



Made in Memphis Entertainment Launches Artist Development Platform Adaptive Music

September 16, 2024 (Memphis, TN) – Made in Memphis Entertainment (MIME), a full-service entertainment group that includes 4U Recording, Beatroot Music, Heavy Hitters Music, and MIME Publishing has launched [Adaptive Music](#), a new platform that provides creative empowerment coaching for independent artists and songwriters in the music industry. With more and more artists and songwriters now going independent, Adaptive Music will reveal personalized strategies to help creatives utilize their time most effectively and increase their revenue in all possible areas.



Using a three-step process that includes a readiness audit, custom operational plan, and project management coaching, Adaptive Music’s mission is to teach independent artists and songwriters how to collect all available revenue, build an effective team, and grow their music business in a sustainable way. Beginning with the readiness audit, the artist’s current brand, social media and publicity reach, copyright registrations, and PRO memberships are reviewed to ensure they are set up for success. From there, the Adaptive Music team works directly with the artist to come up with a realistic and customized operational plan to address opportunities identified during the audit phase, and to determine which roles need to be filled in order to effectively build out their artist team. Finally, a long-term project management strategy is put in place, designed to set the artist up for lasting success as an independent.

Adaptive Music was born out of MIME’s passion for removing the overwhelm factor that many creatives face when juggling creativity with the business demands of their music career. Its three-step process is designed to be as smooth as possible from one step to the next, saving time and valuable resources the artist can use in other important areas. In addition, Adaptive Music is designed to accommodate creatives’ busy lives and demanding schedules, many of whom are often juggling day jobs with creating and managing their music.

“Adaptive Music was created as a direct response to the challenges I see independent artists face every day,” said Tony D. Alexander, President and Managing Director of MIME. “Too often,

artists are being overworked, falling for misinformation, or hiring the wrong people at the wrong time. The demand on artists' time is greater than ever and the number of responsibilities has increased exponentially, so it is the perfect time to officially launch this artist development platform to help independent creatives reclaim their time and maximize their revenue and creativity.”

On June 20, the Adaptive Music team hosted a Music Business Education Mixer bringing together independent artists, producers, and industry professionals to celebrate the platform's launch and explain what it can do at 4U Recording Memphis. More of these events are being planned for the near future and will be announced in the coming weeks.

Sign-ups for Adaptive Music are open now and are being capped at 20 new artists per week. Learn more, register, and find details on future mixers at adaptivemusic.biz.

About Made in Memphis Entertainment

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment group with global reach, but with its heart in the hometown of modern American music. MIME's guiding principle is to act local and think global, developing and promoting diverse talent on both the creative and business sides of the music industry and empowering them to achieve sustainable success no matter where they live or what their background.

Founded in 2015, MIME has expanded beyond Memphis under the guidance of co-founder and 20+ year business and legal veteran Tony D. Alexander (President and Managing Director), with additional offices now open in Atlanta, Los Angeles, and New Orleans. These offices allow MIME to integrate into local communities, find talented artists and executives, and give them opportunities to grow without leaving home - all aided by the synergies created when MIME's family of companies works together.

MIME's family of companies includes MIME Publishing, an independent music publishing company that handles copyrights of some of the most sought-after songwriters and producers; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, a leading artist empowerment and distribution company; and 4U Recording, a state-of-the-art recording studio brand with locations in Memphis and Atlanta. MIME also works with co-founder David Porter, an original Stax Records songwriter/producer and Songwriters Hall of Fame inductee, to nurture the music community in Memphis with initiatives meant to drive engagement in music's most historic city.

For more information, visit mimecorp.com.

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