

# **This Saturday, October 18 (2 to 4 PM EST) Wednesday, October 15, 2008**

## **HOW TO GET A RECORD DEAL**

Moderator: Wendy Day from Rap Coalition (Wendy negotiated deals for Cash Money, Fiend, No Limit, Eminem, David Banner, Twista, and many others).

### **PANELISTS:**

G Roberson, VP of A&R, Atlantic Records (Kanye, TI, Lil Wayne)

TJ Chapman, CEO, TJsDJs Record Pool (T-Pain, Trill, B.O.B.)

Orlando McGhee, Director of A&R, Warner Bros (DJ Drama, Lil Jon, E-40, Lil Scrappy)

Ray Daniels, Manager Roc City (Konvict/Interscope), A&R for Motown/Universal

Marquis Collins, Director of Urban A&R, MySpace Records

Killer Mike, Rapper

Where: ON THE INTERNET at [www.InTheKnowSeminars.com](http://www.InTheKnowSeminars.com)

When: THIS Saturday, October 18, 2008 from 2 PM to 4 PM (EST–Eastern Time)

This seminar is available live on-line (Webinar) through our website for \$99. It will also be archived there at some point. You can hear the panel discussion while viewing our power point presentation. You will be able to type in questions that the Moderator can then pose to the panelists.

Register TODAY at [www.InTheKnowSeminars.com](http://www.InTheKnowSeminars.com)!!

Before you invest time and money in today's recession to travel across the country in an attempt to gain knowledge about the Music Industry, consider "In The Know" Seminars as a

viable option for gaining knowledge, resources, and connections necessary to make a pivotal change in your career path, all from the comfort of your home (in your pajamas, if you want)– using the internet.

We have secured top of the line, successful, industry professionals as panelists and they will provide honest, real world, priceless information. Not only do you NOT need to travel to an industry convention to learn, but it's a cutting edge, non-intimidating learning atmosphere to help you achieve your goals.

You will even be supplied with an attendance list so you can network with other attendees and the panelists. By itself, the A&R List (names, addresses, phone numbers, and email addresses) that we will supply is worth the money to attend this ground breaking event. The networking will be outstanding: if you are based in Texas, for example, and want to network with an artist in Florida, we will give you the access to reach out and do so after the event. You will have access to all of the other attendees and panelists. You will receive industry articles so you can learn as much as possible about getting signed to a record label, what to look for in a deal, what a "demo CD" consists of, etc.

Who thought of this?

No newcomers to attending various music industry conferences and events, Kim Ellis and Wendy Day recognized the need to provide a more conducive learning atmosphere for those that are truly seeking an educational experience versus an event catered more for the party goer. However, that's not the only reason. By working with many independent artists on PR/Marketing and Consulting needs between the two of them in their separate businesses, there's an up front understanding that budgets tend to be a bit smaller than average, and many could not afford to travel to all the various events but still thrive for the knowledge. "I spent over \$70,000 in the past 15

months attending all of the conventions, seminars, and record pools that I did," admits Wendy. "Who can afford to do that? I could have promoted an artist with that money or applied what folks will learn in our on-line Webinars with that money!!"

Publicist and magazine Editor, Kim Ellis reached out to the person she knew had the same passion for sharing knowledge—Wendy Day. Together they bring to you IN THE KNOW SEMINARS on the third Saturday of every month.

"I knew this was a win win situation and a cutting edge way of offering knowledge to those who are in a never ending pursuit for information on how to succeed in such a competitive industry", explains Kim Ellis. "With the entertainment industry continuously moving toward a viral market and atmosphere, I knew that now was the best time in light of today's economy to offer this avenue to the knowledge seekers. We are in this to educate, not perpetrate and who else to better do it but myself and Wendy who are driven by the passion and love for what we do", concluded Kim.

"This venture makes sense on so many levels for us to do", states Wendy Day. "Aside from my 16 years of knowledge and success in the music business, coupled with my experience in organizing panel discussions, I knew this would be a fit for me. In the last year I have spent upwards of \$70,000 attending every industry event I could find that was offering knowledge. A few were quite good, but most were disappointing at best. They were poorly funded, lacked the sharing of real knowledge, and were seemingly run by folks looking to make a big financial score without any focus on what was being taught or shared. Kim and I can offer this real knowledge and information by ways of results oriented and proven professionals in the music business for these folks while saving them money and eliminating the intimidation factor by sitting in a room full of people they don't know. Since Kim and I both give 100% to everything we do, you already know In The Know will be an industry leader", Wendy proudly denotes.

Monthly "In The Know" Seminars will roll out on Saturday, October 18th and will be presented by using the worldwide leader in online meeting applications – WebEx, which is a Cisco Company. "We've been diligently working on the process, which has been a 120 day proposed roll out, to ensure quality and world class service to our attendees and presenters," states Kim.

Future topics include: Building A Buzz (Nov 15), How To Put Out Your Own CD (Dec 13), How To Make Money As A Producer , Building A Strong Team (Choosing a Lawyer, a Manager, an Accountant, and a Publicist), Making A Living With Your Music, Million Dollar Mistakes And How To Avoid Them, and more€.

You can expect nearly all the elements that you would be able to experience at a live conference with "In The Know" to include sponsorship/branding opportunities, knowledge (gift) bags, contacts, LIVE critique sessions and so much more! The first topic on Saturday, October 18th will be "How To Get A Record Deal" and will take place from 2 p.m. to 4 p.m. EST via [www.InTheKnowSeminars.com](http://www.InTheKnowSeminars.com).

For more information contact Kim Ellis at 404-434-0295 or [info@intheknowseminars.com](mailto:info@intheknowseminars.com). As well, be sure to check the website at [www.InTheKnowSeminars.com](http://www.InTheKnowSeminars.com) and the MySpace page at [www.myspace.com/intheknowseminars](http://www.myspace.com/intheknowseminars).