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May 15, 2020

# How Artists & Music Creators can use Crowd Music to empower and expand their ministry

“Love one another with brotherly affection. Outdo one another in showing honor.”

Romans 12:10 ESV

A rising tide raises all ships. The secular music industry is highly competitive. Some are solely self-focused, while others are encouraging to others. At the end of the day, we all want to succeed. As part of the body of believers in Christ, we are called to work together, to care for one another, and to lift each other up. Crowd Music provides a way for those in music to do exactly that, and in a way that allows you to come alongside those who are not believers, and to show them what a community that works together and benefits each other looks like.

God is in the business of restoration. It's no surprise that the vision He gave the founders of Crowd Music was a mission to help restore a marketplace that once valued music, and providing His creators a way to flourish, prosper, and be a blessing to His people. So how does it work?

If you had to narrow down the complex financial issues of today's music industry to a single word it would be: Exclusivity. Until 1999, if you wanted music on demand, you purchased it. Piracy changed that, and by the time the courts helped shut it down, streaming was already filling the void. Many Artists have taken a stand since then to honor the value of their music, and make it exclusive. However in today's world it's like sitting on an island when you do that. You struggle to capture everyone's attention to buy that music, and once they do, they go

on to the next thing. The next time you release music, you have to attract them back. Even in the best case scenario, your income goes up and down in waves. Your options are to either continually release new music, or tour and sell merchandise. The latter had become the industry mantra... give away your music for free in order to grow your following, and your most dedicated fans will pay up to come see your live performance. As of this writing, the world is still in quarantine, and the industry is trying to reevaluate this strategy. Crowd Music already had the answer in place, and the quarantine has only helped to raise an awareness of the industry's need for this model. Here's how it works:

- Create a Crowd that is willing to buy and support pre-release & exclusive music.
- Artists now get paid, like a movie starting in theaters before making its way to free TV.
- The more Artists inviting their followers to join the Crowd (the bigger the Crowd), and the more people buying music.
- The more people buying music, the more Artists we attract. The more Artists we attract inviting their followers.... etc...

The challenge: How do you attract the initial Crowd? Answer: Pay them.

The next question: How big of a Crowd do you need?

There are currently 308 million paying subscribers to the various music streaming services. Crowd Music's immediate goal is to reach just 5 million of those who want to support the value of music (much like those who support music as patrons), as well as those who want exclusive/pre-release music, combined with those who want to earn a little extra cash.

Fans will obviously come if we attract the best music. At just 5 million members, Crowd Music can pay the Top 200 Artists on the platform every month an average of \$200,000 per single. By the time Crowd reaches just 10% of those already paying for music streaming, it will be able to pay the creators of the Top 500 songs - every month - an average of \$500,000 per single.

Those payouts will attract enough of the best new music for pre-release on Crowd Music, every month. That will drive the other 7.5 billion music listeners to buy the exclusive songs they can't wait to hear, just like all music listeners did prior to 1999. In other words, together we can create an environment that restores a healthy music marketplace. We're already seeing Artists and their co-creators starting to benefit on Crowd Music, and those who join the Crowd (any music listener who wants to become a "member") will also benefit financially.

So what is a Member? Anyone can "join the Crowd" for free just by downloading the Crowd Music mobile app. You can grow your Crowd at no cost or obligation simply by hitting the "Share" link from the mobile app. The more people you tell, and the more people they tell, the greater your impact. Unlike the "pyramid schemes" we've all seen, Crowd rewards effort and not position. You can make far more money than the person who invited you.

Currently, Crowd Music is in a "Pre-Membership" phase: Buy music, support artists, and grow your Crowd by helping us spread the word. Crowd Music keeps track of those you invite, and those they invite, etc... They keep track of "Your Crowd".

Once the Crowd is big enough, you'll be notified of the opportunity to become a "Member". For \$20 a month, Members get to select 20 songs to own, the ability to earn 10% every time you refer a song, plus share in the revenue generated by your entire Crowd. You already tell others about new music and artists you discover, so why not get paid?

How easy is it to cover the cost? If you invite 3 others to join the Crowd who become members and do the same, Crowd Music will pay you \$24 per month. As your Crowd continues to grow, so does your monthly income. At some point, Crowd will limit the amount of members. Those who make it in before that cutoff point will be the ones who benefit from the revenue generated by the music purchased by those 7.5 billion non-members who just want the occasional song from their favorite artists.

So how do you use Crowd immediately to benefit your ministry, and do you need to be releasing music on Crowd in order to participate? Let's start with the latter. You do not need to

have music available to start growing your Crowd and benefitting your church and your ministry. If you do release exclusive music through Garden City Project on Crowd Music, it certainly gives those who want to support you and your ministry an added incentive to join the Crowd. However, since there's no cost or obligation to start growing your Crowd, so you'll want to start doing that immediately, because as word starts to spread, those you know will hear about it and can end up in somebody else's Crowd instead of yours. Our best recommendation is as follows...

If you've already downloaded the Crowd Music App, and/or created an account on the website, you already have a Referral Code. If not, use the Referral Code from the person who shared this with you, or Garden City Project's code: \_\_\_\_\_.

- Next create an account for your Church or Ministry.
- Use that Code to sign yourself and any ministry team members up.
- Now you can start individually inviting members of your church/ministry.
- Encourage everyone to start inviting those outside your church/ministry, including those leading other ministries, who will repeat and benefit from the same process.

Crowd Music offers every music genre. There is something for everyone, including music you personally may never listen to. Crowd does not censor music, as that would only lead to others creating unnecessary competition that would limit resources that could be used by ministries like yours. ("A good man leaves an inheritance to his children's children, And the wealth of the sinner is stored up for the righteous." Proverbs 13:22b NASB).

### SUPPORTING YOUR MUSIC MINISTRY & OTHERS

- You can submit your music through Garden City Project to be available on Crowd Music.
- Your music will be searchable within the Crowd Music Marketplace.
- Your music may be selected based on both quality and/or sales to be featured on Crowd.
- You can send people direct links to purchase your music (and connect to your Crowd).
- You can send people direct links to purchase music you recommend (and connect to you).
- Others can send people direct links to purchase your music, and the music of others, which allows them to grow "their Crowds", which expands "your Crowd".

The most important take away at the moment is, we need to help others recognize the value of music in our lives, and the need to support it's creators by actually purchasing their music.

So go ahead and create your Crowd Music account right now (if you haven't already) using the link you received, or by visiting [www.CrowdMusic.com](http://www.CrowdMusic.com) and clicking on "Get the App". When asked for a Referral Code, use \_\_\_\_\_ for Garden City Project.

Then join us in supporting Music Creators. Spend a few dollars to select and purchase the first few songs to add to your Library on Crowd Music. It means immediate income for those creators, and starts you on the path to long term residual income for you and your ministry.

Remember, a rising tide raises all ships.