

Independent Artist Music Group (IAMG) NEWSLETTER

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IAMG *(I Am "Goofy")*

IAMG is growing!



I feel I need to explain the "I AM Groot" and now "I Am Goofy" utterance? Just having fun with the IAMG acronym using "Image Mnemonics".

Colorado (my wife Liz) loves the "I Am Groot" mnemonic . . . So why Goofy? Even though past newsletters focused on unfair artists compensation, we must remember that it does no good to "bite the hand that feeds".

Merlin*, the Big 3 and all the other middlemen who have hands in the pie are only taking advantage of the existing music business model.

Thought must be given as to how IAMG can work with the Music Industry? We need to keep our enemies close and not want to be singled out or made a target susceptible to lawsuits (discussed later).

IAMG needs to present a viable vision to the music industry and within our own mission statement we should emphasize how we plan on working cooperatively. How can this potentially be achieved

I was surprised many years ago by the fact that the NFL was able to function as a non-profit for almost 100-years. This high level model is one we are using as a base business model. In line with this discussion, we should consider another very successful sports business model. As such, the "I AM Goofy" baseball analogy. The Major League Baseball (MLB) farm system has been around since 1919 and is used as a means to "grow" talent, by developing young players until they are ready to contribute in the big leagues.

A solid IAMG strategy would be to become an "independent" affiliate. Within the IAMG mission statement regarding artist collaboration, we need to consider a pronouncement that one goal will be to assist and help artists move on with their professional careers. How rewarding would it be if someday someone from the IAMG fold makes it into the "big leagues". Several independent, unaffiliated Minor Leagues exist in the MLB farm system, the Atlantic League and the American Association also a 501(c)(6).

Now on to some copyright and legal discussion. As mentioned in the 'special edition' newsletter last week, MP3.com and Napster were examples of single threaded business revenue models.

