

Course Syllabus: Independent Musicians, Career and Money Management: Music, Artistry and Money



Instructors:

Thomas Rizzo and Annmarie Rizzo

Course Description:

A 2-part speaking/performing presentation for music universities and colleges. The program is geared towards future independent music producers to strengthen their finances through proper asset management. The focus is on providing advice and insight for the next generation to develop the discipline necessary to maintain a level of success. The program's goal is to enrich the cultural life of the university and provide the opportunity for financial education to the artist community.

Course Outline & Learning Outcomes:

Through an informal and interactive session, attendees will gain first- hand and practical insights on—

- What is a studio musician?
- How do you get work?
- How do you support yourself as a freelance musician?
- Where does the money come from?
- How does Special Payments (Secondary Markets) Royalty fund work?
- How does AFM-SAG AFTRA Royalty fund work?
- Why did you start a finance company, and how does it relate to our audience here?
- How can musicians and music industry people effectively use both left and right brain?
- How does finance affect the music industry professional?
- What does a young professional need to know to utilize compounding to protect his or her financial future?
- The elements of success: Personality, Power, and Connections

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Instructor Background:

Tom Rizzo is Founder and Managing Director of Plectrum Advisers. Tom helps individuals evaluate their needs and goals, both short and long term, to help secure their financial future. Through a comprehensive assessment of risk tolerance, time horizon, and financial goals, Plectrum Advisers designs an individually tailored solution.

With over 30 years of experience in music, Tom has made a successful living as a guitarist, composer and arranger. Tom's worked in a variety of projects, from motion picture soundtracks to GRAMMY Award-winning songs. Prior to becoming a guitarist in "The Tonight Show" band in the latter stages of the Johnny Carson era, Tom toured with the Maynard Ferguson Band. His music composing credits include the Fox comedy series "In Living Color," "The Wayans Brothers" for Warner Brothers, and "Not Necessarily the News."

Anmarie Rizzo studied both music and marketing at Boston University on a vocal performance scholarship. She is an accomplished vocalist with many industry credits as well. She is also leading the marketing & development efforts for Drip Financial, an intuitive, easy to understand iPhone app that provides a painless way to help secure your financial future.

Her professional vocal experience includes singing on major motion picture soundtracks, albums by Linkin Park and Avenged Sevenfold, Yellowcard, and TV appearances on shows including King of Queens and Two and a Half Men.

Media:

[Rizzo to discuss how musicians, producers can 'tune up' their financial future](#)

[Performance and Presentation Excerpts](#)

References: Stuart Shapiro, assistant professor in Applied Professional Studies, State University of New York at Fredonia.

For more information, contact Bill McGuire at bill@wmmcguire.com or 973.216.4152.

