



NEW STUDENT – What To Expect?

NADU Mission Statement:

“To rid the world of starving artists by educating and developing Elite Artist Professionals.
(When you act like one you’ll earn like one)”.

WELCOME

We are excited to have you as a part of this community. NADU Artists are carefully selected, unique individuals who are committed to raising the level of professionalism in their own lives and in our industry. For you, this means a lot of fun, new friendships, hard work, lots of learning and building the foundations of your success for decades to come.

Frankly, we are tired of watching thousands of artists become victims of the “write/record/release/perform/cross your fingers (repeat)” never ending cycle of failure. Our mission is to educate and develop you as an artist to **BREAK OUT** of this cycle to become an Elite Artist Professional and give you every opportunity to succeed in the industry and the art form that you love and have been blessed with a talent for.

Here’s what to expect...

1 – Connect with your Tribe Leader.

As soon as you enroll your Tribe Leader should be reaching out to you within 24-48 hours to welcome you into the program, guide you through the process, answer any questions and begin your intake.

2 – Artist Intake Analysis (on Thinkific)

The first item in your Career Acceleration Training System (on the Thinkific platform) is your Artist Intake Analysis. This is a series of 50+ questions about you personally that gives us and your Tribe Leader specific insight into who you are, what your goals are, where you’ve been, what you’ve done, where you are at in your musical journey and where you want to go.

3 – “How do YOU define success”

This is the first video you’ll watch. It begins the process of what we call “Setting the Genetics”, the process of configuring (or potentially reconfiguring) the foundational DNA of what you (really) want your career and life to become.

Many artists fail because they are pushing in the wrong direction. Their direction may be “good” and may include “some” of the things they want but was unknowingly pre-determined for them by what they’ve seen in media or what they’ve heard from others. Taking pause to really define (and refine) what you truly want for *your* life and how music integrates into that is vital for every artist. It’s the starting line that points you in the correct direction and informs every decision you make from that moment on.

None of our artists are the same and while there are many foundational principles we teach that apply to all careers (either within the music industry or outside of it) we do not prescribe “one generic path to success”. You are one of a kind and so we are here to help you fulfill your exact, specific, unique musical journey.



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4 – A FULLY EMERSIVE, PRACTICAL EDUCATION and COMMUNAL EXPERIENCE

A – Thinkific Videos, Quizzes and Projects.

The problem in the past was how limiting and frustrating it was for Artists who could only make progress on their careers when co-founders Jason Wyatt and Kory Brunson were available to speak with them. “Waiting in line” while your career stagnates until Jason and Kory can meet you for coffee or speak on the phone and guide you through your next step is not ideal.

We solve this problem by using the power of technology to provide you with 24 hour access to Jason and Kory (and other industry experts) from over 280 instructional videos and downloadable resources so that your learning and Career Acceleration can happen anytime, on your schedule. This also eliminates the “what was he talking about 45 minutes ago? I can’t remember.” problem, as you can now go back, re-watch, pause and truly master and retain everything you need to absorb.

You’ll begin with Pillar 1 of our 12 Pillar system. As you watch the videos and learn the information you’ll have access to related links and downloadable resources that will facilitate your education and help you build your career one step at a time. Throughout the process you’ll take “review quizzes” to make sure you are retaining the information. You’ll also be assigned “Action Steps” and “Projects” to accomplish as part of your building process.

WARNING: THIS PROGRAM WILL NOT WORK *FOR* YOU. You have to do the work.

We’ve all seen it many times before. A student who goes to their guitar or piano lesson for 30 minutes each week, listens to the instructor then goes home, never touching their instrument until the next lesson a week later. Verses the student who listens to the instructor, then goes home and works feverishly on that weeks assigned scales, skills, etc... Which student will excel? Which will fall flat?

Just like a great guitar instructor cannot ‘make’ you a great guitarist, we cannot build your career for you. The truth (and the good news) is, it’s up to **you**.

At NADU we have witnessed the unfortunate consequences when Artists skip the (boring) foundational aspects of their careers and want (or expect) others (managers, labels, promoters, etc..) to propel their careers *for them*. They become victims of “I just wanna sing, write and perform” syndrome. They may find some success for a while, but when the outside entities cease to work for the Artist and the Artist is left not knowing “what to do next” they can pay a terrible price for putting their success in other people’s hands.

At NADU, our goal is to put as much knowledge and control into your hands, so that you never feel the terrifying (keep you up at night) feelings of “Crud! Now what do I do?”.

Don’t get us wrong, successful and mutually beneficial business partnerships (Managers, Labels, Promoters, etc...) can often be extremely helpful in gaining the reach and momentum you want as an artist. So the goal is not to necessarily exclude those partnerships. The goal is that each of our NADU Artists is armed with a clear and practical understanding of how the industry works, what each partnership should (and shouldn’t) look like as well as the freedom and peace of mind of knowing that with or without those relationships you will not be paralyzed but can still move forward with your plan because you have a solid understanding of “what to do next”.

But we can't stress it enough. This education will not work *for* you. Just like a guitar teacher, only the students who apply what's being taught and do the work assigned at the highest level of quality possible, will emerge as Elite Artist Professionals.



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B – Private Mastermind Group.

You will receive an email or FB request to join our Private Mastermind Group on Facebook.

The power of “community” is much more than just mutual support and encouragement. When you were alone, you had to learn everything yourself. If you didn't find it, it didn't exist.

Now...you have access to the cumulative knowledge and answers of an entire community of Artists and Industry Experts. When one Artist in our group learns or finds something valuable, we all learn it and we all find it. And we find it on Mastermind. When Jason, Kory or any of our Industry Experts answers a question for one artist, we all get to learn from the answer on Mastermind.

Before, we would answer questions for one artist and only that artist benefited from the exchange of knowledge. Now, you do to. And so does everyone in our group. That's the true power of Community.

C – Your Tribe Leader.

Learning from videos definitely has its advantages. But as we all know it also has limitations. What if you have a question?

We have an answer. Your Tribe Leader is there to help you facilitate your growth and learning experience. A HUMAN BEING that can answer questions, guide you to resources and make sure you always remain “un-stuck”. Your Tribe Leader is a mentor to encourage your wins and also keep you on task if you're falling behind.

Your Tribe leader will:

- *Facilitating your Intake.
- *Connect you to Mastermind.
- *Introduce you to the Tribe.
- *Check in with you monthly (approx 20-30 min?)
- *Perform a more expansive 90 Day Review. 180 Day Review. 1 Year Review.
- *Facilitate a monthly “Tribe Only” Zoom meeting.
- *Communicate Tribe and NADU-Wide information and upcoming event schedules.

Your Tribe Leader is an invaluable resource for you when you have questions or need direction. *But* they do have limits to their time and availability so engage with them efficiently.

Tribe Leaders are limited to approximately 1 hour per month, per tribe member, total. This doesn't mean they will spend 1 hour per month with each member individually. As shown above, they will usually spend 20-30 minutes with you each month to check in, answer questions and make sure you have all the answers you need.

They are also there to facilitate questions you may have throughout your learning process in *between* “check-ins”. Just remember they are limited in the cumulative amount of time they can spend each month.

Here's the process when you have a question. Start with the first step. If unsuccessful, move to the next step:



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C – Your Tribe Leader.

QUESTIONS? Procedure:

- 1 – Is the answer in a video I've watched already? (No need to have someone repeat what's already there / available to you)
- 2 – Is it on Mastermind? (same reason)
- 3 – Post the question on Mastermind? (tag your Tribe Leader. See if a fellow student, Tribe Leader or Jason or Kory have previously found your answer and can share it with you.)
- 4 – Email your Tribe Leader directly. (See if your Tribe Leader can answer your question or direct you to the correct video and/or resource).
- 4 – Your Tribe Leader can reach out to other Tribe Leaders to see if this question has already been answered in another tribe.
- 5 - Your Tribe Leader can reach out to Jason or Kory directly to get your answer. (Keep in mind, the first question they will ask is: "have they watched the video?") No need to repeat what's already there, and it's better for you to connect with the re-watchable content and especially the attached resources. But, if you have already watched the video attached to your question and *still* don't have the answers you need, we definitely want to know, so please ask!

One way or another your question will get answered.

D – Monthly Tribe Gatherings.

Every month you're Tribe will meet as a group on Zoom to stay connected, exchange information, encourage one another, share resources, answer questions and celebrate "wins". Not only are you connecting with your Tribe Leader but with many other Artists who are on similar journeys to yours.

E– Monthly Song Evaluations.

Every month we gather on Zoom as a community to become better songwriters. You will submit your song to your Tribe Leader and when your turn comes, your song will be evaluated so that you can learn and grow as a songwriter. This is an amazing time of artistic growth and learning.

But...as part of the NADU Community you now learn and grow MUCH FASTER. Here's how...

BEFORE:

1 person evaluates your song = 1 learning experience for you.

If you did that say, 1 x per month = 12 learning experiences per year.

NOW:

2 people evaluate 5 songs from NADU Artists.

5 songs x 2 evals each = 10 learning experiences for you per month.

10 experiences per month x 12 months per year = *120 learning experiences per year.*

You are now learning and growing 10 TIMES faster because of the power of community.



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F – Monthly Artist “Career” Evaluations.

This is the same concept as Song Evaluations except we now evaluate 1 or 2 NADU Artists overall Career path. Branding Decks. EPK’s. Websites. Radio Promotions. Anything and everything to do with an Artist’s Career and how it’s being built.

Just like Song Evals you schedule your evaluation but you also watch and learn as we evaluate each Artists Career and apply the teaching, resources, guidance and answers to your own. This is a POWERFUL way for you to gain forward progress by learning from the successes (or mistakes) of others so that you don’t waste time trying to figure out what works or recovering from painful, expensive, avoidable mistakes.

G – Monthly Special Guest Speakers.

When was the last time you were able to sit down for 90 minutes with a CMA Award Winning Program Director from a Major Market Radio Station? The Owner of a Merchandising Company that specialized in knowing what customers are buying at shows, how to present product and glean maximum profit margins from your inventory? A Social Media guru who can share the most current secrets, tips and tricks to maximizing your online presence?

Now, every month, you have free access to our Special Guest Speakers who will give you insight into the industry from a very high level of expertise as well as answer questions that you may otherwise never get a chance to ask.

H– Live Events / Conventions.

We have live interactive events 3 – 4 times per year in Nashville, TN. These are extremely powerful gatherings that not only allow you to network and create life long friendships with other Tribe Members but also include special guest presentations from top industry professionals on topics such as “Spotify Playlists – Truth and Lies”, “Why Film and TV need your song”, “Music Business Today”, “Songwriting 201”, etc... We also have specialized events such as “Live Performance Weekend” or “Songwriting Bootcamp”.

The costs of these events ranges usually from \$400 up to \$700, however NADU Artists are provided these events for free.

FINAL THOUGHTS:

You're here to finally build the foundation for your future. Something your career can stand on for the next foreseeable decades. It takes time and a lot of work, but it's worth it. Don't quit. And remember you cannot build a house on half of a foundation. It's important to stay consistent, diligent and to build the whole thing. And, to build it right.

The reward is a lifetime of fulfillment in the music world that you love. You can do this.