



Wendy Day Launches Daily '20/20 Vision for Producers' Video Advice Series

Atlanta, GA (July 15, 2020) – [Wendy Day](#), an entrepreneur, author, and artist career builder with nearly three decades of experience in the music industry, today launched the daily video hip-hop business advice series “20/20 Vision for Producers.” It is the follow-up to her successful “[20/20 Vision](#)” series for up-and-coming hip-hop artists, which ran in January and February 2020. The new series will focus on a variety of topics meant to help music producers up their game, kicking off with Day’s overview of how producers can make more money.



Wendy Day – photo credit @MrWattson

Each day through August 15, “20/20 Vision for Producers” will offer short, educational videos from Day meant to inspire viewers to do more research and grow their careers successfully, as well as interviews with major producers discussing how they got started. Topics to be discussed will cover every aspect of the business side of production, including sample clearance, studio etiquette, selling beats, leasing beats, production deals, publishing, performance royalties, producer agreements, choosing an entertainment lawyer, choosing a manager, building a brand, copyrights, split sheets, placements, scoring TV/films, theme songs/music for podcasts, publishing deals, producer tags, getting paid, taxes, self-promotion, giving away free beats, and the difference between beatmakers and producers.

“The response to the original ‘20/20 Vision’ series was amazing, but producers kept asking if the advice applied to their careers, and they are the backbone of this industry! I just had to do another one specifically for them,” said Wendy Day. “The hip-hop business has been neglected for far too long, and

I'm proud my videos have helped light the way for many up-and-coming artists. Now, it's time to take a look at the unique business challenges faced by those on the other side of the boards: the producers. Hip-hop is a production-driven art form."

Each video will be posted for free on Day's IGTV page on Instagram at www.instagram.com/rapcoalition, and will then be posted and archived the following day on her YouTube channel at www.youtube.com/thisiswendyday.

About Wendy Day

Wendy Day is an entrepreneur, author, and artist career builder with nearly three decades of experience in the music industry. As Founder of Rap Coalition, she has helped pull countless hip-hop artists out of unfair deals while educating them on the music industry. Day also runs the for-profit music consulting company PowerMoves, music incubator Artist-Centric, and is the author of the book *How to Get a Record Deal: The Knowledge to Succeed*, which was updated and re-published in March 2016 with audiobook narration from Slick Rick. She will launch a new music business education website in 2020.

Throughout the 1990s, Day made her name by brokering several landmark deals in hip-hop: Master P and No Limit Records' 85/15 distribution deal with Priority Records, Twista's 50/50 joint venture with Atlantic Records, and Cash Money Records' \$30 million deal with Universal Music Group. She also was instrumental in securing Eminem's first contract with Aftermath/Interscope, having organized and invited him to perform at the 1997 Rap Olympics where he was discovered; David Banner's multi-million dollar deal with Universal Records; and a few other leveraged deals. In addition, Day has played a role in the careers of Lil Wayne, B.G., Juvenile, Hot Boys, C-Murder, Fiend, Do or Die, Boosie, Webbie, Lil Donald, Ras Kass, Trouble, Young Buck, and many others. Her clients have collectively sold over 1 billion sound recordings thanks to her guidance.

For more information and advice from Day, visit her blog by [clicking here](#).

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