



## Spotlight on

### ARTIST + MANAGEMENT = SUCCESS WHEN IN HARMONY B & B Management

#### Behind the Music

Telia S. Lambey

**It's not easy, but somebody's got to do it! Like a hit record people will dispute over what makes a hit was it the artist, the lyrics, the beat, the producer, etc... The truth of it all is all of the parts matter and is needed to make hits (success). Its that perfect blend and when every piece has a place; in other words when you have a team of people that is consistent and understand the dynamics of their position the ending results inevitably will lead to a road of success. This means success for the whole team! B and B Artist and Talent Management strive to develop the company to base its core elements off of these standards.**

**Just following that yellow brick road: The winning formula is to follow the leadership, which yellow is the openness and open minds that all persons involved should have that transforms into friendship, and the brick is formed once all the other elements through time develops (foundation). This is what a lot of up and coming Artist Management companies don't have or don't do because in today's industry it's a fast past, reality showing, virtual media, right here, right now, overnight success illusions. Let's face it; people want the fruits without the labor.**

**But, the truth is like anything in life outside of the this very real concept (it's not what you know it's; who you know!), you have to work hard, have a plan, a strong team, and understand that every role is vital if you want to be around, have longevity, be respected and be in a position to turn your talents into a career. At some point of a person pursuing a career in the entertainment field management becomes very relevant and even more important than that; your choice of management is crucial. The industry ironically even in the hustle and bustle responds to structure, organization, and a unified team (movement-people making it happen).**

**Management and development is very time consuming and it's an around the clock job. It requires people with skills, passion and a burning desire to change people's lives. As managers we not only deal with the music and entertainment aspect of clients, we also have to deal with artist personal lives; the good bad and ugly. The behind the scene getting down and dirty part of the game that most people not only do not want to do, but, can't even stomach. Life outside of the glitter and gold, we see a lot of artist weaknesses, fears, flaws and we have to break down each tier of that before we can even get started with developing the talents craft. This is what makes us different than most management companies today. Most company's want already made acts, which are in a position to make money immediately. They feel like it is not worth the time to take the risk of developing potential acts, they want sure things, people that have a proven record that they can sell, sell, and sell. This is business and who needs the headaches?**

**Well yes! We are in the business to make money like any other business and company however, we choose to deal with raw talent because that is our gift, and purpose, our mission is to motivate, cultivate, and elevate in the process of helping any act that we take on as we face the challenges of helping people live out their dreams.**

**So in the terms of raising a village, we embrace well-rounded fully developed talented artist. We at B and B Management believe in the slogan one-team one dream! In that sense we are all and will always be Old School because we strive to surround our company with artist that have substance, integrity, true talent and are not afraid to stand.**

**We are in this arena with the Lions, Tigers, and Bears and we're geared to fight the never ending battles with people who can not only be lead to the water but can actually drink the water and claim victory while riding out the storms that comes and goes on this journey to success.**

**We are always looking for talented people with substance! Dare to contact us and we will get back to you promptly. Please submit all your material, pictures, links, and music, so we can arrange a conference and prepare to meet for a formal interview. (We will give feedback to all who contact us via email).**

**Email: [bandbmngmt@gmail.com](mailto:bandbmngmt@gmail.com)**

**Website: [www.bbmanagement.com](http://www.bbmanagement.com)**

**Mad Scientist Artist Review: B and B Management beginning phases of developing an artist.**

