

“Escape The Machine” [How to be there in person]

September 24th, 2025. Mexico City

A New Music Industry Begins

From the desk of The Baker (Carl Hitchborn)

Cabo San Lucas, Baja California Sur.

Re: Escape The Machine [How to be there in person]

Dear Friend,

You're here because you want to be part of a historic moment.

Mark my words when I say that what we are going to reveal on **September 24th in Mexico City** is going to create *waves throughout the music business*.

This has been a long time coming and for many of you reading this, you'll know that despite having had many obstacles to contend with, I have never allowed these moments to derail me from what I believe in.

I believe that artists are the changemakers in the world.

The people who have the capability to *influence the people in ways nobody else can*.

Today, the world is at a crossroads.

We are living in a time where technologically we are closer together than ever, yet the overwhelming feeling we all have *is that today feels more divided than ever*.

The strapline for my new music company is “**Solving The World’s Problems Through Art**”, something I truly believe is not a utopian vision.

I believe we are about to move into the **Revolution of the Artist**.

A time when art and artists will be more respected than ever before.

In putting together this launch event in Mexico City, my objective is to not just create a focal moment in time, but to provide 101 artists with the opportunity to be there with myself and my team to experience the moment too.

The live event, followed by the after party, will lead into *three days of in-person masterminding*.

For those who attend, you’ll not only gain insights and receive value beyond anything you’ve ever experienced before, you’ll also get to understand first hand **the incredible culture I am creating within the team I am assembling**.

The ticket to attend is free, however, in order to attend, I ask for your support in purchasing **lifetime membership access to the new ArtistOS** platform myself and my team have been developing for the last 12 months.

The lifetime membership will not only get you the free ticket, it will give you access to the top tier of ArtistOS *for life* at a price point that will be the same as buying an annual membership on September 24th.

Before I go into some details on the features that are coming with ArtistOS, I want to also explain that the software component is *only one part of the equation*.

My analogy for this is that ArtistOS membership is kind of like getting a Costco membership; you can't go to Costco and get the benefit of the great value products and services they offer without first having your membership.

In the case of ArtistOS, **this is the entry point into the entire ecosystem I am creating.**

ArtistOS membership includes many benefits:

1. **Full access to all education** - courses that when purchased individually will cost more than the lifetime membership.
2. **Access to highly affordable, proven and effective agency services** - many of these services *are unlike anything else that is being offered in the marketplace today.*
3. **Every artist who we partner with will first be a member of ArtistOS** - the 'People Metrics System' is at the core of the membership and this is how we are going to determine *when an artist is 'investment ready'.*
4. Access to an amazing **community of like-minded artists.**

In creating ArtistOS, my objective was to achieve *three clearly defined goals:*

1. To help artists do *less of the mundane*, boring, non-creative tasks that they often avoid, because as a creative and an artist, these tasks are very, very hard to do.
2. In doing less non-creative work, ensure that every artist is *able to take more forward-moving action than ever before.*
3. To help every artist in the ecosystem to generate *more income and more profits* than ever before.

On paper all of these things are hard to achieve without conflicting with one another, however, the software tools we are creating within ArtistOS (and the integration into what will be *the world's best fan connection application*) means that we are going to achieve this at a level never seen before in the music business.

Without revealing all of the details now :) here are some of the features that will be within the ArtistOS software system:

1. **AI powered agents that are able to autonomously carry out entire functions within your artist business** - these agents will operate as if you have real employees in your team and will be able to perform functions from start to finish for things like blog outreach, playlist outreach, BrandDNA creation, release planning, project management etc
2. **The ArtistOS system will create a central hub for you to run and operate your artist business** - not only will it be able to ensure your own time is ultra efficiently managed, it will include functionality that will help you to generate income on auto pilot, with little to no effort on your part
3. **ArtistOS will include features that will allow you to cancel many of the applications** you might already be using (or know you should be):
 - a. Top level frontline music distribution
 - b. Email marketing
 - c. SMS marketing
 - d. Social media post scheduling
 - e. Social media tracking and analytics
 - f. Content strategy creation
 - g. Content creation
 - h. Comment gate social media automations
 - i. Fan relationship management system
 - j. Microwebsite creation system

- k. Full website creation system
- l. Sales funnel creation system

The top tier of AristOS will also allow you to create *unlimited workspaces, unlimited artist profiles and unlimited projects*.

You'll also have the highest amount of AI token usage and across some of the AI employees unlimited usage.

The value here is so substantial that it is highly likely that *the top tier of ArtistOS will eventually end up costing \$5,000 per year!*

But, you can get access for life right now as well as tickets for the live launch event in Mexico City on September 24th, as well as the three day masterminding for a single payment of just \$1k as a bank transfer or via 4 weekly payments of \$300 via credit / debit card or PayPal.

I'm not expecting these 101 slots to be available for long.

If you'd like to be one of the first artists that gets this amazing deal, you simply need to message me [via messenger](#) here or [on whatsapp](#).

The ticket includes access to the live event, after party and mastermind - food and beverages are also included, however you will need to arrange your own flight and accommodation.

We have an amazing travel agent we are working with, so if you need help with flights and accommodation then let me know.

-The Baker

Solving The World's Problems Through Art | #thetimetodoisnow