

For producers, engineers, and other studio pros:

I'm going to *personally* work with you to **install a complete pro-level social media marketing strategy** so you can *consistently* attract **your ideal clients** and **become a high-paid studio professional.**

...and if you don't get a client you love, I'll owe you money.

**\*\*SPACE IS LIMITED TO 30 SPOTS - We sold out last time!\*\***

**PROGRAM BEGINS: Tuesday May 21st**

*Yes this works even if you've only had 1 or 2 prior clients... if you're not "famous" or working with huge artists... and if you don't already have a lot of followers (I have proof below).*

*And no, you won't need to pump out 8 posts a day filled with cringey content where you sound desperate for clients.*

*Keep reading to find out more - just be sure to grab a spot asap before they sell out...*

**Let's cut to the chase...**

Social media *works* for getting high-paying artist clients for your studio business.

Case closed.

I'm living proof...

**My social media posts are a big reason I *consistently* attract clients who are happy and excited to hire me (and pay me the fees that I want).**

And it's one of the main strategies I give to my private mentorship students in order to transform their studio businesses.

You could say social media is our "secret weapon".

And if you know anything about me, you know I'm **NOT** about being in **#hustlemode 24/7** or **constantly** posting aggressive, cringey, or hard-salesy content...

I myself have a wife, two daughters, and a handful of pets. And I wanna spend as much time with them as possible.

...not to mention the studio work I'm passionate about doing for my paying clients.

I *refuse* to be glued to my phone every waking moment.

## **So how is it that I (and other high-paid studio professionals) can use social media in a fun, positive, stress-free way to get the clients we actually *love* working with?**

That's what I'm gonna share with you on this document...

And if what I'm sharing sounds good to you, you'll have an opportunity to join a **small-group private mentorship program** where I'll personally show you how to "install" the ideal social media strategy for *your* studio business and *your* lifestyle.

Either way, this document will still be insightful for you if you're a driven studio pro who wants to upgrade your clients and income...

**Know this:** It's not about copying-and-pasting what I've done (or what anyone else has done)...

It's about understanding how social media works to grow *your* business...

And implementing a strategy that works for *you* - based on what you want to do, your unique skills, your personality, and the types of clients you love working with.

**And just so we're 100% clear:**

NO... you don't have to be famous...

NO... you don't need to be a pro at making videos or a wizard at public speaking...

And—believe it or not—NO... you don't even need a ton of followers.

## **Now, I'm gonna guess something...**

You *already* know social media works.

You already know you should be using it.

**The problem *you* might be facing is, quite simply:**

**You don't know what to do to make social media work for *you*.**

You've probably heard all the "hustle and grind" advice from the gurus out there. But it's basically impossible to translate that into an actionable "just do this" process that you can do consistently...and that you feel confident will bring you the clients you want.

After all, what would be the point of all that "grinding" if you don't actually make any money from it.

**As a result of all this confusion and stress...**

You're probably not taking consistent action. You might feel really overwhelmed. And maybe you don't even know where to start.

That's where I come in.

Oh but where are my manners? Allow me to quickly introduce myself...

**Heyooo! I'm Carl Bahner.**



**(That's me with my daughter. I'm the one with the beard.)**

Whether you've never heard of me, or you already know a lot about me...

**The fact is: I'm not very different from you...**

See, I was a full-time drummer and music producer for over a decade, when a little thing happened.

It was called COVID.

Saying that the COVID-19 pandemic created some rough years for a lot of music production professionals would be a ridiculous understatement...

But for some reason, **my 2020 ended up being far more financially successful than any previous year**, even though I was already full-time for over a decade.

At first, I thought it was just a fluke.

But then my studio business continued to grow in 2021 and 2022 and 2023...

Clearly, I was doing *something* right. **I was making way more money than I ever did before.** And I was working with clients who were fun and awesome.

So I decided to figure out what it was...

**I spent two entire years analyzing my approach to acquiring studio clients...**

And I even asked peers in the industry how *they* were doing it, in order to see what was different about my approach.

I knew my success was NOT because my mixing and production skills were better than everyone else's...

And it's not like I had some "viral" moment that put me in the spotlight...

So the fact that I was getting tons of clients, charging impressive rates, and enjoying every step of the process...had to do with *something else*...

What I gradually realized was...



## **Almost all of my clients were finding me via my social media posts.**

My social media strategy was attracting my ideal clients *to me*.

So rather than needing to constantly go out and “hunt” for them...

My social media was acting like a lighthouse, calling my ideal clients to me like wayward ships to the safety of the shore.

Again, I don't post anything fancy (I film most of my videos with my phone). I didn't “go viral”. And I didn't work with some huge Taylor Swift-level artist who put me in the spotlight.

In fact...

**It is a *MYTH* that you need to make fancy, Christopher Nolan-level video content in order to be seen as a professional and paid accordingly.**

There's nothing wrong with using good cameras, having great lighting, or making cool edits...

Just know that your clients don't *need* to see that in order to hire you.

Why?

**Because they're not hiring a videographer...**

They're hiring a studio pro.

What matters isn't the “high production value” of your content and posts...

**What matters is the *message*.**

If it resonates with them as artists and people...

If it communicates that you are the right person to help them achieve their artistic vision...

And if it demonstrates your value as a studio pro...

THAT is what will make them hire you.

Just take a look at a few of my own high-converting posts:



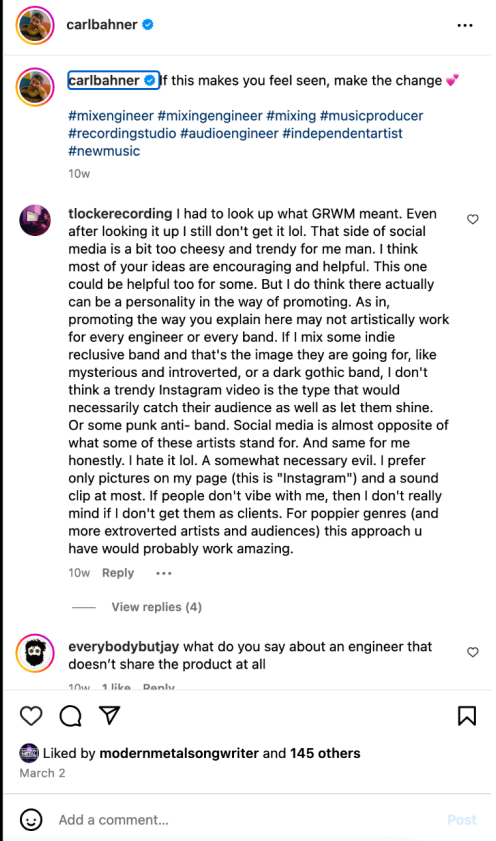
## The "Welcome" Post

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# Producer/Engineer PSA (disrespecting your clients):

On release days when you have new songs out, don't just post a still image of the cover art and say "the new song by \_\_\_\_\_ that I mixed is out now"

Real talk - it's lazy and disrespectful to the art that your clients trusted you with.



## The “Controversial Take” Post

(continued on next page)



## The “Look at the artists I’ve worked with” Post

(in this case, it was the artists my students have worked with, but same idea)

As you can see, I post simple, authentic content that demonstrates my skills and experience...

And builds trust + familiarity with my ideal clients.

Which is the exact kind of posts you probably wanna make too...

Half the time, I’m just putting plain text into an image! Which might seem so dumb and simple...that it wouldn’t work.

But it does.

Simple posts like these attract highly profitable clients

And career-changing opportunities...

On that note...

## **It is also a MYTH that your posts *need* tons of views, likes, comments, or engagement**

As you'll see in my post examples above...I don't necessarily get thousands of "likes" per post.

Yet I'm still able to generate enough high-paying clients from my social media that I consistently earn over 6-figures per year.

Everyone worries about likes, views, reach, etc...

But that's actually dumb.

Why?

The answer should be obvious...

### **VANITY METRICS DON'T MAKE YOU MONEY**

Real business growth comes from attracting the RIGHT people to your posts...

...not from attracting "a lot" of people.

Who cares how many likes or comments your posts get...as long as you're getting hired and making the amount of money you want.

Now, obviously if we can get likes, follows, and comments too...that helps even more.

**I'm just saying you don't necessarily need thousands of likes or followers to be a well-paid studio pro.**

"A lot" might be in the 10's or 100's for you.

Which is easier than you might realize...

In order to explain, let's get into something super important:

## **Why is social media so powerful for attracting high-quality artist clients for studio pros?**

It comes down to one word:

## Leverage

The word “leverage” refers to something in physics where a small amount of force produces a large outcome.

As an example: Imagine trying to use a wrench to twist a bolt tightly.

If you hold the wrench close to the bolt, it’s harder to twist. But if you move your hand farther down the handle, away from the bolt, it’s easy to use a bit of force and twist the bolt. As a result, the wrench does the work for you.

Same thing with social media...

**Practically *all* of your ideal clients are already on social media (and using it every day, keeping their eye out for producers and engineers just like you)...**

**Which means even with 1 measly social media post per day...**

You’re putting yourself in front of tens, hundreds, or even thousands of your ideal clients.

Again...small amount of work = big outcome.

**Now imagine consistently posting client-attracting content day after day...**

Your results compound even further...

Clients are consistently seeing you and hearing your productions.

Which means your ideal clients are potentially moments away from hitting you up for their next project.

**Deep down, you probably *already* know that you could be getting more/better clients if you posted the right content, more consistently...**

You might just be suffering from a few of the key problems when it comes to social media content for studio pros...

**Social Media Screw Up #1** - Don’t just post *any* content. Post content that’s specifically targeted at your ideal clients

Getting clients is like fishing...

You yourself might love eating hamburgers, french fries, and cheesecake...

But if you put a big chunk of cheesecake at the end of your fishing line and toss it in the lake...

**Good luck getting a bite.**

However, if you use a worm (aka what the *fish* wants to eat)...

You're far more likely to get a bite.

Same deal with social media content. Posting any random content won't necessarily work.

**What works is posting content that's strategically designed to attract the ideal clients you wanna work with.**

If you do that, you'll be swimming in clients. Pun intended.

**Social Media Screw Up #2 - Your content doesn't build "artistic trust" and/or demonstrate credibility**

It's one thing to attract your ideal clients to your content...

But if they check out the content and it simply doesn't make you look like a skilled studio professional...

Or if it doesn't build the kind of trust that makes an artist excited to hand off their music to you...

Your ideal clients might simply say, "That's cool, but I don't wanna work with you". :(

**In a sense, there's a 2-factor relationship here:**

Your posts need to speak to...

- a) Your clients' wants and needs (see problem #1 above)
- b) Your own skills, personality, and results

It's about the client *and* you.

Without one or the other, your posts won't establish the right "match" between you and the client.

**To use another analogy: It's like a dating profile.**

Let's say you find a profile you like. The person has the same interests as you, the same values, likes the same food and movies, and wants the same thing out of a relationship.

You'd probably "swipe right".

**But let's imagine YOUR profile is blank...**

Are they gonna swipe on you? Unlikely.

Which means you'll never get a "match".

The same thing can happen if you don't factor in both sides of the "artist-studio pro" match.

But let's say you have both factors dialed in...

You'll probably still suffer from *the most common* problem with client-acquisition content...

## **Social Media Screw Up #3 - You're just not consistent**

It should go without saying, but the "perfect" content you never post won't get you results...

Consistency beats perfection every time.

It's like going to the gym. Doing the perfect workout *one time* doesn't make any difference.

**So how do you become more consistent with social media posts?**

Or, perhaps more importantly...

## **How do you beat procrastination, overwhelm, or "posting anxiety"?**

It's actually quite simple...

**There are 3 factors:**

### **1. Your social media strategy has to be easy for you to do**

To go back to the gym analogy, imagine doing a workout so hard that you throw up every time you do it. How likely are you to want to do that workout repeatedly?

The same thing happens with social media content strategies. Your strategy has to be something that's easy and achievable. That way you don't feel stressed about doing it.



## **2. You need a strategy that's proven to get results**

Part of the reason you're *not* posting consistently is probably because the posts you *have* been making aren't getting you results.

Now imagine instead: You're making posts (that are easy to do, per factor #1 above) and you're consistently seeing positive results from them

You'd be EXCITED to make posts. In fact, you'd be like "I can't wait to post again".

You'd become almost addicted. Procrastination would be a thing of the past.

Why?

Because nearly every time you post...you're stacking up even more results.

Whether that's positive comments, people sliding into your DM's, and of course clients wanting to hire you.

## **3. Accountability, support, community, and positive social pressure**

A lot of times: You already know what we "should" be doing. You're just not doing it.

Everyone knows accountability works. When you have someone making sure you take action, well, you're far more likely to do what yo

**In fact, it's possible that the only difference between *you* and the extremely high-paid studio pros you look up to is...**

**Your social media strategy. That's it.**

So clearly social media can work for studio pros...

Social media has a ton of leverage you can use to get more + better clients *faster*...

So that begs the question:

What strategy should YOU implement to get these results too?

That's exactly what I'm gonna help you do in my upcoming mentorship program

I'd like to invite you to my  
6-week mentorship program...  
***Social Media for Studio Pros***



In just 6 short weeks, I'll show you how to set up **your own social media marketing strategy** for your studio business that generates new “leads” (a.k.a. potential clients) on a consistent basis who are happy to pay the fees you desire.

So you never have to worry about whether your social media content is “good enough” again, and you'll be generating new clients ongoing as a result :)

**The program starts Tuesday May 21st.**

Space is limited, so I suggest joining ASAP before it fills up. My previous mentorship program sold out, so there's a good chance this one will too.

**Here's what life looks like *after* you join Social Media For Studio Pros:**

- You're consistently posting content that attracts your ideal clients *to you* (rather than you constantly needing to hunt them out)
- Your posts build trust and credibility, and raise your perceived “status” as a studio professional
- You have a unique “brand” that reflects your personality, skills, and values (and makes you stand out as one-of-a-kind)

- Your content allows you to stand out among the competition, so you're playing *your own game* rather than trying to beat every other studio pro at the same game
- Clients are sliding into *your DM's*, asking how soon they can hire you
- Your profile looks polished, professional, and unique. Anytime someone clicks on it, they instantly see you as a high-value studio pro.
- You know exactly what to do whenever you want to post content
- You have *tons* of ideas for posts and content (specifically, content that can get you high-paying clients)
- Your "content calendar" takes all the hard thinking out of posting. All you have to do is follow the calendar and see results.
- You no longer get "stuck" or anxious when it's time to post
- You're relaxed, confident, and charismatic in every piece of content you create
- Your client acquisition content converts at a higher rate (and you spend less time "trying to sell" clients who aren't the right fit)
- The clients you attract are actually the right fit for you, rather than a bunch of rando's who can barely record themselves, let alone afford your rates
- Clients know who you are, and show your content to other people (even if you haven't worked with them yet)
- Clients are **READY** to pay your rates, because your social media content "pre-qualified" them
- Your social media marketing process becomes more organized, streamlined, and efficient
- Your stress goes wayyy down
- You look like you "have your shit together" in your online presence and branding
- You actually spend *less* time trying to get new clients (so you can spend more time working on paying projects or doing other things you love)

### **Here's how it'll work:**

1. Every week we will have 2 live group calls (and yes, every call will be recorded so you can watch later in case you can't make it)
2. The calls will occur **Tuesday and Friday at 11 AM pacific / 2 PM eastern**
3. During each call, I'll show you a specific aspect of my Social Media For Studio Pros marketing system
4. I'll walk you through how it works, explain to you *why* it works, and show you real-world examples of using it so you can adapt it to fit your particular studio business
5. From there I'll give you a simple "action step" to take on your own time - with clear instructions and the exact "tools" you need
6. Every call ends with Q&A, so I can help you smash any challenges you have and answer any questions
7. Plus you'll have access to the private SMFSP community on Discord, where you can share wins, ask questions, and get feedback from myself and your fellow SMFSP members

## Here's what you get in Social Media For Studio Pros

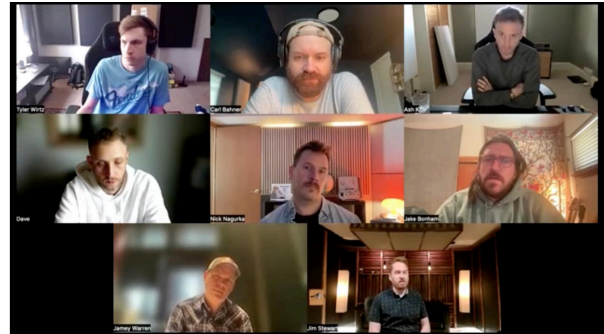
### **Small-Group LIVE Zoom Class (2x per week)**

This is the main content of the mentorship.

I'll hop on Zoom LIVE with everyone in the program to personally help you set up your social media content + strategy.

Each call will consist of "teaching" the core curriculum of Social Media For Studio Pros + personal coaching on your social media, along with Q&A

^...and yes, every call is recorded. So if you have to step away or if you can't make it live, you still get the full recording



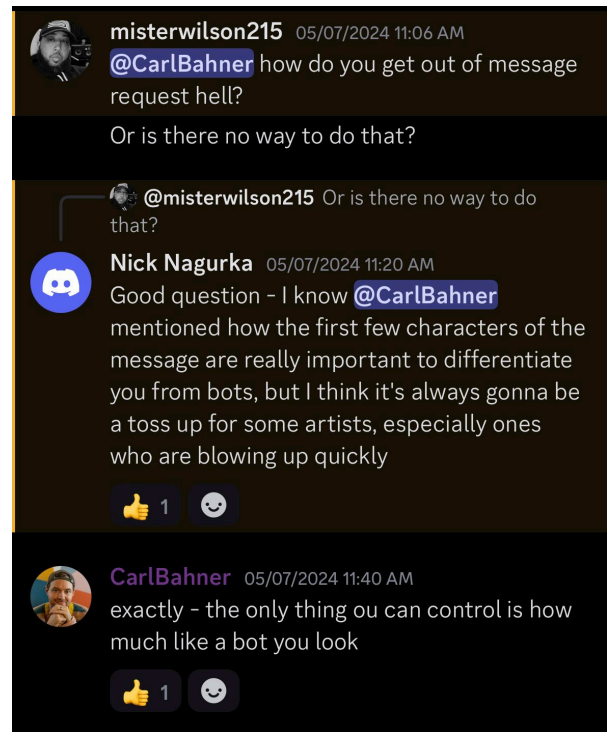
## Private DISCORD Community To Share Wins, Ask Questions, and Stay Accountable

I've also set up a private Discord community, just for members of Social Media For Studio Pros.

Inside, you can post any questions or requests for feedback on your social media.

I'll check in with the community every day to answer questions.

This is the best way to stay accountable and make sure you're consistently taking action on what we're discussing in the program



## My Profitable Social Media Content Recipes + Examples

While every studio pro's content strategy will differ slightly, the fact is there are common patterns.

Certain posts/content will work for damn near everyone.

I've done most of the hard work for you. I already know what works and what doesn't. So I'll hook you up with some templates + recipes for posts and content calendars.

So all you have to do is follow the templates and hit "post".

STEP 4. Use a website like Canva or software like Adobe XD to create an overlay for your video. It should include:

- the cover artwork
- the name of the artist
- the name of the song
- your role in the song
- your name
- a transparent background

## **BONUS: A FREE Copy Of My “Attracting Your Ideal Clients” Course**

As a bonus for joining this mentorship, I'm gonna give you a free copy of my course: Communicating the Care - Attracting Your Ideal Studio Clients.

This course covers the “core curriculum” of what I teach when it comes to getting high-paying clients you love working with.

And I wanna make sure you have everything you need to be successful...

So I'm gonna give you the course for free :)



**>>> Click HERE to join the Social Media For Studio Pros mentorship program (limited spots remaining) <<<**

### **The Social Media for Studio Pros curriculum at a glance:**

#### **Week 1: Defining Your Brand & Creating An “Ideal Client Persona”**

- Together we'll create a **brand “identity”** that fits *your* yet is irresistible to your ideal clients.
- I'll help you craft a **unique value proposition** that sets you apart from the rest of the noise out there. No more blending in with all the other producers on social media.
- We'll get crystal clear on **who** your dream clients are and **where** they're hanging out online (so we can post content there and get their attention).
- **“Ideal Client Persona”** - Who are your clients? What do they like? What kind of projects do they usually need? This allows you to craft content that's congruent with their artistic wants and needs, as well as their personalities and interests.

- We'll identify which **platforms** make sense for you to post on (and which ones you can skip).
- You'll learn the ins and outs of each platform, so you can create "**native**" **content** (a.k.a. The type of content people on that platform WANT to see)
- And much more...

## Week 2: Developing Your Content Strategy

- How do you know if your posts are working? "**Key performance indicators**" (**KPIs**). If you wanna treat your studio like a real business, this is how you do it. Otherwise you're just doing random sh\*t and hoping it works out. NO VANITY METRICS ALLOWED.
- Setting goals that you can consistently accomplish. We'll make it easier than ever to take action. Then you'll start **stacking wins** one after another. In just a few weeks, your business could be unrecognizable (in a good way).
- I'll give you a **system** for keeping track of all of this (without stress or a ton of extra work)
- We'll use the "Ideal Client Persona" from the prior week to identify the types of content that resonate with your target clients, **make them stop scrolling**, and pay attention. (Tip: It's not another generic "motivational" quote.)
- I'll show you how to plan your "**content mix**" that balances promotional, educational, and entertaining content. Do you think your clients WANT a bunch of desperate-sounding "salesy" posts? Would *you* even wanna make those? No and no. I'm gonna show you a better way, so you can entertain *and* sell, without annoying anyone (including yourself).
- No more hasty last-minute posting. We'll create an organized **content calendar** that factors in your "content mix", your workflow, and ensures consistent posting (so you don't fall off track).
- And so much more...

## Week 3: Growing Your Online Presence (And Creating "Buzz")

- **Word of mouth** is powerful, but waiting around for it to happen organically is like waiting for your dog to clean up its own poop. We'll teach you how to take control and make it happen on your terms.
- **Share-worthy content** - Making content that people wanna talk about, even if they aren't working with you (yet).
- **Hashtags and tagging people** - Expand your reach and attract even more dream clients.
- Upgrading your visuals - Let's make sure people will **recognize your brand** damn near *instantly* as soon as they see any of your posts in their feed. (NO FANCY GEAR REQUIRED.)
- Design principles that will make your brand look **polished and professional**, even if you're not a designer.
- **Your branding toolkit** - colors, fonts, imagery, and more. Even what part of your studio you film in, or how you dress.
- **Templates** - Make the whole process easy and consistent by using **my proven templates** (or creating some of your own!).

- And even more...

## Week 4: Creating Badass Content

- A **picture** is worth a thousand words. A **video** is worth a million pictures. We're gonna make sure *both* are rock solid in your content.
- Dropping knowledge bombs? Studio tours? Mix tutorials? Success stories from prior clients? **What content should you make?** We'll go over all of it and find the best content that you enjoy making, that also resonates with your ideal clients.
- Simple tips for adding visual flair and grabbing attention, that way clients **"stop the scroll"** as soon as your post pops up.
- Writing **Engaging Headlines and Captions** - Sometimes this is the *only thing* someone will see. So we need to make it count.
- Formulas and templates for writing captions that are equal parts **entertaining, educational, and money-generating**.
- The key elements of a compelling **brand story** and how to weave it into your social media content
- The art of **the sales pitch** - How to communicate that you're available to be hired (and how to get clients to slide in your DMs) without sounding desperate, needy, or low value. Remember: Badass content *a/so* means that you're getting paid, yo.
- **Tools, software, and "hacks"** for writing captions, posts, and upgrading your content, even if you hate writing.
- And yet still much more...

## Week 5: Call To Action

- Using **"high emotional states"** to create connections with your audience (and get them to hire you)
- **"Do you have a portfolio?"** What to do about questions like this, and how to use your social media content to avoid this question entirely
- How to **show off** your production skills and results (even if you haven't had a lot of clients before), so your ideal clients know you can help them with their music
- **Proven templates and examples** of effective CTAs that encourage your audience to take specific actions (like hiring you for projects)
- **Case Studies** - How to highlight *specific* projects or clients for deeper connections with future clients
- Strategies for leveraging client **testimonials and reviews** to build trust and credibility
- Should you offer discounts? Bundle pricing? A free "test mix"? I'll show you how to make it easy to "get your foot in the door" so they wanna hire you again and again...
- And way, way more...

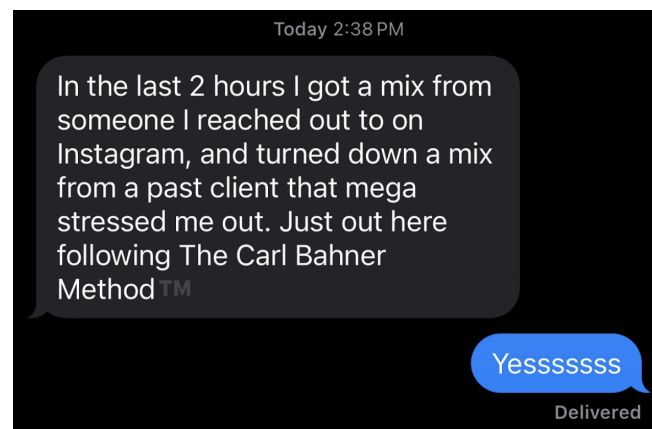
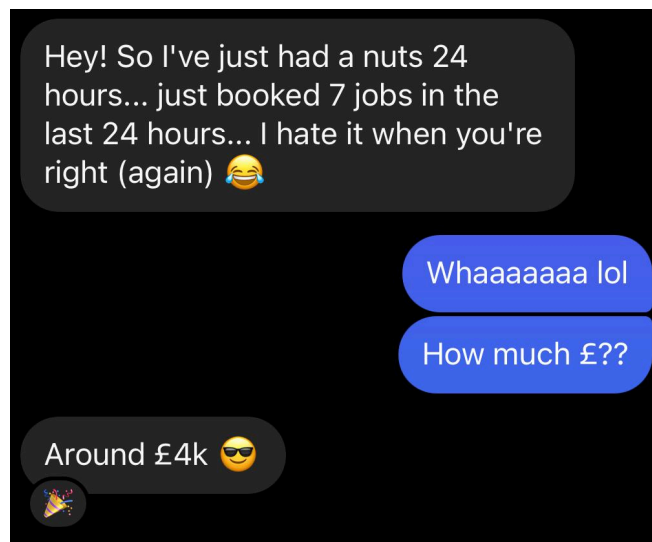
## Week 6: Expanding Your Social Media Empire

- How to **collaborate** with other creators and influencers in your niche (even if you aren't "famous" or don't have a lot of credits)
- Recipes and **examples** for reaching out to partners or brands



- Best practices for co-creating content and **cross-promoting** on social media
- “**Inviting**” **collaborators** or other influences into *your* social media strategy
- Tracking and measuring your social media **growth**
- How to use social media **analytics tools** (without driving yourself crazy)
- Should you **boost posts**? Run ads? I’ll tell you the truth...
- A step-by-step process for **analyzing** your posts and **performance**, without spending all day buried in spreadsheets
- And, yes, so much more...

**Plus, I’m gonna show you the exact social media strategy I’ve shown my students to help them close deals like...**



## Here's What People Say About My Mentorship:

*"Within a year of working with Carl, **I got my first number one. And from there, all of a sudden I started working on major label songs.** [...] What I got from Carl was invaluable, which was the mindset of: "Where am I needed the most based on my skill set?" and "How can I pitch myself to people effectively?" I can truly honestly say if I had not worked with Carl, it would have taken me a much longer time, [so] **it has paid for itself very quickly.** Thank you, Carl."*



- Lucas Gienow (Billboard-Charting Vocal Producer), Lebanon, PA, USA

*"Working with Carl has been single handedly the greatest catapult that my career could have had. I've gone from being in a position where I'm stressing about what's happening next week to stressing about what's happening three months down the line or four months down the line. **I started this year pretty much being booked up until the end of March, which is an experience I've never felt before.**"*



- Joe Sage (Producer and Mixing Engineer), Liverpool, UK

*"In the ever-expanding world of freelance music production, [Carl's course] is the beacon every over-qualified and undervalued engineer, producer, and mixer has been waiting for. This is without a doubt the most genuine, heartfelt, and effective roadmap for teaching creatives how to advocate for themselves while building a lasting community of ideal clients. The right mentorship is more important than ever in the music-making business today. **The principles Carl lays out [...] will have an impact far beyond your bottom line as a freelancer. His way of humanizing your approach to branding and marketing will not only transform your business but the way you view the industry as a whole.**"*



- Casey Cavaliere (The Wonder Years // The Record Process // True Level Studio)

***“Carl’s course is one of the most informative lessons on the business side of producing and marketing that I have come across. Each detail explained with the type of passion and knowledge you would only expect from a seasoned professional such as himself. I highly recommend that anyone in the music industry, either just starting out or already established to sink your teeth into this knowledge bomb of priceless information.”***



- Tom Denney (A Day To Remember // Pierce The Veil // Sounds Like Color)

***“As someone who enjoys working on many styles of music, I was feeling lost and overwhelmed on how to market myself. Carl really helped me identify how to brand my strengths, and more importantly, double down on the parts of production that I really enjoy. After taking the course, I am feeling confident on how to market my brand and direction moving forward.”***



KENNY GRIMM (Prinze George, Wiz Khalifa, G-Eazy)

## **Stop posting random “amateur” content. You’re a professional. Your social media strategy should show it.**

You’ve probably been stressing about clients, money, and your career for a long time. This bleeds into every area of your life: Your health, your relationships, your stress, your sleep, your free time, your family, and so on...

I know exactly what that feels like...

But I also know:

You do not have to worry about clients and money anymore. There IS a way to end that stressful “feast or famine” cycle.

The world is full of producers, mixers, and engineers who consistently work with high-paying clients, while earning a good living and having plenty of time for family and personal life.

With the right information and guidance, you can become one of them.

**As a recap, here's everything you're getting:**

- + 6 weeks of small-group mentorship, 2 live calls per week, with me personally (\$6,000.00 value)
- + My entire Social Media For Studio Pros process (priceless)
- + Access to the private SMFSP Discord community for questions, support, motivation, and sharing wins (invaluable)
- + BONUS: My flagship online course *Communicating The Care - Creating a Profitable Online Studio Business* (\$397.00 value)

**So you're probably wondering just how much this costs.**

Well... ordinarily I charge ~\$400/hr for one-on-one mentorship calls...

(Not to mention what I normally charge my studio clients)

But since this is a small-group mentorship program...

And my goal is to help as many producers as possible upgrade their social media game, while still being able to give everyone the proper attention...

**I've decided to make Social Media For Studio Pros a *steal* at just \$697.**

Yup. For just \$697 you can join Social Media For Studio Pros for the entire 6 weeks and get mentored by me personally.

And you'll have forever-access to all the recordings and content + bonuses (see below).

I'm not gonna do a bunch of fancy "price justification" here. This is super affordable for what you're getting.

That means all you need to do is close *one* measly production project of \$700 to get your money's worth...

Or a couple "singles" at ~\$300 a pop...

And with my system, you'll be able to attract clients who can pay \$1,000... \$5,000... \$10,000 or more...

At some point, I will absolutely be charging \$2,000 or more for this program. But since it's the first time I'm running it, I wanna give you a big discount as a thank you for being a founding member :)

***DID YOU GET YOUR DISCOUNT? If you are already a member of Full-Time Client Machine or if you purchased a spot in my Client Magnet Workshop, you get an additional \$100.00 off Social Media For Studio Pros. Which brings the price down to just \$597 for the full program + bonuses.***

## **Is there a guarantee? Yes, but...**

And as always, your investment in this mentorship program comes with a rock-solid full money-back guarantee. That's a promise.

**If you follow the process throughout and don't land at least one new client, we'll refund 100% of your money.** We wouldn't make that offer if we weren't absolutely confident this will work magic if you put in the effort.

However...

If you're ALREADY thinking of refunding, then this program isn't right for you.

In fact, I'd go as far as to say: If you're already thinking of asking for a refund, then you probably aren't ready to grow your music production business.

Making better social media content is NOT rocket science...

But if you think you can buy any program and money will magically fall out of the sky, please don't apply to this program.

Obviously, getting results in this program requires work on your part.

I'm gonna show up to every call with my A-game, ready to help you absolutely crush it with your music production business...

I simply ask that you reciprocate by showing up, bringing a positive attitude, and being willing to take action consistently on what I show you.

If for some reason you don't get the results you desire, I'll refund your money.

But frankly, I do not predict anyone will be exercising this guarantee. I'm a very effective teacher, and my methods produce results for my students. Simple as that. :)

## **And as a 100% free BONUS:**

I'm throwing in my flagship course: *Communicating the Care - Creating a Profitable Online Studio Business*

This course goes into even more detail about how to create the ultimate music production business. So you can dial in your processes, attract even more clients, and create the business (and life) of your dreams.

We'll use this course as reference material during the mentorship program...

And it also goes into more detail about topics that are outside of the scope of this specific program...

Which means you'll be able to get even *more* value from going through the course.

Normally I charge \$397.00 for this course.

But I'm giving it away as a free bonus when you join the Social Media For Studio Pros mentorship program.

## **FAQ's**

***Do I need any fancy equipment, cameras, software, or gear??***

Nope. My posts are all pretty "low-tech". You can DEFINITELY do this on a "budget"...or just using your cell phone.

None of that gear stuff matters. What matters is the QUALITY of the content and the MESSAGE. That's what resonates with your ideal clients.

Remember: Your clients aren't hiring you because of your camera or video-making skills. They're hiring you because of what you can do *for their music*.

***How is this program structured?***

The main portion of this program will be 2 live training calls with me each week (Tuesday and Friday at 11am Pacific / 2pm Eastern). During these calls, I'll show you a specific aspect of my Social Media For Studio Pros system. And I'll give you a specific action-item to go do (these won't require a ton of time or effort). Finally we'll end with Q&A on any topics you need more help with.

There will also be a private Discord community *just* for students in Social Media For Studio Pros. That way you can ask questions, share wins, get support, and stay accountable with the other students between live calls.

As a "bonus" (and as part of the curriculum) I'm throwing in my *Communicating The Care* course, which normally costs \$397.00 on its own. We'll be referencing the course throughout this mentorship program. And it's an extra "thank you" bonus for joining!

***When are the live calls?***

There are 2 live training calls with me each week on Tuesday and Friday at 11am Pacific / 2pm Eastern. And yes they will be recorded and provided to all members!

***Will there be recordings of the live calls?***

Yes! Every call will be recorded. So if you can't make any of them live, you'll still get the recording to watch on your own time.

***Do I get access to the "bonus" course forever, or just for the 6 weeks of this program?***

You'll own it forever!

***What kind of results can I expect?***

Just like anything else in business, your results will depend on your level of effort and consistency. So I can't sit here and promise that clients and money will just fall out of the sky onto your desk. I *can* tell you that my Social Media For Studio Pros branding + marketing system has been a huge factor in the success of my entire career. And it has worked wonders for every student I've ever shown it to. So if you're willing to learn how it works, and take action consistently, I predict you'll get great results too.

***Is there a guarantee?***

Yup! Like all of my courses and trainings, this is backed by my iron-clad 100% money-back guarantee. However, the stipulation is that you have to show up and take action consistently. If you don't do that, you can't expect *any* method to work for you. That said, if you show up and take action on what I show you, and you somehow don't get results, you can simply email me and ask for a refund. I want there to be as little risk as possible for you, so you feel totally

confident that you can do this and get results like so many of my other students. :) If you scroll up, I have a more detailed explanation of how the guarantee works.

***I have another question!***

Awesome! I'd love to answer it. Just email me at [info@carlbahner.com](mailto:info@carlbahner.com) and I'll get back to you ASAP.

## **It's time to take action**

Are you ready to claim your spot in the Social Media For Studio Pros mentorship program - before every spot is taken?

Good. Let's get started...

Just click the blue link below, enter your normal details on the next page, and hit the "Complete My Purchase" button. That's it. You're in!

**[>>> Click HERE to join the Social Media For Studio Pros mentorship program \(limited spots remaining\) <<<](#)**

Thank you so much for reading! I'm looking forward to helping you on your studio business journey.

Talk soon,

Carl 🙌

**P.S.** Remember, the program starts Tuesday May 21st. So there isn't much time. And space is limited. As we speak, spots are filling up. So if you wanna grab a spot before they're all gone, just click the link and join us. If you're ready to take action, I'm ready to help you.

**PPS:** And to be clear - yes this will work even if you're *not* already working with tons of clients and charging high rates...or if you aren't "famous" or don't have a lot of followers. If you can take a selfie video and make a post on IG, you can apply this system and get more of the clients you desire.



**PPPS:** Again, I'm offering my iron-clad money-back guarantee. If you take consistent action in the program and for some reason you don't see results, just shoot me an email and I'll refund your small investment. No hard feelings :)