



THE 7 FIGURE PERSONAL BRAND.



PRIVATE COACHING BY:
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PRESENTED BY:
RHYTHM.HOUSE

THE 7 FIGURE PERSONAL BRAND

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INTRODUCTION TO THE 7 FIGURE PERSONAL BRAND

I'm Matt Freedman — an award-winning country artist, songwriter, and entrepreneur who's built a 7-figure music career from the ground up. Over the last decade, I've learned how to turn music into a profitable, sustainable business without compromising artistry or integrity. I've built my own following into the hundreds of thousands, sold out shows, landed high-paying bookings, and scaled my brand across multiple platforms.

I've done this while paying my band members, content teams, and partners 5–10x more than some of the top touring acts in Nashville. I've created an ecosystem where everyone involved wins, and I've proven that you don't need a major label deal or a corporate machine to create massive success in music.

I know the exact moves to make — and more importantly, the expensive mistakes to avoid — to grow your following, secure more gigs, charge premium rates, and create a brand that works for you 24/7. Now, I'm opening that playbook to help other artists do the same.





LET'S GIG BIGGER.



JOINING THE MOVEMENT

My coaching program is built for artists who want to turn their music career into a profitable, scalable business. This isn't about theory or "someday" dreams — it's about creating measurable growth in your bookings, income, audience, and brand presence over the next 90–180 days.

If you're an artist who wants more paid gigs, higher rates, better marketing, stronger content, and a professional brand — without selling your soul or burning out — this program will give you the roadmap and accountability you need.

You'll get hands-on guidance, my complete system, and direct access to my network, so you can achieve in months what takes most artists years to figure out.

OUR VISION

To become the most trusted and results-driven coaching program for working musicians, setting a new industry standard for artist development by producing a generation of independent, high-earning performers who control their careers, keep their creative freedom, and thrive in the modern music business.

OUR MISSION

To empower artists to build profitable, sustainable music careers by giving them the proven systems, tools, and connections they need to secure more gigs, earn higher pay, grow their audience, and create a personal brand that commands attention — without sacrificing their artistry or authenticity.

WHAT YOU'LL ENHANCE

The 6 Figure 6 String system breaks your growth into six high-leverage focus areas that compound over time:



POSITIONING & PACKAGING

Creating Better Offers



PLATFORM GROWTH

Optimize Socials



PERFORMANCE BOOKING

Secure better Gigs.



CONTENT & MARKETING

Build a Content Factory



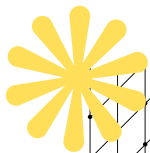
ENTERTAINER-PRENEUR

Better Business Basics



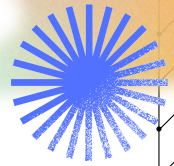
PROFIT SCALING

Scaling gigs into a business



MARKET SEGMENTATION

Every tier is built to give you the exact systems, strategies, and connections I've used to create a 7-figure music career — without a label, without waiting for a “big break,” and without burning out. Whether you're locking in more gigs, raising your rates, growing your audience, or packaging your brand to stand out in a crowded market, this program is designed to deliver measurable results in 90 days and set you up for long-term success.



HOW WE'LL DO IT

→ POSITIONING & PACKAGING

We'll develop your EPK, bio, images, website, and booking pitch so you stand out and command higher rates.

→ PLATFORM GROWTH

From The Bash and GigSalad to Instagram, TikTok, and YouTube, we'll optimize your profiles to drive inbound leads and grow your audience.

→ BUSINESS BASICS

How to build your business from starting the LLC, setting up your platforms, building lead funnels, and how to create offers and ads that convert.

→ CONTENT & MARKETING

We'll design a content calendar, create photo/video assets, and execute social media growth strategies that keep you top-of-mind.

→ ENTERTAINER-PRENEUR

You'll get access to my network of venues, producers, and event planners, plus training on how to create new connections yourself.

→ PROFIT SCALING

We'll review your current revenue streams, add new ones, and systemize your booking process so you're not chasing every gig.

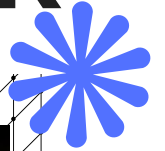


GIG BIGGER

New bookings, new content, new you.



MONTHLY FRAMEWORK



1 - FOUNDATIONS



2 - GROWTH ENGINE



3 - CLIENT GROWTH



4 - SOCIAL GROWTH



5 - REVENUE GROWTH



6 - SUSTAINABILITY

What You'll Get

Video Courses for each 6 Figure 6 String step so you can rewatch anytime

- 1:1 Calls with Matt for personalized strategy and accountability
- Direct feedback on your content, branding, and booking pitches
- Access to my contact network of producers, booking agents, and venue managers
- Templates, scripts, and checklists for everything from EPKs to negotiation emails



MY 90-DAY GROWTH GUARANTEE

BIGGER FOLLOWING. GUARANTEED.

➔ NEW CLIENTS TO COVER THE INVESEMENT.

LET'S PARTNER TO GIG BIGGER.

I know exactly what it takes to get more gclients, charge more for them, grow your fan base, and build a personal brand that works for you 24/7. And now, I'm putting my money where my mouth is. I guarantee you can cover a portion of your fees with new offers that we will send your way.

➔ SOCIAL GROWTH OR YOU DON'T PAY.

FROM A FORMER META EMPLOYEE

When you join my coaching program and follow the plan we create together, you will see measurable results in 90 days — or I'll keep working with you for free until you do. As a former META Marketing employee, I can show you the tactics that I've used to grow.





BUDGET ALLOCATION

➔ FINANCIAL PROJECTIONS


Tier	Monthly Commitment	Duration	Description
1	\$477	min 6 mo	2 coaching calls/month, email support, platform setup guidance, playbook downloads, business coaching
2	\$1,477	min 6 mo	3 coaching calls/month, advanced marketing & social growth strategies, landing page & platform setup, content planning, network introductions, pricing/packaging strategy
3	\$1977	min 3 mo	Weekly calls, direct access to Matt, marketing integration, VSL & lead funnel setup, advanced growth campaigns & business coaching





THANK YOU!



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