering include:

- TOPSPIN MEDIA





## • PAYPAL BUSINESS

The screenshot shows the PayPal Business homepage. At the top, there are navigation links for 'Sign Up', 'Login', 'Help', and 'Security Center', along with a search bar and a language selector set to 'U.S. English'. Below this is a main navigation bar with tabs for 'Home', 'Personal', 'Business', and 'Products & Services'. Underneath, there are links for 'Merchant Services', 'Send Money', 'Request Money', 'eBay', 'Developers', and 'Partners'. The main content area features a large banner with the text 'The safer, easier way to get paid by customers around the world' and an image of colorful folders. To the left, there is a sidebar with 'Open a PayPal Account' (including a 'Create Account' button and a 'Log In' link), 'We're here to help' (with contact information for sales and customer service), and 'Need to accept credit cards?' (with links for website, email invoices, and phone/fax/mail orders). A 'VISA' logo is also visible.

This screenshot shows the 'Sign up for a Business Account - Getting Started' page. It features a three-step process diagram: 1. Sign up for a PayPal Business account, 2. Verify your information, and 3. Set up your preferred payment solution. Below the diagram is a table with columns for 'Step', 'Info Required', 'Time', and 'Status'. The first step, 'Sign up for a Business Account', is expanded to show sub-steps: 'Sign up now' (5-10 minutes), 'Why is a PayPal Business account good for my business?' (bullet points), '2 Verify your information' (2 minutes), and 'Add and confirm bank account' (up to 3-4 business days). A large 'PayPal' logo is overlaid on the bottom left of this section.

Step	Info Required	Time	Status
↑ Sign up for a Business Account.			
▶ Sign up now	• Account/business owner's name, address, and email • Business name and address • Customer service information	5-10 minutes	1/3 Not
Why is a PayPal Business account good for my business?			
• Use it to accept credit cards, bank transfers, and PayPal payments • Save money and sell more with our merchant solutions			
2 Verify your information	• Confirm email address • The email address you use for sign-up	2 minutes	
Add and confirm bank account	• Bank name • Account and routing numbers • Name associated with bank account	Up to 3-4 business days	
Why should I verify my information?			
Get your money faster: Transfer funds from PayPal directly to your bank account			
3 Implement your preferred payment solution.			
Accept credit cards, bank transfers, debit cards, and more!			



• BANDCAMP



# Coultrain as Seymour Liberty: GodMustBeABoogieMan

by Coultrain as Seymour Liberty



### Digital Album

- 1. APrince'sDeparture
- 2. 1st steps-music by Yesterday's New Quintet
- 3. Do U Remember Me?- music by Patrice Rushen
- 4. Where is My Heaven?-music by Yesterday's New Quintet
- 5. Change-a-thang- music by Patrice Rushen

- 1. A/RooftopXperience
- 2. Morning Papers-music by Jason "reditylnt" Moore
- 3. What X it Was- music by Stoney Rock
- 4. Believe Nothing- music by Dorothy Ashby
- 5. Parallel Universe- music by Broadcast
- 6. God Speaks- ... more

[Free Download](#)

### Share

- ▶ 1. Coultrain as Seymour Liberty - APrince'sDeparture 15:15
- ▶ 2. Coultrain as Seymour Liberty - A/RooftopXperience 17:08



Like 12 likes. Sign Up to see what your friends like.

[contact / help](#)

For help with downloads, [click here](#).

For all other inquiries, [click here](#).





## BOOKING AND TOURING PLANS

DATE	VENUE	LOCATION
12NOV2010	The Darkroom	CHICAGO, Illinois
11FEB2011	Rust	COPENHAGEN, Denmark
12FEB2011	Klub Powienske	WARSAW, Poland
17FEB2011	Bohannon	BERLIN, Germany
18FEB2011	Kassablanca	JENA, Germany
19FEB2011	The Roxy	VIENNA/WIEN, Austria
TBA-May	Papillion Art Gallery	LOS ANGELES, California
TBA-June	The Jazz Cafe	LONDON, England (UK)

Since working with Coultrain, we have been able to book and perform (some include as a part of Hawthorne Headhunters) at several events in Los Angeles and the Bay Area California. Some notable venues include:

- Left Coast Live Festival
- Little Temple (Strictly Social)
- The Mint

Most recently, we were successful in getting Coultrain booked to perform at the Essential Neo-Soul Book Release Party in Detroit, MI (10 Critics) and the We Love Soul inaugural event in Chicago, IL (The Darkroom). The European mini-tour was successful on many fronts including show turn-out, crowd response, merchandise sales and contacts for future appearances.



## MEDIA STRATEGY

We have identified and built relationships with several blogs and tastemakers who have shown support in the past. We tend to approach and deal with stations and websites that cater to the music knowledgeable and connoisseurs of independent music both domestically and globally. Some of the outlets consist of:

- [www.soulbounce.com](http://www.soulbounce.com) (UK) “At once confidently soulful and accessibly experimental, Coultrain has been on the list of favorite artists of tastemakers and people who just love good music for quite some time now. So in love am I with his voice that I listen to my own playlist of his tunes at least once weekly. From his solo work to his work with I, Ced, Black Spade and Hawthorne Headhunters, his music is a language easily understood and which yields and provides more upon each listen. Thankfully, someone else is just as fascinated with Coultrain as I am. [DJ Limelight](#) just released While She Was Sleeping, a mix of Coultrain's most notable tracks spanning his short but fruitful career.”-Ill Mami
- [www.okayplayer.com](http://www.okayplayer.com) (US) “On the vocal side of things, for me personally, It doesn't get much better than St. Louis' own Coultrain. If you, like me, get frustrated at times tryin' to put people on to dude, and they have no idea who you're talking about...then this should help. [DJ Limelight](#) put together this Coultrain compilation mix, While She Was Sleeping. The tape is 19 tracks of some of Coultrain's best work. So next time the conversation comes up, just pass this on.”-Shamz



- [www.bamalovesoul.com](http://www.bamalovesoul.com) (US) “Aptly titled, this project is for all a’ya’ll who’ve been asleep on the great works of [Coultrain](#) aka [SeymourLiberty](#). While She Was Sleeping contains a few of the best of [his works](#) and it does not disappoint. With mixing by DJ Limelight, this is the best 38 minutes you’ll spend today so I recommend you hit repeat & keep grooving. The track below is just one of the flashbacks featured on While She Was Sleeping. Enjoy the single & download the mix after the track...”-Pink Bubblegum
- [www.strangefruitmusic.wordpress.com](http://www.strangefruitmusic.wordpress.com)- “Dammn do I appreciate this gift!! If like me you live in the part of the world (Europe) where it’s cold and wet and very very windy. There is nothing like some good music with a soulful flow to keep you headnodding while you take a sip from your hot milk/tea/cocoa. I know that that is what I’ll be doing while listening to Mr. Coultrain’s awesome compilation. If you have a “warm up” in mind that is less innocent than the above mentioned .... is good for that too. Anyways enjoy!!” - Noggy
- Perpetual Rebel has also established other relationships within the public media realm, and has goals to further expand on what we presently have. We have effectively used Reverbnation, Facebook, MySpace and Twitter to promote Coultrain. In the near future, we look forward to taking advantage of more advanced web tools to further pursue effective promotion of the brands Coultrain and Perpetual Rebel.



## VIDEO PRODUCTION

VERONICA HINDS



### BIOGRAPHY:

Veronica “V-Chip” Hinds of New Orleans (USC School of Cinema) is schedule to storyboard and film 2 videos for Coultrain starting March of 2011 in Los Angeles. V-Chip reached out to us via Facebook after becoming aware (and a fan) of his music and offered her services free of charge.

She has been in constant contact with Coultrain and has provided a sample of her work via Vimeo, as well as some reference photos to storyboard Coultrain’s upcoming video Mutual Possession.



RYAN POWELL

**vimeo** Join Vimeo Log In Explore Help Search People

## DMNDTV // Ryan Powell

Joined February 2008

62 Videos 303 Likes 101 Contacts 13 Groups 7 Channels 8 Albums

### His featured videos

See all 62 videos

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18 hours ago  
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Only from Honda. [SEE MOVIE OR 2](#)

Ryan Powell of [www.dmndtv.com](http://www.dmndtv.com) (St. Louis) has also had some involvement as a photographer with Coultrain. We are in the works to explore some future collaborative projects.

Ryan Powell is a self-taught Cinematographer, Director, Photographer, and Editor. His work has been posted on some of the biggest blogs on the internet. His name has been published in magazines that mail around the globe. He has worked on music videos with some of the biggest in the music industry. Recently his work has been accepted and shown in various international Film Festivals.

He makes music videos, viral campaigns, shoots short films, covers the coolest events, and certainly never sleeps. Ryan always carries a camera with him, using it to celebrate the culture surrounding him. Notorious for his 18-hour work days, Ryan is nothing short of a superhuman.



## SWOT ANALYSIS

### STRENGTHS

- Unique sound and lyrical content for his genre of Soul music. Innovative as creative with the imagination.
- Has fair-sized fan base internationally for an artist with no major-label release.
- Unique style and flair. Outstanding fashion sense.
- Sought after as a collaborator for other artists projects resulting in increased visibility.
- Songwriting is a strength. Coultrain can pen songs for almost any genre of music.

### WEAKNESSES

- Lack of monetary resources.
- Present state of economy--hard market to sell music.
- Genre (Soul/R&B) is flooded with competition for the same fans.
- Lack of nationwide awareness.
- Long gaps between releases.
- Lack of defined brand implementation.
- No mainstream radio presence.

### OPPORTUNITIES

- Overseas tour coming up for Coultrain. This will provide much needed revenue as well as exposure to existing and potentially new fans.
- Opportunities to retool and (re)define his brand utilizing newly acquired skills.
- New marketing plan being created to further more lucrative endeavors.
- Social Media use to expand further exposure for Coultrain.
- Collaborative recording efforts overseas and domestic on impact releases to reach new audiences

### THREATS

- Flooded market.
- Competition.
- Lack of resources could cause long-term hiatus.
- Political climate in Los Angeles (artist community)



## CONCLUSIONS

In a little over a full year, the partnership between Perpetual Rebel and Coultrain has been not without struggle, but more than fruitful, and considered a profound success in that short amount of time.

We have been able to reach a multicultural potential fan base with diverse demographics, define Coultrain's sound and image, increased net presence and locate positive partnerships and resources to further Coultrain's career.

The end product is top notch, and we continue to find ways to further refine all aspects of marketing and branding to continue and sustain our vision and goals we set out to accomplish. This marketing plan should reassure potential investors on promise of return as well as profit.

As Perpetual Rebel, we seek to preserve and accentuate music/art culture, not cheapen it, and this is a monumental first step in the pursuit of curation. We hope that the reader has been able to take a glimpse through our glasses, and intends to realize the vision along with us. Thank you immensely for your time, interpretation and consideration.

Johari of Perpetual Rebel





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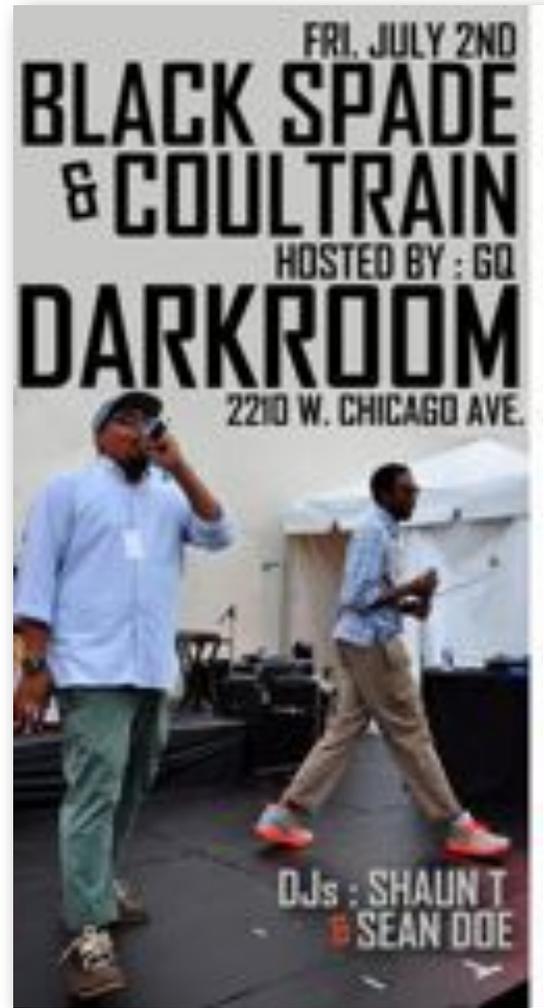
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