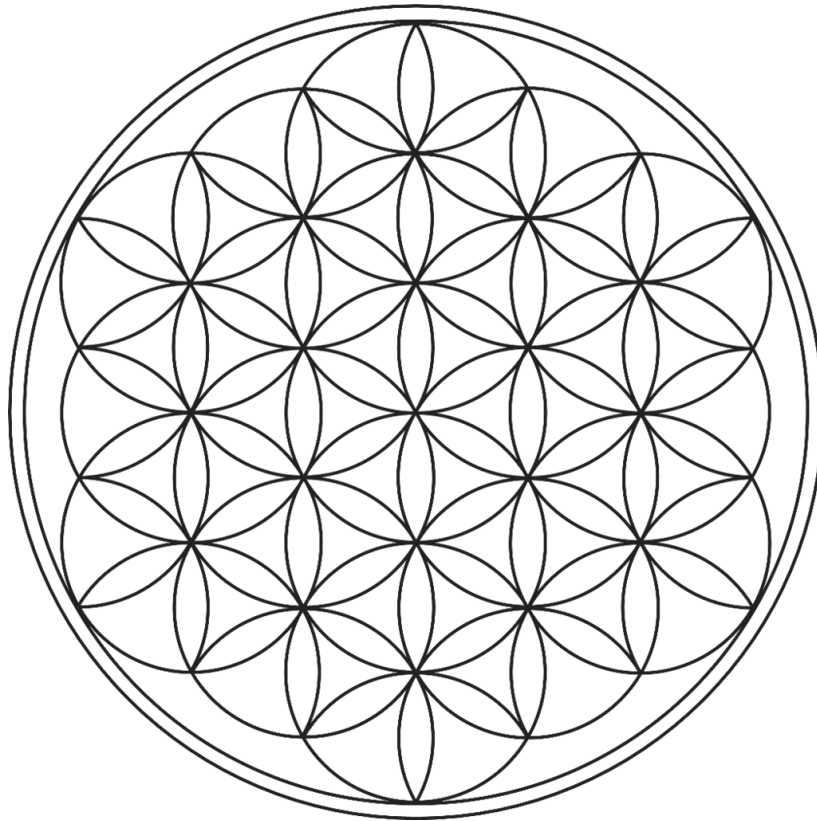


HOW TO MAKE IT



JOHNNY ARCO

An Education Series

A daily practice of Artistry, Business, Social and Technological skill sets for American artists.

Volume 1

MARKED.MEDIA CLASSICS

DEDICATION

I wrote this book for family. So that you may endure suffering no longer than necessary to achieve maximum growth of strength & flexibility of mind, body and Spirit. It is a reminder that everything you desire is within and that practice is how we pull it out.

Thank you. I love you.

PREFACE

I. PHILOSOPHY

- A. ENERGY, SPACE & TIME
- B. STRUCTURE
 - 1. FORMING SERIES
 - 2. SACRED GEOMETRY & VISUAL ARTS WORKS
- C. OBJECTIVITY & SUBJECTIVITY (FEAR & FAILURE)
- D. CREATIVE & TECHNICAL CONSISTENCY

II. ARTISTRY

- A. PREPARATION
 - 1. SPIRIT
 - a) CONNECTION: MICROCOSM TO MACROCOSM
 - b) BALANCE & UNITY (DIMENSIONS & UNCONDITIONAL LOVE)
 - c) PITCH & TONE
 - d) GROUNDING INFINITIES
 - 2. MIND
 - a) CONSCIOUS THOUGHTS
 - b) SUBCONSCIOUS THOUGHTS
 - c) MERKABA & CHAKRAS
 - 3. BODY
 - a) DIET: CULINARY ARTS PRACTICE
 - b) DANCE WARMUP & WORKOUTS
 - c) ORIGINAL VOICE WARMUP & WORKOUTS
- B. TIME
 - 1. FORM
 - 2. PERCUSSION & DRUMS (SUBDIVISION & POLYRHYTHMS)
 - 3. HARMONY
 - 4. MELODY, PHRASING & STRINGS
- C. INTENTION
 - 1. KNOW THYSELF: WHO? WHAT? WHEN? WHERE? WHY?
 - 2. THE MOMENT: HONESTY & ZERO HESITATION
 - 3. CHARACTER & THEATRE WARMUP & WORKOUT

III. BUSINESS

- A. ENTREPRENEURSHIP & INNOVATION
 - 1. DEFINE THE MARKET
 - 2. JOINT WORK (PROPORTION)
 - 3. WORK FOR HIRE (SCALE)
- B. VALUES
 - 1. INTELLECTUAL PROPERTY: COPYRIGHT, TRADEMARKS, & PATENTS
 - 2. EXCLUSIVITY
- C. MANAGEMENT

1. BUDGET YOUR DESIRES™
2. FOR-MULA SCALES & PROPORTION
3. WHOM YOU KNOW: INTERMEDIARIES
4. SOURCES OF INCOME
 - a) TOURING
 - b) PUBLISHING
 - c) ENDORSEMENTS
 - d) MERCHANDISE
 - e) ALBUM SALES
- D. AGREEMENTS
 1. SERVICES
- E. PRODUCTION
 1. PRODUCTS
- F. DISTRIBUTION
- IV. SOCIAL
 - A. NEGOTIATION
 - B. FRAMING
 - C. JAMMING
 - D. CONFERENCES: THE 10 YEAR PLAN
- V. TECHNOLOGY
 - A. GEAR
 - B. SMART PHONES
 - C. WEB
 - D. PRODUCTION
- VI. SAMPLE PRACTICES
 - A. THE DAILY PRACTICE
 - B. THE WEEKLY PRACTICE
 - C. THE MONTHLY PRACTICE
 - D. THE QUARTERLY PRACTICE
 - E. THE YEARLY PRACTICE
 - F. THE 5-YEAR PRACTICE
 - G. THE 10-YEAR PRACTICE
- VII. SCHOOL CURRICULUM
 - A. CHILDREN'S GAMES
 - B. K - 12
 - C. BACHELORS OF ARTS
 - D. MASTERS OF ARTS
 - E. DOCTOR OF PHILOSOPHY OF THE ARTS
 - F. PRE-RETIREMENT
 - G. POST -RETIREMENT
- VIII. CAN I MAKE IT?
 - A. QUIZZES
 - B. CHECKLISTS

PREFACE

Primum non nocere is the health care motto meaning "**First, do no harm**". I begin by making a promise that my intentions come from unconditional love and equality, with faith that daily practice of fundamental physical, mental and spiritual exercises and stretches will expand consciousness and You, and the world, will become stronger and more flexible... more capable of meeting the goals you set for yourself as an artist and business person.

I want to say Thank you for seeking education and knowledge. I am a professional musician, recording and performing artist, a spiritual leader, and a philosopher and teacher. I've been blessed to learn from Doctors and Masters in these areas, consistently, since I was a child. I hope to one day be an Honorable Judge of Arts and Sciences and a Doctor of Philosophy in Law, so that I may enable future generations by making proper judgements of the most efficient, objective daily practices for artists development of their productivity. I am a 30 year old graduate of Berklee College of Music and have created 9 entities to serve humanity. My entities are JOHNNY ARCO™ a performing arts entity, TSE MANAGEMENT™, an artist management entity, GRBK MUSIC GROUP™ a broadcast & media production entity, ARTSMEDIA.NETWORK™ a publicity entity, REASON & LOGIC LAW™ a business & legal affairs entity, BFLAT+ MUSIC PUBLISHING™ , a publishing entity, FINE ARTS EDUCATION REFORM™ a non profit entity and ABHA YESHUAH™, a spiritual practice entity,

I practice artistry, business, social and technological skills daily with these 9 entities and have organized them into healthy and entertaining Programs from my greatest lessons over the past 25 years. The most important lesson I wish to share with you is how to make it as an artist and creator in modern business.