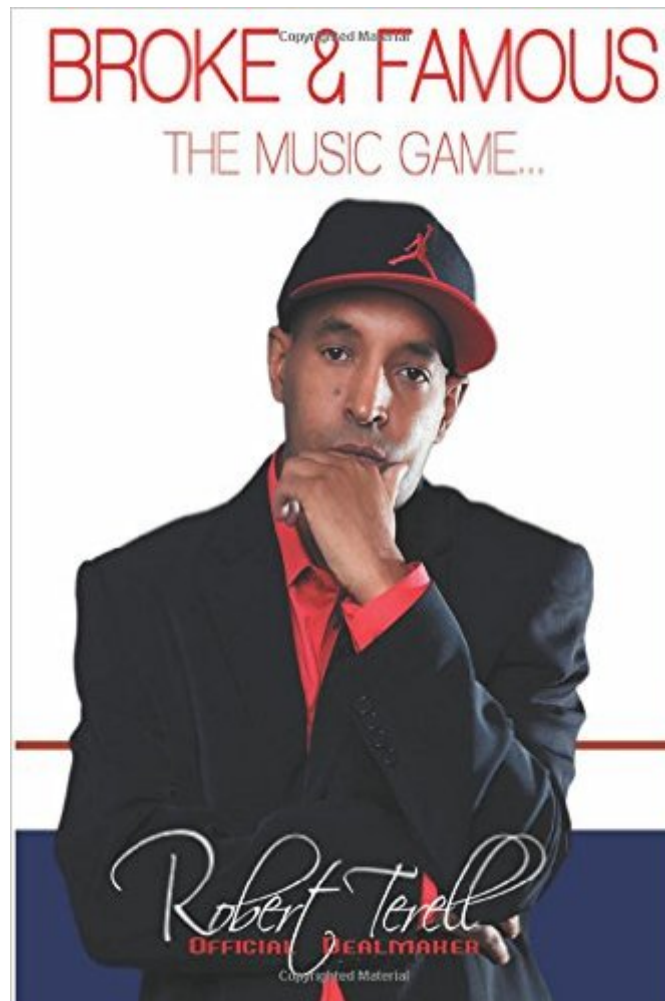


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# Broke & Famous: The Music Game... (Volume 1)



## Synopsis

After 16 years of blood, sweat, and tears in the music industry! I evolved from struggling intern to a real entertainment executive. Unknowingly, I enrolled and attended classes at Adversity University the unofficial school of the music business. During that point in my career the landscape in the music game was drastically changing and so were the rules for winning. Today's music business is about a different kind of hustle. With the rapid advancement of technology, social media platforms, and a wide variety of brokering services, you will become as relevant or irrelevant as your level of understanding the game. Your ability to elevate and transform your thinking about the dynamics of the new music game will determine how much money you'll make, how much you'll keep, and ultimately how successful you'll be. In the final synopsis the dream is still real....but the hustle is sold separately. So that means your career will either be a very expensive hobby or a profitable business venture at the end of the day. In today's music world there are no A&R's or labels willing to spend money to develop you for the next 2 or 3 years before they make a profit. As of today, the music game, is about manufacturing and producing your own machinery. These self-made machines are designed and created with the sole purpose of the artist winning. Join me as I endeavor to enlighten the blind, quench the thirsty, and reveal the wicked plots of industry predators disguised as legitimate record executives but are worse than your average stick up kid. After reading my book series your career will fit nicely into one of the following categories: "Broke & Famous", "Broke & Unknown" or "Rich Forever". You make the choice, or the industry will make it for you! About Robert Terrell: Industry certified Robert Terrell is recognized as "The Industry's TOP Choice" in global business entertainment, brand development, and brand management. Robert Terrell ascent from unpaid intern to president, business expert, financial strategist, motivational speaker, author, and serial entrepreneur has aided him to take major steps forward to grow and develop emerging acts and teaching them how to arrive on the scene with a fresh and new perspective. Born and raised in the streets of New York City by a single parent mother, Robert began his career in the music business as an intern at Calliope studios in New York, NY. As the visionary thought leader of Wealth Nation Entertainment, he has orchestrated major label distribution deals with Universal Music Group Distribution (UMGD) via INgrooves Fontana, and has held several major positions in the industry throughout his career including the following: V.P. of A&R with IMG recordings, which is distributed via Warner Bros., Sony, EMI, and Universal, E.V.P. of Corporate Affairs/Strategic alliances for HYPE Magazine and THM Media. Recently appointed by President and Vice President of Bungalo/Universal as Regional Director for South Regional Markets, Terrell plans on taking the music game back to the days when artists were groomed to

become stars!

## Book Information

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## Customer Reviews

I bought this for a family relative. He said the story line was okay but the book was too short and could have had more detail.

This was a gag gift, figured it would be poorly written and without much substance.

A must read for any artist or aspiring musician! Rob Terrell obviously has many years of experience in the music industry and has thought provoking, honest and in-your-face insight to offer to the novice and even a more advanced entertainer. Not only did I learn more than a few things by reading the book, but his excellent writing skills allowed me to thoroughly enjoy myself while doing so...look forward to more by Mr. Terrell!

"Clearly this manifesto is essential in the new music business. Artists need guidance, and Robert Terrell delivers. Entertainment business must be preceded by entertainment education. Here is your 101 class captured in a simple to read book by a master. I encourage anyone whose priority is success in the music business to purchase, read and reread this epic literature."- DjJaime O

My hat goes off to Robert! Wow! This guy really knows the business side of this industry inside out. Definitely a must read for any aspiring independent artist's out there that's really trying to make it

and handle their business correctly. I read the whole book already, can't wait for his next book.

Great Read! Definitely gives you a brief but accurate descriptive insight of the music industry. All artist should read this book, better yet anyone involved in the music business should read this book.

#Truth

Compelling really... Learned a lot about the contemporary music game. Few are keeping it this real about what truly goes on.

This book is the truth especially coming from a man with over 16 years experience in the industry. A must read.

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