
EARL GREY AUDIO

A cup o' tea for the sonic soul



Business Package

Created by Eric Letendre, Sole Proprietor of EGA.

Executive Summary

Earl Grey Audio is a local record label in the town of Nowhere. We mainly produce various types of rock music, as well as alternative, acoustic, electronic, and ambient genres. Our vision for the label involves networking with other likeminded individuals and organizations within the community to foster a broader creative environment in which music and arts will flourish.



To give talented individuals or bands the opportunity to send their own personal soundwaves out to the world is the mission statement of this cross-genre producer

OUR BUSINESS PLAN IS SIMPLE: GET OUR MUSIC HEARD.

Beyond typical social media promotion and advertising (Facebook, Twitter, Instagram) we try and promote our bands' records at locales such as coffee shops, on local radio stations, free street promos and live street performances, etc.

EGA really tries to get as many creative people involved in the whole production and distribution process as we can. The most creative minds are the sharpest and most

innovative in delivering high-quality results to the public, which in turn allows our musicians to flourish as performers.

We try to partner our signed musicians with local digital and traditional artists to produce album art and other band merch for them, at the discretion of and regarding the creative visions of the musicians.

Departments of Operation

We currently have three different departments within EGA, and are seeking new, enthusiastic individuals to join our team.

Recording and Studio Operations

Lead Audio Engineer – {Open Position}

Lead Producer – {Open Position}

Studio Manager – {Open Position}

Assistant Engineer(s) – {Open Position}



Touring and Artist Management

Lead Talent Agent – {Open Position}

Venue Booking Liaison – {Open Position}

Tour Manager(s) – {Open Position}

Earl Grey Audio, with its relatively small team, strives to connect with the community and create bonds that matter so that we can do what we do best: bring you music you love!

Marketing, Public Relations, and Human Resources

HR and Union Liaison – {Open Position}

PR and Media Consultant – {Open
Position}

Street Team – {Open Positions}



Model & Structure

In keeping with the mission statement of EGA of “getting our music heard” the three departments work closely with one another to ensure smooth operations throughout the company, and that the music produced by our signed musicians makes it into the public eye.

Whether that is in the form of a recorded EP or LP within our **Recording and Studio** department, or bands meeting with members of our **Touring and Artist Management** department to schedule certain events around the city to generate attention for their music, EGA’s goal is to be available to help musicians in any way it can so that their music gets out there.



Earl Grey Audio's CEO

Eric Letendre, sole proprietor of Earl Grey Audio, has always held music in the highest regard. Indeed, it is what brings him peace in times of stress, happiness in times of grief, and contentment in times of squalor and dissatisfaction. From a very young age, Eric has expressed himself through music better than any other medium. It is, he would say, a strong skill of his. His other strength is writing, and he feels that the two go hand in hand quite wonderfully.



Eric began his musical journey playing the piano, took lessons for a time, and then realized that they were not for him. It was at this point that he reached outside his comfort zone and took up the acoustic guitar on his own, teaching himself how to play covers of his favorite songs from his favorite bands and performers. Growing up, the kinds of music Eric was exposed to spanned from The Beatles to Daft Punk, Deep Purple to Anberlin; with each passing year more and more genres expanding his sonic palate.

Earl Grey Audio grew from this expansion in musical tastes. To give talented individuals or bands the opportunity to send their own personal soundwaves out to the world is the mission statement of this cross-genre producer. Eric hopes that his love of music and all its amazing benefits seeps deep into the earthy foundation of his business so that it nourishes the growth of, not only the label, but more importantly the musicians who he is fortunate enough to have along for the ride—for however long that may be. He feels humbled by the authenticity and humanity of the artists that have signed with him thus far and hopes the trend continues well into the future.

Press Release from October 2017

Earl Grey Audio Artists to Perform Friday at Nulu Nulu Café

Several Musical Performances Expected at Downtown Hotspot, Nulu Nulu Café

Nowhere, NA October 17, 2017:

Today, Earl Grey Audio, a local recording label known for producing albums for several talented musicians from around the area announced that they will be collaborating with Nulu Nulu Café to host four of their most popular signed musicians. The musical repertoire for the evening will include The Do-Gooders, Aura Lion, Yasnara, and The Fiddlestix.

Owner of Nulu Nulu Café, Jessup McCreel, said he is, “very excited to open the floor to these wonderful musicians. I’ve heard a bit of each of the four artists’ music, and all of us here are thrilled to be able to give them all the opportunity to perform for our guests.”

Eric Letendre, sole proprietor of Earl Grey Audio, has been in communication with McCreel for several weeks now, trying to secure this important collaborative opportunity. “These musicians are all incredibly talented people—different genres, different sounds, and *all* worth hearing in a live setting. Jessup McCreel really came through and I’m extremely grateful for his generosity.

The Nulu Nulu Café is open from 7 to midnight and guests can expect the performances to begin at 8 p.m., Friday, October 20. Nulu Nulu Café is located in downtown Nowhere, on 42 Nahn Street. Parking can be found around the back of the establishment.

OUR MISSION IS YOURS

Earl Grey Audio is dedicated to the distribution of quality talent in and around the Nowhere area—if you feel like your personal musical stylings need to be heard, please come see us and we will ensure that your tunes reach the public's collective ears.



In this technological age, we rely on social media to spread awareness of our label and what our mission is. EGA is on all the primary social media platforms (Facebook, Twitter, Instagram, YouTube, Tumblr). Following us on any (or all) of these sites increases the likelihood of you getting your music out there. We post regularly on all of them and use them as tools to forge valuable relationships with our clientele and the community.

WE HAVE A WEBSITE IN THE WORKS, TOO!

VISIT US HERE @ [EARL GREY AUDIO!](#)

