



Artist Management Plan: Whitney V. Powell

By: Stella Thornton, Talent Management Spring of 2025

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ARTIST MANAGEMENT PLAN – Whitney V. Powell

Executive Summary

Within the past 3 months, manager Stella Thornton decided to manage Whitney V. Powell because Stella's mother is a Christian artist that had a career back when she was younger and still puts out music today and she thought she had a good background to help Whitney start her journey as an artist. Stella also wanted to start out with someone from square one and be able to help someone older than them and not someone in their age group.

15-second pitch

Whitney V. Powell is a Christian music artist based in Chicago who uses different music genres to spread the word of God to all. One song could be opera, then the next, R&B. You never know what will be coming next with her.

This plan is a combination of a business and marketing plan for the Talent Management course at Columbia College Chicago to help my artist Whitney V. Powell start her journey towards her goal of spreading His word to anyone and everyone through her voice as music.

- **Implementation:**

What Stella has done for Whitney this semester:

- Set up a TuneCore account
- Made a Linktree
- Set up pre-save links
- Upload music for release
- Build up Instagram, TikTok, YouTube, Facebook, Spotify followers and listeners
- Make a Spotify and Apple music account
- Make a website
- Make a content calendar for all social media for each month
- Make a promotional plan for the 3 weeks before release
- ***Get her scheduled for a podcast***
- Film music videos
- Take photos for content and press purposes
- Make a one-sheet
- Sign up for publishing rights and monetization
- Making cover art
- ***Get her music placed on playlists***
- Designed merchandise/came up with concept ideas
- Sent out mail merge
- Connected Whitney with industry professionals

Introduction

30 Second Pitch

Whitney V. Powell is a Chicago-based Christian music artist who uses different music genres to share the word of God with everyone willing to listen. One song could be opera, then the next, R&B. With Whitney, you will never know what's coming next, her first song, a ballad, her second song, house music share vastly different music genres but ultimately talked about Christianity. With only 2 songs out with almost 6,000 streams combined, you won't want to miss out on what she has in store for the future.

Purpose

This plan aims to define who Whitney V. Powell is and strengthen, establish, and grow her brand. To be able to achieve this this plan outlines social media techniques, promotional calendars, target audiences, and more to succeed.

SEE APPENDIX A: Interview Questions

Professional Critique and Feedback

The purpose of getting critiques is to improve on anything that either the artist or manager overlooked or didn't hear/see when reviewing their work. It helps to know what you're doing well in and what needs some more work so you can focus your time and effort on those sections.

Feedback 1

Professor: Kent Anderson

Bio/Credentials:

Adjunct Professor of Instruction,
School of Business and Entrepreneurship
Columbia College Chicago
618 S. Michigan Ave., 5th Floor
Chicago, IL 60605
keanderson@colum.edu
312.805.2440

Feedback:

Here are my thoughts and observations. The intro of following the artist in downtown Chicago is cool - the audio, however, is annoying. I might suggest a drum loop from the

track, or the a cappella version at a low level might be more effective. When she enters the dance studio building, cut the b/g track to silence so we follow her through the halls. Once she enters the studio, the track begins (as it is at present). The track and choreography are reminiscent of Janet (Jackson). The red box is a fine idea for an alternate stage. Also, the alternate video of the artist in a black hat, with red lipstick against a red background, is stunning. The video capture and editing are first-rate. I might suggest you A/B the audio track against other comparable videos to ensure it is mastered loud enough. I would end the video right after Whiteney's laugh at the end. The 'reprise' is not necessary. Overall, I am very impressed with the track, the song, the artist and the audio/video component. I'm particularly impressed to learn it's shot by Columbia College Chicago students.

Reflection:

Since my artist comes up with all the music video ideas herself way beforehand when the song is getting written, it's nice to see what someone has to say about it and if they get the idea behind it. What Kent said about how it reminded him of Janet Jackson, who was one of the people she drew inspiration from when deciding what to do for the music video. This feedback helped with her goal of planning out the music videos herself, and we filmed them together, but still making it look like there was a budget or a lot of effort/time into filming and planning it. We still have one more video to shoot before I go back home for the summer, so it's nice to know that the videos we have been making look good to others and make sense to others.

As of now, just from this feedback, we know to double-check the music level before exporting and uploading the video, since that was one thing she forgot to check before uploading it. Another thing is I will suggest posting to social media, asking fans/people what the music video reminds them of, or who it is reminiscent of. I also will keep leaving the planning of the music video to her and the editing while I film, since that is still doing good for us until she gets to a point where we can put in a lot of money/effort into them.

Feedback 2-5

SubmitHub: Lexi Ciungara of Moon Mood Playlists, neopianorecords, FusioNostalgia, Bree of Women of Substance Music Podcast

Feedback:

Good news! wosradio of [Women of Substance Music Podcast](#) will be sharing "[Whitney V. Powell - The Son](#)" here:

Podcast on our Inspirational Christian show for August date TBD

(scheduled for August 24 2025).

They had this to add: Watch your email for important info from Bree at Profitable Musician. Be sure to fill out this form <https://forms.gle/FTPAmdcZMEwt24Jo7> so we have your info for the song introduction, Spotify info for the show notes, and social media info so we can tag you when the episode comes out. Playlists will be sent out 2 weeks before the week of shows airing so watch your email.

- The SubmitHub team

FusioNostalgia wrote:

"hey thank you for submitting, love the instrumentation but sadly i wasn't so into the vocal tone at this time, would be nice to check out more though. "

If you'd like to rate this feedback, please visit your [campaign](#).

neopianorecords wrote:

"Hey there and thanks for your cool submission. We enjoyed the nice driving energy and dance beat in this one :)

Unfortunately we found the overall song to be a bit too repetitive and straightforward for our personal taste, which's why we have to pass on this one.

But Remember that's just our personal taste, definitely keep up your cool style, and we would love to hear more from you :)"

If you'd like to rate this feedback, please visit your [campaign](#).

Lexi Ciungara of [Moon Mood Playlists](#) wrote:

"Hey there! :) Thanks for the submission! I liked the groove of this song! The bass line is catchy, the voice has a cool flow, and the drums and the percussions sound so clean. I've enjoyed listening to this song, but sadly, I feel that the overall vibe did not feel as uplifting as I'd like for the Mood: Boost Me! Playlist. All the best! "

If you'd like to rate this feedback, please visit your [campaign](#).

Reflection:

This feedback aligns with her goal of trying out a lot of different genres and techniques. From the feedback, you can tell it was a good vibe and sound that came across as a dance or higher energy track, which was the goal we were shooting for in the first place. It was also nice to hear that it sounded clean and nice since we tried out a different studio and mixer this time around, which we will be using going forward, considering how good the song ended up and how well it was in the studio. It was also nice to hear from two of them that they want to hear more and that the style itself was good, which we will try to do more upbeat ones with the other genres we want to try.

The different thing I would try is making social media posts asking what type of playlists they could hear this song in or even asking to share a playlist they made with the song in it. Another thing I would do is when it gets closer to the date of the podcast is to post about it and share it/tease it beforehand to generate some attention to the podcast, and since it will be in August, the song again. I would also, from the feedback, see about getting more feedback into the tone/vocal aspect of the songs going forward. One last thing I would do is showcase how she is trying out different genres and how you never know what type of music will be out next.

Mission and Vision Statement

- **Mission:** Whitney V's mission as a faith-based artist is to use various music styles to share the word of God, worship with believers, and reach non-believers through spiritual lyrics.
- **Vision:** Whitney V dreams of her music helping people receive God into their lives, feel His love, and be saved by Him.

Industry and Market Analysis

Music Industry Overview:

The Christian music industry encompasses a wide range of genres such as gospel, contemporary Christian music (CCM), and contemporary worship. It involves a diverse network of artists, songwriters, producers, concert organizers, and radio broadcasters, all contributing to the creation and spreading of faith-based music. One of the main things that is noteworthy about the music scene right now is the growth of listeners, particularly among younger audiences. Millennials and Gen Z listeners now make up an increasing share of the audience, often discovering new Christian music through personal connections like friends and family. This surge in engagement has positioned CCM and gospel as some of the fastest-growing genres in the United States, with streaming and consumption numbers steadily climbing. The appeal of Christian music lies in its genre diversity—it spans styles from pop and rap to rock, country, and worship—allowing it to resonate with a broad audience across cultural and musical preferences. Furthermore, the genre's influence is not limited to the U.S.; it is experiencing growing popularity in international markets such as Brazil, Mexico, South Africa, and the Philippines. Industry trends like major concert tours and corporate consolidation have further propelled the genre's commercial success. Initiatives such as the Christian Music Alliance and the development of Christian divisions within major talent agencies are fostering collaboration and increasing visibility for Christian artists. Notably, some artists, like rapper NF, have achieved mainstream success, blurring the lines between Christian and secular music and underscoring the genre's expanding cultural impact.

Market Analysis:

the significant growth of the Christian and Gospel music genre in 2024. According to Luminate's data, the genre experienced an 8.9% increase in overall consumption through week 22 of 2024 (ending May 30), surpassing the industry's average growth rate of 4% during the same period. This surge positioned Christian/Gospel as the fourth-fastest-growing genre in the U.S., trailing only Pop, Latin, and Country music.

A key driver of this growth is the expanding younger audience. Luminate Insights reports that the share of Millennials and younger listeners rose from 39% in 2022 to 45% in 2024. Additionally, the average monthly listening time among Christian/Gospel fans increased by 19%, from 47.9 hours in 2022 to 56.8 hours in 2024.

Top artists contributing to the genre's popularity include Elevation Worship, Lauren Daigle, Phil Wickham, Hillsong Worship, and Brandon Lake. Notably, Elevation Worship's song "Praise" has been a significant hit, spending 24 weeks atop Billboard's Hot Christian Songs chart.

Charts and trends in **Appendix B**

Management Team

Stella Thornton



Stella Thornton is an artist manager from Springfield, Missouri. She can work with any social media proficiently, all Office materials, all Google materials, checking insights on social media pages, designing a website, planning out social media campaigns, along with helping at live shows. In the past she has worked with Chemical Mass and Trotter Water. She mainly worked as a social media manager who planned out when and what was going to be posted to their social media channels and posting them accordingly. She raised their engagement by 35% for Chemical Mass and 10% for Trotter Water. As of now she knows the basics of Korean and is fully proficient in English. The classes she has taken relevant to artist management are social media and Digital Strategy, Entrepreneurship, Music Publishing, and Law for Creative Industries. Currently Stella is taking Entertainment Marketing and Talent Management. She is also currently in an internship helping manage two artists on the management side and helping with the communications from the marketing side for all artists. Stella is currently managing Whitney V. Powell.

Artist/Band Bio



- “I want God to use me as His mouthpiece, thus via music, helping as many people as possible recognize God’s love for them and encouraging everyone to build a closer relationship with Him through Jesus Christ.”
- Whitney V. Powell is a Chicago-based artist on a mission to reach people who don’t know God and create music for believers to use in worship. Drawing inspiration from 90’s divas, she blends pop, R&B, and contemporary Christian music to create a unique and uplifting sound. From soaring soprano to rich tenor, Whitney’s vocal range carries her message of faith and encouragement. Her music aims to inspire listeners to build a closer relationship with God.
- Highlight significant milestones and unique selling points.
- **Functions and Roles:** Whitney V. Powell is also responsible for editing the music videos along with coming up with the concepts for them and with filming and posting social media content.

Audience Analysis

Most of her audience as of now is between the ages of 18-54 and is split between male and female. The United States is of course her main target audience with California taking the lead then Brazil and the UK behind. Since these people are so diverse our goal is to keep doing daily bible quotes since any age can enjoy those and then half content tailored toward the younger generation with trends, relatable audio or references, then for the older audience focus more on testimony, thoughts behind a song, personal experience with making the music, more focused on her life and experiences. The reason being when looking at the insight on posts people like those

ideas and videos more in those age groups. Her main audience is female but when being a female artist its unavoidable to have a male fanbase as well. Since she is a Christian artist, we won't specify make any posts tailored towards the male gaze and just focus on the female gaze and if males like it then they do and if they don't then they don't. We will also try to make more posts about getting ready and make up videos since those do well with the younger and middle-aged crowd of females.

Appendix C for charts about audience demographics

Branding and Image

Whitney V. Powell is a Christian music artist known for spreading God's love to save as many people as possible and show people how much God loves them. Their work is inspired by showing love to all, creative outlets, and authenticity while reflecting on their goal of spreading the word of God to anyone and everyone, no matter what.

Brand Strategy:

Coordinate/make sure all social media pages line up with each other.

Make sure the website is updated with the most recent single.

Make sure the Linktree uses the colors of Whitney

Incorporate the brand colors and fonts where you can change the font and/or color of anything

Make sure everything that is seen by the public aligns with the Christian atheistic

Before making this list of things we must do, Whitney has nothing linking or showing that she was one brand. No one knew what her brand even could be. After coming up with a list and doing a few photoshoots we managed to align all her social media platforms and the website to match.

Appendix D for more info and swatches

Music and Content Strategy

- *Goal Title:* Release 3 singles and a full album or EP by the end of June

Why This Goal Matters: Generate an audience and gain fans

Target Audience: Spotify/Apple Music listeners, people aged 18-45, fans of Christian songs, pop/edm fans

Timeline:

- First single promotion March 9-28
- Single release March 28

- Second single promotion April 6-25
- Second single release April 25
- Third single promotion May 11-30
- Third single release May 30
- Full album or EP promotion June 8-27
- Full album or EP release June 27

Key Collaborators: Studio LSD, Mixer Loqum, graphic designer/videographer/set designer Whitney V. Powell and Stella Thornton

- *Goal Title:* Create a loyal following on each social media platform and raise engagement by 30%

Why This Goal Matters: Generate an audience and gain fans

Target Audience: People aged 18-45, fans of Christian songs, local Christian people in the Chicago area who go to church or believe in God

Timeline:

- Post consistently every day unless during promotion then post twice
- Every day post a bible quote

Key Collaborators: Whitney and Stella

Appendix E for reference materials and detailed plans/timeline

Promotion and Media Strategy

Overall, I plan on reaching out to these places 1 week before to 1 week after a release.

Urban Praise Radio

I plan to reach out to La'India Cooper since her values are aligned with Whitney the best. She wants to spread the word of God to all and that's the reason she started a podcast in the first place, which is exactly why Whitney started making music in the first place. I plan to send out an email asking if Whitney can be on the podcast to share her journey and experience in making music.

Sample Email

Subject: Whitney V. Powell "The Son"

Hello, La' India Cooper, I hope you're having a wonderful day so far. My name is Stella Thornton, and I represent Whitney V. Powell, a Christian music artist based in Chicago. I noticed your podcasts on Wednesdays and what you value, and I feel that Whitney would

be a perfect fit for the podcast. Here is a one sheet and link to her website to see more about her. If you need anything else let me know and if you have time for a call to review her one-sheet or to learn more let me know and we can set a date and time for it.

Attachment (one sheet) / www.whitneyvpowell.com

Thank you,
Stella Thornton
Artist Manager
management@whitneyvpowell.com / stellathornton13@gmail.com
(417)766-6017

Jesus Wired

For Jesus Wired it is a submission-based website where you upload/email you information to them and they will review it and let you know if you were chosen or not. They have different categories as in New Release List, Press Release, Exclusive Premiere, and Interview Request. Some of these also have a paid option that we will look into as soon as they have it updated since a paid promotion is something we both are ok with and wanted to do to spread her name out.

For both and all places we plan to promote these releases on all social media to drive traffic to them. TikTok, Instagram, and Facebook will have videos talking about what it was like being interviewed or what it means to Whitney to get on these websites in the form of a news article. All posts will have a link to the final product once it is out and available.

See **Appendix G** for table of outlets and contacts, one sheet

Booking Strategy

When the time comes for us to seriously think about shows and touring, I have prepared a few strategies. For anything in Missouri or Nashville I have connections to venues through either myself or family for places. For local venues we have a dedicated one sheet to provide for them along with her website that goes more in depth. I also have connections from interning that would open paths to securing or at least putting in offers for venues. For just starting out we plan to reach out to places ourselves without a talent buyer for us since Whitney can take the deals and sign contracts on her own. I have a

connection that would be able to review any contract we found suspicious or off as well. We also plan to make our own contracts if the venue/place does not provide one and want us to make our own. I've seen contracts and know someone I could ask for help with what needs to be included or not in a contract. By the time we start to plan out a tour or concerts Whitney will have more disposable income so we will most likely pay for the venue until we get to the place where the venue wants us to perform. A lot of the venues or places she would perform at to start with would be places where they would run on tips or donations since we are aiming to perform at churches and church related events.

As of now we have not reached out to anywhere to book since Whitney doesn't have enough music out currently to perform anywhere and in order to establish a bigger fanbase and statistics. By the end of June, we plan to reach out to a few different places for small shows or performances, so we haven't secured anywhere or had any trouble as of right now in her career.

See **Appendix G** for table of venues

Distribution/Exhibition Strategy

- **Music Distribution:** As of now we are using TuneCore to distribute her music to every platform and posting the music video to YouTube as well.
- **Merchandise Distribution:** Merchandise will mainly be sold online as you don't need to put money into buying stock since they can print and sell on demand. When she starts going to show/play at shows we will bring one T-shirt and one sticker to start with in limited quantity, plus a qr code or way to buy it online and get something in person for the order or later.
- **Exhibition Strategy:** Since she is a Christian artist, we plan on reaching out to churches for events they are hosting or even events they host for teens since her music will also be the type you can dance to. We also plan to reach out for interviews or podcasts for her to get exposure and perform.

Fan Engagement and Community Building

Since Whitney doesn't have that big of a fanbase now the main priority is liking and responding to every comment as quickly as possible. Once she gets more fans, we will have a live listening party and watch the mv together with fans once it becomes live. After watching the video then it would open to Q&A's about the process or anything fans want to ask about the song. We will also open giveaways with each single and album drop to the best edit or use of the song by giving away some signed merchandise. Once

she gets even bigger, we will host IRL events. Different parties for different holidays, that still align with Christian values and listening parties in person to connect with fans in person. Once she starts having concerts and performances, we will also host giveaways for backstage passes and/or VIP tickets. We will also keep up with making funny/relatable videos to keep up with the younger audiences as well as make videos more about Whitney personally since those do well with the older crowd. Along with that, we will focus our promotion on the age range that the genre best fits and then post regular content more focused to the other age group in order to satisfy both sides.

Monetization and Revenue Streams

Digital Monetization Plan

YouTube Ads: Once she gets 1,000 subscribers and over 4,000 hours watched, we will put ads on all MVs and videos on her YouTube channel. About to hit 100 in the first 2 months, so within the year or less, we expect her to hit those goals.

Patreon: Exclusive content/earlier content, a bigger sneak peek of MVs, and unedited vlogs about events, plus exclusive merch. She would need a bigger fanbase, so probably start that within the next year- year and a half.

Revenue Stream	Target Audience	Implementation Steps	Timeline
Merchandise	Anyone who wants to support Whitney or who likes the designs.	Research manufacturers who print on demand so they can make and ship it if someone orders something. Design the merch and decide what kind of merch.	4- 6 months open the shop

For merchandise we have a dove/her logo as one design for a shirt, hoodie, sticker, etc. The other design is a saying, “Slay to pray”. Both don’t have a physical design, but we have the concepts down. Another merchandise idea we have is a photobook or short magazine of multiple photoshoots of her with some of her thoughts or feelings. One last thing would be written lyrics by her or short sayings and then her signing them, or even specific things people want her to write/sign.

Appendix H for more details

Financial Planning

Budget Template

Expense	Description	Monthly Cost	Yearly Cost
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Marketing	Ads	\$10	\$120
MV (clothing)	Clothing for MV	\$50	\$600
Production (MV)	Lighting, props, etc. for MV	\$100	\$1,200
Mixing/Mastering/Producing	Studio Time	\$180	\$2,160
Producing (beats)	Beats for song	\$150	\$1,800
Total Expenses		\$490	\$5,880

As of now Whitney has a job in the government as an executive position and is actively looking for a new job to be able to make 6 figures. Along with that down the line we plan to open merch up and get monetization going on platforms and Spotify so that it will be able to be counted towards her income. We will also be looking to sponsorships or places to donate their goods or services to people that we want to work with in order to get their service. At the beginning of this we both knew that the beginning is a losing game and since she has an actual job, we won't have a problem, but we can always film any content or music video ourselves and thrift things needed for the videos as well. We also reuse items a lot and look for free places to film.

Appendix I for more details

SWOT Analysis

Strengths: List at least three strengths of your artist.

- Has a unique style when it comes to music genres, i.e. mixing genres and trying multiple genres.
- Willing to put in 200% and more effort for everything related to her career.
- She has a unique voice with many skills that would enable her to do many different genres and mix genres well.
- Has a talent for writing lyrics and touching people.

Weaknesses: Identify at least three areas where your artist may need improvement or face limitations.

- Just breaking into the industry.
- No music is out on streaming platforms.
- Social media has only been out for around 2-3 weeks.
- No fan base yet.

Opportunities: Identify at least three opportunities in the current market that could benefit your artist.

- Collaborating with well-known artists.

- Going on a tour with preachers and singing with them.
- Offer to sing at churches before or after services.

Threats: Outline at least three external threats that could challenge your artist's success

- Industry is flooded with people already trying to break into the market. Saturated market.
- Specific group of people to target for music.
- People's views on Christianity and God.

Goals and Objectives

Short-Term (3 months/end of semester)

- My artist will release 3 singles and a full album or EP by the end of June. (we already have this planned out and are releasing the first single end of March)
- We will work on creating a loyal following on each social media platform and raise engagement by 30%.
- Perform at least 1 concert locally in Chicago to raise her fanbase.

The first 2 singles were released on time and the third is set on time as well. The album is also on track since we have the beats and ideas for all the songs already plus the ideas for the music videos. Since social media was at 0, we have exceeded the goal of 30% but overall, all social media are growing steadily. We haven't yet set a date for the first concert, but she has gone to an open mic and performed a couple of songs there. We first wanted her to get used to performing then once she has more local fans and more songs we would see a small local concert. Now we are looking at some time in August or September for a local show. From no songs and no social media presence a show in the first 2-almost 3 months was a little bit far-fetched and now we know to think more realistically and even plan more in advance than move up the date if need be.

Mid-Term (6 months)

- Create a following of at least 3,000 on each platform.
- My artist will perform at least one festival or event.
- Collab with a well-known artist either locally or nationally.

Long-Term (1 Year)

- My artist will hold a tour around the Midwest.
- She will get her name on the Billboard charts and posts for a single or album.
- She will be nominated for awards locally and in the surrounding areas.

Extended (5 Years)

- To go on a nationwide tour, headline or be the opening for a big group.
- Go to a big-name festival or event and be a prominent name on the list.
- Have at least 2 chart-topping songs.

Risk Management

- **Weaknesses:** Identify at least three areas where your artist may need improvement or face limitations.
 - Just breaking into the industry.
 - No music is out on streaming platforms.
 - Social media has only been out for around 2-3 weeks.
 - No fan base yet.
- **Threats:** Outline at least three external threats that could challenge your artist's success
 - Industry is flooded with people already trying to break into the market. Saturated market.
 - Specific group of people to target for music.
 - People's views on Christianity and God.
- To tackle all these weaknesses and threats we came up with a plan. Have 3 singles and a full album by the end of June along with 6 music videos or more by then as well. We also planned out social media content to post to build a fanbase to start with. Then three weeks before a song or album comes out, we could add in a promotional strategy into the daily posting. We also connected all social media platforms together, made a website, and then have been promoting it to playlists and podcasts. To be different from the rest of the people putting out music we went for the unique style of music or sound she would have. We mix different genres with the ultimate genre being Christian. One song could be a ballad then the next one you would hear at a club, you would never know because that's what makes it different. We also wanted to mix genres to tap into the group of people that if they heard a worship song would turn it off and so we can appeal to more people.

Conclusion

- On all social media Whitney started out with 0 followers or listeners. On Instagram she now has 69 followers, on Spotify 113 listeners, 4,105 streams, 14 saves, and 4 followers with only having 2 songs out as I write this. On YouTube she has 99 subscribers and in the last 28 days 8.2k views in total. TikTok was the only social media that started with something which was 249 and has grown to 323 as of May 1st. We started out with nothing but a 4-month plan and a dream. Both of us have learned and got to experience so much from this short time and I couldn't be happier that I went with Whitney as my artist. People we don't know have listened and watched the music along with a podcast in August that will feature "The Son" which is amazing. We both at the beginning said we would put everything into it and that was what made us succeed in our perseverance and

determination. We never gave up when we didn't understand something, reached out to anyone and everyone for help, put in many hours into making, filming, editing, and went to every opportunity we had presented to us. We can only go up from here and I've already learned about distributing music, what being in a studio is like, the process a song goes through before uploading, cover design, videography, photography, and so much more. I can't wait to see what else I learn from here. We've also got comments about God and people talking about Him in relation to her songs and content which is a step to the goal of saving someone and spreading His word to all.

Whitney and I have both grown from the beginning of this partnership. She has a steady following, 2 songs and MV's released with another coming out at the end of the month. I was able to get her on a playlist and on a podcast. She now knows more about the music industry and what she needs to do to succeed. The goals I have set up for the future are to play at a local venue or church within the next 3 months, open merch sales on the website, get on more playlists, get an interview on either a local podcast or news station, and continue putting out music every month, with an album or ep every 4 months. My plan is to continue working as her manager till its time to part ways or move onto bigger things.

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Appendix

- **Appendix A:**

Interview Questions/Thoughts

Social

Specific email? - need access to an email,
Linktree? Something to link all socials in one place
Website
Posting every day, every other day, or every 2 days
TikTok - take down what we have now; audition fantastic tied for first
Red note?

Brand/Image

- What type of music style did you want to go for? Christian but what genre specifically
Pop/r&b, can and wants to do any type of genre, worship
- Artist name?
Whitney V
- Merch, stickers, something small and cheap, business cards maybe
Interviews, podcasts, radio, photoshops, collabs with local business
- What do you want your style to be/what's the theme you want to be known for?
90's style, diva, Britney, late 90, early 2000
- What is your performance preference?
Moving around while on stage, not sitting
- Play instruments?
no, however, writes her own music

Sound/Music

- What are your Musical influences?
Sarah Brightman and Mariah Carey
- Do you have any Live show experience or any plans, how many have you done, and what have you done?
Has performed some, sometimes on Sundays at church
church events, open mics,
- Are any songs ready, what's the progress look like
Nothing as of rn
- What's your process for making songs, Creative Process
When they are needed done they will be done, sitting down things will come or randomly when inspiration strikes
- Vocal range and techniques
Soprano, like Mariah Carey, male tenor, whistle notes
- Do you do anything to maintain your abilities?
Voice training at least 5 if not 6 hours a week, classical techniques, hour and 30 mins

Personal

- Work ethic?
Very hard, persistent, willing to put into the work
- Venue you want to play at one day
Chicago Theater, anything, Carnegie Hall, amphitheater

- How much time can you devote to your music career
5 hours or more a day
- What are your Motivations
Having people know god, reaching people, and getting through to them through music
- How do you handle criticism and feedback?
Enjoy constructive criticism, it is only worth it if it helps, and takes it well
- Have you done or what have you done to make connections
Classical connections, not too many
- How do you measure success
Views and comments not from people you know
- How much money can you put into this, videographer, studio, photographer, producer, etc?
Month 300x400 after June 2,000
- Goals, timeline; what do you want to accomplish, short term, long term, what is feasible
Short-term, Artist photoshoot, one single recorded, one mv, interview, 1,000 ep out, album, recorded written, singles, 3 mv, live shows if possible
- How confident are you on stage
Skill 7, ready to sing anytime through

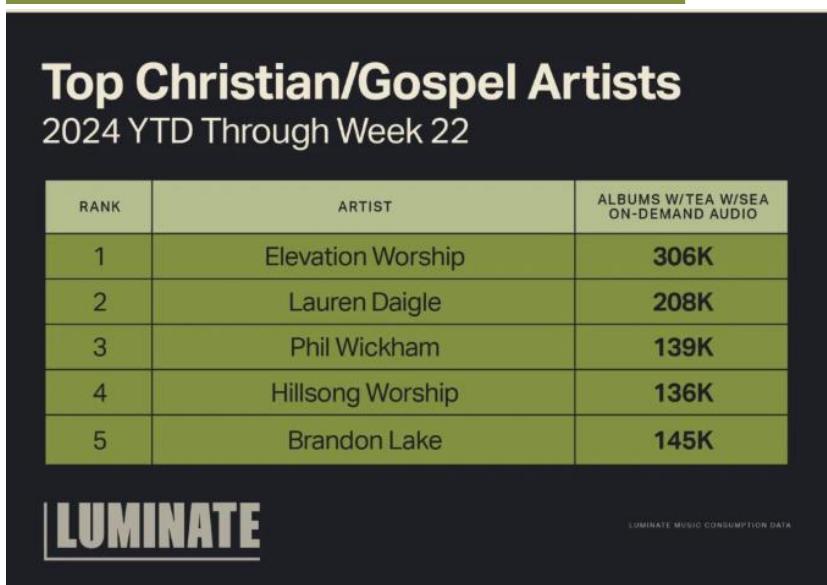
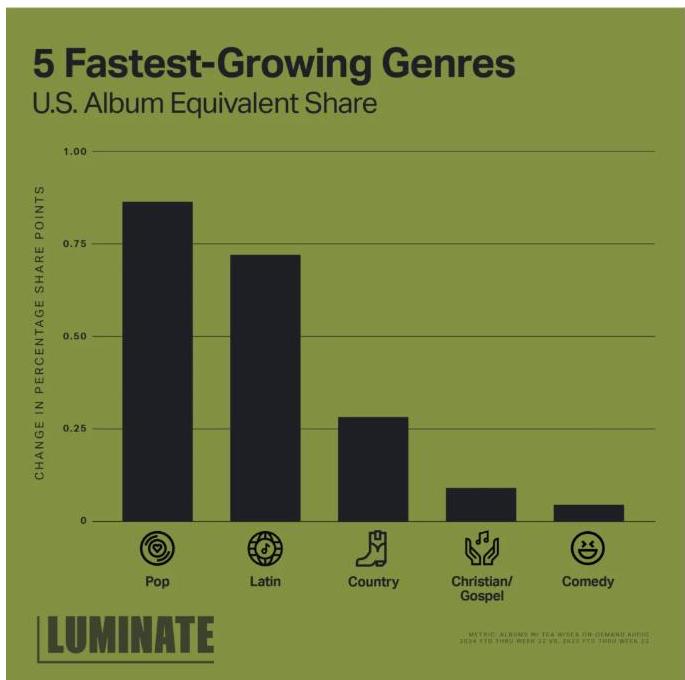
Other

- What do you want from me? How involved do you want me to be?
As involved as I can be

Notes

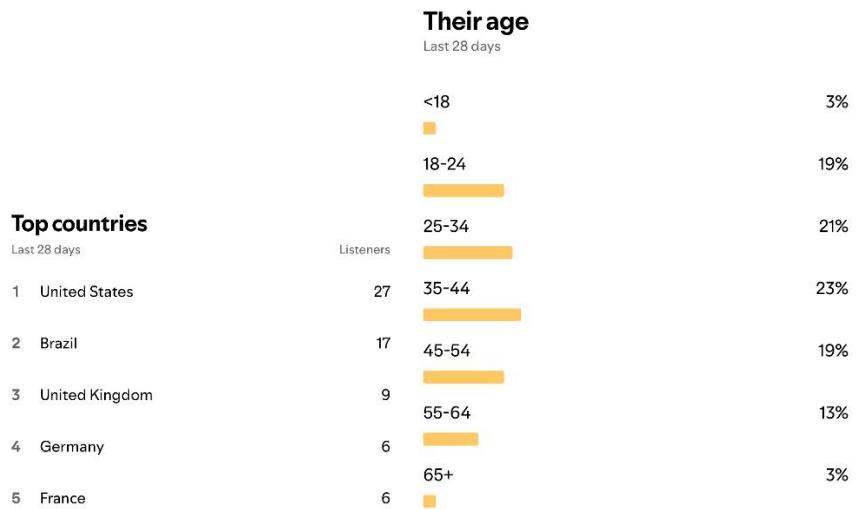
Need to meet at least once a week, can meet more if needed
Artist Bio, make one or edit one this week

- [**Appendix B: Industry and Market Analysis**](#)



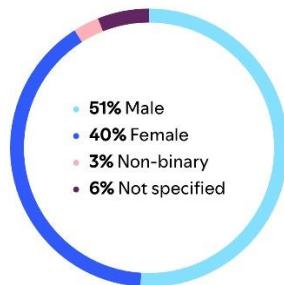
- [Appendix C: Audience Analysis](#)

Spotify Demographics

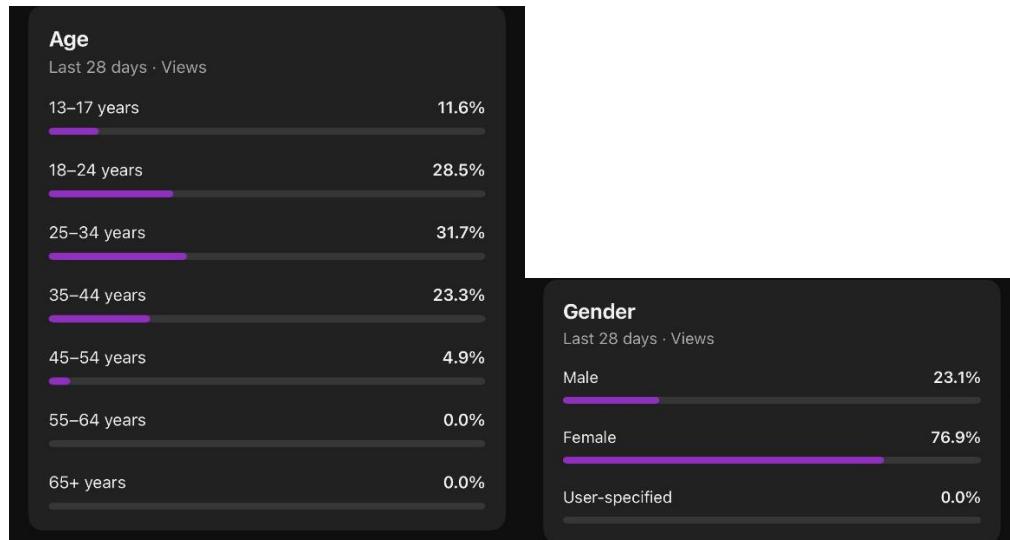


Their gender

Last 28 days



YouTube Demographics



- [Appendix D: Branding and Image](#)

- **What Makes Them Special:**

Whitney V. Powell is not going to just use music to reach people but use any creative freedom she can to touch the hearts of anyone who hears or sees her content/music. She will use acting, collaborations, brand partnerships, merchandise, anything where people will see it to reach her goal of showing as many people as possible God's love and saving them. Even when it comes to music, she will not limit herself to just one genre but a plethora of genres to reach as many people as possible since she believes everyone deserves to be loved and saved.

- **Core Values:**

Creativity: They want to show God's love to all through not just music but the lyrics, beats, acting, brands/partnerships, collaborations, anything and everything possible.

Love Everyone: They want to show love to everyone, not just believers but also non-believers, anyone going through a tough time, anyone and everyone; no matter who they are, they all deserve to be loved and shown that love.

Authenticity: Whitney wants to show the world her true self and leave nothing hidden. In each song, lyric, post, or anything shown to people, she wants to show her true self and let everyone see her for who she is.

Community Engagement: She wants to build a community where people feel welcomed and at home when their life isn't going great or even if their life is going great. She wants to make people feel safe and have people engage with each other and share their stories and troubles.

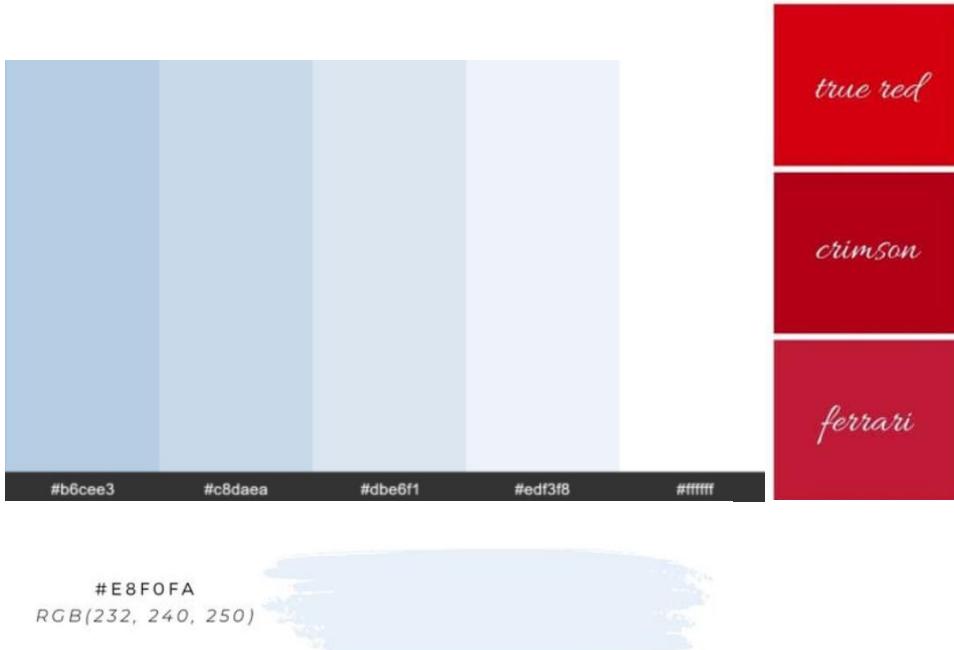
- **Visual Brand Elements**

Logo Design:



Color Palette:

- Primary Color: Light Sky Blue (#E8F0FA)
- Secondary Color: Warm Blue (#b6cee3)
- Accent Color: True Red (#FF0000)



Typography:

- Main Font: "Modernline"
- Secondary Font: "Palatino"

- **Brand Voice and Messaging section**

Musician: Whitney V. Powell, Christian-Pop Singer-Songwriter
 Public Persona: Loving, inspiring, and understanding

Taglines:

1. "Veiled in grace, Armed in sound"
2. "Love one, Love all"
3. "Worship with a warrior's heart"

Sample Social Media Posts:

1. "Just finished writing a new song inspired by dancing for joy when hearing about what Jesus has done for us! Can't wait to share it with you all and dance together!
 #danceforjesus †"
2. "Tune in to a new series I'll be doing where I'm sharing my story with God and what all he has done for my life! #godisgood "
3. "I want to hear all of your stories about God and all he has done in your life! Let's celebrate and share how good living in the light of God is!! #lightofgod"

- **Visual Strategy**

Mood Board: <https://pin.it/25xmnM0ZU>

Everyday style, Church performances (for older crowd), social media content: Use mood board

MV/Performances: It depends on the type/genre/audience of the song/mv. Can do more of a pop-star look with shiny pants and cool shirts if it's a dance/upbeat song; a slow song would need a flowy outfit or dress to set the mood.

- **Brand Guidelines**

How to use their visual elements (logo, imagery)

Logo: On the website, merch, and promotional posters, unless it's a photo of the artist, then just the photo and artist name.

Imagery: Her image should be used on anything and everything where it's able to

Correct usage of brand colors

The main color of light blue is used on the website, anything promotional or big news.

A secondary color of darker blue is used as accents on places where the main color is used.

True Red is used only for accents on the website, along with whenever something needs to stand out.

Proper application of fonts

The main font is only used for the artist's name or really big announcement/statement that only has up to 3 words, and a secondary font is used for anything else.

DO'S

Use light blue and white, light colors, pastels (if needing to use other colors besides blue, red, white)

Use doves, crosses, rainbows (light)

Mention God/Jesus/Holy Spirit

Use cursive fonts where the text is still legible/readable

DON'TS

Neon colors/bright colors/saturated colors/harsh colors

Anything demonic, dark

Use cuss words, and keep it PG

Do not mess with the logo in any way unless it's to expand or shrink it

- [Appendix E: Music and Content Strategy](#)

Goal 1: Release 3 singles and a full album or EP by the end of June

Task	Deadline	Who's Responsible?
Record and Mix/Master	March 8	Whitney, Stella, Loquum
First single promotion	March 9-28	Whitney and Stella

MV Filming	March 15	Whitney and Stella
Cover Art and Upload song	March 16	Whitney and Stella
Single release	March 28	Whitney and Stella
Post-release engagement	March 29-April 5	Whitney and Stella
Record and Mix/Master	April 5	Whitney, Stella, Loquum
Second single promotion	April 6-25	Whitney and Stella
MV Filming	April 12	Whitney and Stella
Cover Art and Upload song	April 13	Whitney and Stella
Second single release	April 25	Whitney and Stella
Post-release engagement	April 26-May 3	Whitney and Stella
Record and Mix/Master	May 10	Whitney, Stella, Loquum
Third single promotion	May 11-30	Whitney and Stella
MV Filming	May 17	Whitney and Stella
Cover Art and Upload song	May 16	Whitney and Stella
Third single release	May 30	Whitney and Stella
Post-release engagement	May 31-June 7	Whitney and Stella
Record and Mix/Master	June 7	Whitney, Stella, Loquum
Full album or EP promotion	June 8-27	Whitney and Stella
MV Filming	June 14	Whitney and Stella
Cover Art and Upload song	June 15	Whitney and Stella
Full album or EP release	June 27	Whitney and Stella
Post-release engagement	June 28-July 5	Whitney and Stella

- Resources Needed:
 - Distribution platforms: Tunecore for Spotify and Apple Music

- Marketing tools: Adobe Cloud, Facetune, iMovie, Capcut, Canva, TikTok video editor, Meta Business editor & content scheduler
- Industry connections: Reach out to 3-5 Christian music artists for reposts
- Social media: TikTok, YouTube Shorts and videos, Instagram, Facebook, Rednote, Reddit

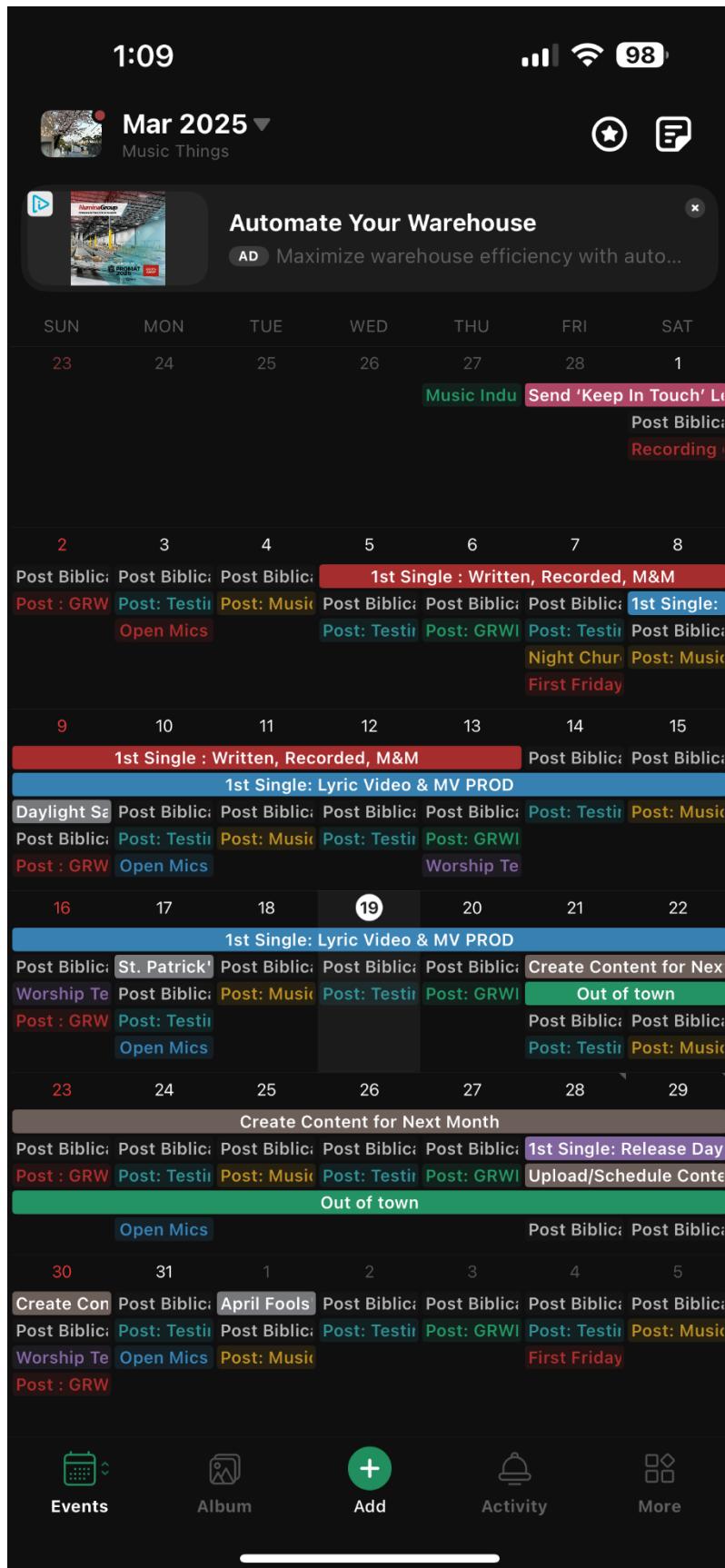
• **Goal 2:** Create a loyal following on each social media platform and raise engagement by 30%

Task	Deadline	Who's Responsible?
Post on all Social Media Platforms	Schedule month in advance	Whitney
Film content	Pick a week in the month before to film it all	Whitney
Respond to comments and messages	2 days after receiving them	Whitney and Stella

- Resources Needed:
 - Social media: TikTok, YouTube Shorts and videos, Instagram, Facebook, Rednote
 - Marketing tools: Adobe Cloud, Facetune, iMovie, Capcut, Canva, TikTok video editor, Meta Business editor & content scheduler

Social Media Content Planner









Promotional Content Planner for “(And The) Holy Ghost”



The screenshot shows a mobile application interface for managing promotional content. At the top, the status bar displays the time (1:10), signal strength, Wi-Fi connectivity, and battery level (98%). Below the status bar is a header with a back arrow, a user profile icon, and a three-dot menu icon. The main title "Promotional content" is centered above a list of 31 items, each with a number and a description. The items range from "9: 3 weeks till (image) DONE" to "31: duet the song (video)". Below the list are three notification settings: "No Notification" (with a clock icon), "Soft violet" (with a sun icon), and "To-Do list 10/23 Completed" (with a checkmark icon). Under the "Completed" section, two items are listed with checkboxes: "14: get ready for mv sh g (video)" and "19: clip of mv (video)". At the bottom of the screen are five circular icons: a heart, a person, a camera, a speech bubble labeled "Comment", and a smiley face.

- 9: 3 weeks till (image) DONE
- 10: lyric quote (image) DONE
- 11: thoughts on song (video)
- 12: song writing process (video)
- 13: meaning of lyric from quote (video)
- 14: get ready for mv shooting (video)
- 15: clip of mv (video)
- 16: 2 weeks till (image)
- 17: sing fav part (video)
- 18: tutorial on how to sing that part (video)
- 19: clip of mv (video)
- 20: Timelapse of designing cover if possible (video)
- 21: thoughts behind mv/of mv (video)
- 22: picking out the outfit for mv (video)
- 23: 1 weeks till (image)
- 24: clip of mv (video)
- 25: 3 days till (image) - thoughts behind outfit (video)
- 26: 2 days till (image)
- 27: 1 day till (image) - prayer for listeners (video)
- 28: (release day) thoughts from the song/encouraging message to listeners, what you want them to get from the song (video)
- 29: what the song means to them when they listen (could be either) - reaction to mv (video)
- 30: sing w/ me challenge [harmonize together] (video)
- 31: duet the song (video)

No Notification

Soft violet

To-Do list 10/23 Completed

- 14: get ready for mv sh g (video)
- 19: clip of mv (video)

- [Appendix G: Promotion and Media Strategy](#)

Media Outlet Channel Table

Outlet Name	Contact Person	Email Address	Webaddress	Why	Notes
Urban Praise Radio	La'India Cooper	urbanpraise@moody.edu	https://www.moodyradio.org/stations/urban-praise/staff/	In her bio it mentions how she shares music and the work of God to all who are willing to listen which is exactly what Whitney stands for	
Jesus Wired	N/A, don't have access on LinkedIn	submit@jesuswired.com	https://jesuswired.com/submit-your-music-to-jesuswired	Their goal is to let people know about indie artists and artists that people might not have heard about yet in the Christian music scene.	Review the website for specific submissions, has many different options

One Sheet



WHITNEY V. POWELL

ONE SHEET

Artist Bio

Whitney V. Powell is a Chicago-based Christian artist on a mission to reach people who don't know God and create music for believers to use in worship. Drawing inspiration from 90's divas, she blends pop, R&B, worship, and various other genres to create a unique and uplifting sound. From soaring soprano to rich tenor, Whitney's vocal range carries her message of faith and encouragement. Her music aims to inspire listeners to build a closer relationship with God.

Sounds like Sarah Brightman, Minnie Riperton and Mariah Carey

"I want God to use me as His mouth piece, thus via music, helping as many people as possible recognize God's love for them and encouraging everyone to build a closer relationship with Him through Jesus Christ."

Socials



Music



Stats

Spotify

- Streams: 5,927
- Listeners: 126
- 16 saves
- 25 different countries
- 6 playlists

YouTube

- Views: 17,849
- Subscribers: 99

BOOKING INFO

Email: management@whitneyvpowell.com
Phone: +1(872)802-9614
www.whitneyvpowell.com



FIRST SINGLE "(AND THE) HOLY GHOST"



SECOND SINGLE "THE SON"



MANAGER INFO

Email: stellathornton13@gmail.com or management@whitneyvpowell.com
Phone: +1(417)766-6017

Table of Venues

Venue	Address	Capacity	Talent Buyer Contact	Date of Contact	Date of Show	Required Materials for Submission	Additional Info	Replies from Venue	Confirmation Status
Glenwood Avenue Arts Festival	6900-7100 North Glenwood Avenue Chicago, IL 60626		booking@glenwoodave.org	by mid-end June	3rd weekend in August	https://gaaf2025SCALL.org/users/register	https://www.glenwoodave.org/		
Gallery Cabaret	2020 N. Oakley Avenue Chicago, IL 60647	70	Garrett Booker Facebook: https://www.facebook.com/thegallerycabaret	by mid-end June	7 days a week		Booking Tips: Submit all booking inquiries via Facebook. Pay comes from a suggest \$5 donation at the door after \$50. The venue has a sound system and backline that they provide for performers.		
Epiphany Center For The Arts	201 S. Ashland Avenue Chicago, IL 60607	40 (Guild Room), 60-150 (Sanctuary), 280 (Catacombs), 900 (Epiphany Hall).	https://epiphanychicago.com/bookings/	by mid-end June	Most shows are on Thursdays-Sundays, Thursdays is reserved for Jazz		Submit all booking inquiries via the contact form. The venue has state-of-the-art sound systems that they provide for the performers.		
Ashbury Coffee House	8695 Archer Avenue Willow Springs, IL 60480	65 seated, 80 standing.	Talent Buyer(s): Vicky Booker Facebook: https://www.facebook.com/ashbury Booker Phone: (708) 401-4238	by mid-end June	Wednesday, Friday, and Saturday nights with Wednesdays being reserved for open mic.		The venue provides a full sound system and sound engineer for performers.		
Cafe Mustache	2313 N. Milwaukee Avenue Chicago, IL 60647	100	Talent Buyer(s): Darien Booker Email: booking@cafemustache.com Additional Booking Email: stachebooking@gmail.com .	by mid-end June	While most shows take place on Friday and Saturday nights, they can be held any night of the week.				

- Appendix H: Digital Monetization Plan

Revenue Streams Table

Revenue Stream	Target Audience	Implementation Steps	Timeline
Merchandise	Anyone who wants to support Whitney or who likes the designs.	Research manufacturers who print on demand so they can make and ship it if someone orders something. Design the merch and decide what kind of merch.	4- 6 months open the shop
Monetization	Anyone who watches Whitney on TikTok, Instagram, or any social media platform.	Need to hit a certain number of followers/views for each, so keep posting and gaining a following.	6 months/ongoing
Streaming Revenue	Spotify streams	Spotify needs over 7,000 streams per song to cash out/receive money; the first song is about to hit 3,000 in the first month.	3 months/ongoing
Live shows	Local fanbase/locals	Need to build up her song catalog, and in 3 months, a full album will have just	3 months

		dropped, and a single is on the way. Find venues and promote via social media.	
Sponsorships/Collabs	Local brands, maybe chain brands	Needs more followers/fans, and by 6 months, should have grown enough to get a small sponsorship.	6 months

- Appendix I: Financial Planning

Financial Projections Table

Scenario	Projected Income	Projected Expenses	Net Profit/Loss
Best Case	\$6,500	\$5,880	\$620
Most Likely	\$5,880	\$5,880	\$0
Worst Case	\$4,000	\$5,880	-\$1,880

Risk Management Table

Risk	Description	Mitigation Strategy
Low Show Attendance	Poor show attendance at live shows	A portion of free tickets or the event is free to start with.
No listeners to songs	Low song count	Get the song on playlists, news outlets, blogs, etc. Show it to everyone we both know and have them listen to it and share it.
Budget overruns	Costs exceed what we planned for	Emergency fund/savings