

Intelligent Diva Talks About Creativity During the Pandemic

The artist Intelligent Diva tells us how she focuses on investing in her music projects which can bring her a return on her investment . She creates a business plan and marketing plan and determines the growth potential.



Jacksonville, Sep 30, 2020 ([Issuewire.com](http://www.Issuewire.com)) - The artist Intelligent Diva states she intends to be in

the music industry for the long haul. Intelligent Diva, is a singer, songwriter, lyricist, publicist in the Jacksonville, Florida. She feels both independent film and independent music artists and smaller labels need each other. The pandemic has affected them both industries. One of the key things the artist has been focused on is multiple dual partnerships. Intelligent Diva tells us the first dual partnership that is needed is between the independent film production company and the independent music artist or music label.

The second dual partnership that is needed is between a small independent record label and a major independent record label. The third dual partnership that is needed is between the independent film production company and foreign investors. As an independent music artist, she invested in her own music project, and distributed them, and promoted them in 3 countries the US, UK, and Canada. She enjoyed performing in Germany. While living in Germany, she learned that countries outside of the US really enjoyed the music of independent artists. As an independent artist, releasing singles is a very smart investment, the production cost is smaller. EP's and albums are more expensive.

Therefore, a larger budget is needed for EP and an album. Therefore, she released singles to save up for future releases and promotions. Intelligent Diva established a strategy for how you plan to earn a return on your investments. This designed her logo and started with a starter kit of items that she wanted to be able to sell as merchandise. She also wanted to add PPE Kits to her merchandise, music software to help independent artists help manage the admin business side. The artist set a goal to release her music and to license them into film and television. She states the reason for this is because it creates more royalties. Since you can't tour, you can stream live concerts, sell your music online through the stores. But, if your music is in a film, then your music can be sold on more physical products.

Every film has a potential whether it is T-shirts, customized USB flash drives, and DVDs. As a songwriter, a publisher with your song in a film you are compensated more outside of the US than you are within the US. On top of all that distributors are need content right now. They need a new inventory. The artist states she is grateful for the companies that support independent artists.

The artist paid attention to the fact that her press releases, music interviews, and blog features were all outside of the US. The artist states when she looks at the stats for the certification levels in the UK, Canada, and France based on the certification organizations of IMPALA, RISA, and BRIT for several singles and her recent album released called Seduction. The artist has streams that meet these numbers. However, she was not with a label when these projects were in place.

The artist states being able to have a metric to compare your progress against helps you focus on where you are and where you need to be. IT helps you to see are you targeting the right audience. Based on her stats she is doing well and reaching milestones. Just not enough money to make her rich. The artist tells us setting realistic goals are important. An independent artist will spend less money on a project than a major label. The right strategy would be to target those countries who need content and enjoy your music. If an audience promotes in 3 countries they could certify silver, gold platinum in those 3 countries. The label or company offering label services should Register with RIAA, IMPALA, RISA, and BRIT would allow an artist to land on one of the charts if the numbers are there. In 5 months, an artist could work towards meeting gold based on US sales under RIAA. However you need income for marketing and promotion, and this must be treated as maintenance and you don't stop until you meet your goal.

An artist who is paying for paying the release of a single on their own, it could take longer depending on their budget. But eventually, they could possibly break even in 7 months. However, Intelligent Diva focuses on multiple streams and multiple stones and targeting industries that she supports her music

and also who has a need for content.

Intelligent Diva, wants her music to be included in films, and television shows, and she wants to create multiple streams of income from royalties, the artist has aimed to target industries in addition to people. Intelligent Diva recently landed a deal with Foremost Records. Foremost Records is owned by Marc Cayce who also owns Foremost Entertainment which is a production company. The artist tells us, she made the decision because she saw the bigger picture. Marc Cayce already has both entities a film company and a record label.

The film industries give the independent another platform and more royalties. To an investor this would be considered low risk, and where the dual partnership is needed. The film production and equipment is already done. The director already had already demonstrated based on his filmography to create films using celebrities. Marc Cayce s already pulling this off with a small budget. In Flint Tale, you have the actor Hawthorne James everyone is familiar with him from the 5 heartbeats. The artist tells us she filmed her first acting scene Last Chance to Dance also filmed by Foremost Entertainment where she is a co-star in the film with the actor Tommy Lister Jr, which everybody knows him from the movie Friday. The movie also includes other artists on the label and another celebrity Ella Joyce who starred in the movie Set It Off, and the TV Sitcom Rock. Marc has recently filmed another movie Black Skin featuring Miguel Nunez Jr. The independent film genres which are the top sellers, are horror, documentaries, drama's and comedy. T

The films in which her song is featured in the movie she acted under, the genre falls under Drama. The artist says she has done her research. When you think of a film with Drama. You have to think about the script, director, producer, cast, and budget level. The artist says that Drama films need to have strong packages if they are going to sell in the international market and breakout. The budgets need to be carefully examined as films in this genre are going to be more execution dependent.

Intelligent Diva looked at the big picture and saw that forming a dual partnership with independent film producers and helping Marc Cayce to start a record label is one relationship that could generate more revenue. She was already marketing her music outside the US. Therefore, from a label executive perspective realized the marketing strategy needed to be the same for both Foremost Records and Foremost Entertainment. Intelligent Diva says Marc Cayce's structure is similar to like Sony Music and Sony Films both being subsidiaries. In the pandemic, she states she can survive in the music industry by promoting multiple roles in the music industry for an independent artist as a contractor because her knowledge and experience is associated with a salary.

The artist teamed up with Foremost Records, and having her music in Foremost Films where a motion picture soundtrack is being released is also a great opportunity. It would create more revenue over the years. The artist even shared that for the dance film, where there will be soundtrack by the Foremost Records associated with it, some of the dance songs could also be licensed to video game companies to placed in the games. Collecting royalties from digital music sales and song streams is not the only way to make money with your music. Licensing your music for TV shows, movies, commercials, video games, trailers, YouTube, and other types of visual media can generate significant revenue streams.

These are all ways the music label and artist can make money. The DVD rental's and streams and other merchandise can also create revenue. Some of the music in the films are existing. Therefore, if the music is promoted in 3 countries, the movies should also be promoted in 3 countries because she states outside of the US needs content and the artist who is songwriters and publicists tend to make more money. The artist says the investment is low risk when the production of the movie is complete, and if the songs licensed in the film are existing songs. You could look re-release the songs and sync them up

and they would share the streams. This also creates more income. The artist has already invested in the production of the music, the cost is lower to use an independent artist during the pandemic. The production of the film should already be complete. The artist chose to partner with Foremost Record Label because the CEO had both a film and wanted to create a music platform.

Both Foremost Entertainment, and Foremost Record label, and the artist have already invested into the production for what is planned to be released in 2020, this is would be more like a 50/50 split. The artist feels the record label can be successful because in music and film and with re-releases you increase the options of the purchase of the song. You would also increase your fan base. However, the earnings would be even greater if smaller independent record labels like Foremost Records and small independent film productions companies like Foremost Entertainment could obtain foreign partnerships to promote and distribute films outside the US.

A foreign partnership could help an independent filmmaker and music artist because there is a demand for content. The artist on the label also plays multiple roles such as singer, songwriter, and publishers. Countries outside of the US pay more to songwriters and publishers in film. Intelligent Diva says that it would help if the dual partnerships could help the small independent film production company to have access to post-production support. This would help to ensure the quality is there and the film can be passed QC and then with a distribution deal and promotion, it would take a dual effort to promote the film and the movie. The more you promote them both, the more revenue you intend to generate. Small independent labels could also receive help from major independent labels in those territories outside of the US by obtaining an agreement with them, where they could provide a budget, and advance to the smaller independent labels because both stand something the gain if they target the correct market.

The artist states she continues to follow this process during the pandemic and to work on obtaining support from investors who would be interested in partnerships in investing in music and film industries to help market outside of the US to give products to countries who are in demand for content. She will also keep wearing multiple hats to get paid for the roles which she can perform in the music industry as well as seek other endorsements. She wants to license her song Become Your Wife to Lifetime. That's one her favorite channels and she can even see her writing the script. As a label executive, she will continue to seek dual partnerships to ensure the artist and the label receive the most on their investment.

You can check out Intelligent Diva at her Instagram _ Intelligent Diva.

See a clip from the scene Last Chance Dance and picture

<https://www.instagram.com/p/CFumMICDFyL/?igshid=1q15x6c6xld2k>

Check out her music on Spotify <https://open.spotify.com/artist/5VOW1VfwJeVtnbleqnQ4gg>

Check out Intellgent Diva's music on YouTube

<https://www.youtube.com/channel/UC9gC-I2OpWenPcWPwtJVRTg>



Media Contact

WLKPR Services

wlkprservices@gmail.com

904-860-2050

Source : Intelligent Diva

[See on IssueWire](#)