

MSA

MichaelSmithandAssociates.com



Photography \$2,000
Wardrobe \$3,000
Graphic design \$3,000
Biographer \$500
Website \$7,500
Attorney \$4,000
Management consultant \$2,500 for 4 months
Band rehearsal \$2,500 hall \$12,500 band
Live show producer \$10,000
Vocal coach \$2,000
Video x2 \$15,000
Manufacture product \$1,500
Social media \$500 - \$1,000

Radio guy 3 singles in 18 months 12 months with radio guy at \$1,500 x 12 months
\$18,000
Publicist \$6,000 (\$2000 for 3 months) \$500 per single X 2
Marketing guy \$10,000
Marketing buys \$10,000
Distribution ads \$15,000 retail and consumer marketing
Digital marketing \$10,000
Tour support \$20,000
Tour travel \$20,000
Conferences \$15,000
Festivals \$3,000 (6x\$500)
Social Media \$7,000
Merch and display \$4,000
Misc \$5,000