



THE ALL ACCESS GROUP

"Connecting the Dots Between Technology and Entertainment"

www.allaccessgroup.com

"Kelli has superior long-term relationships with decision makers throughout the music and technology space, as well as with major established artists. Given her power to forge partnerships and strategic deals, her work and her reach are simply unparalleled. She also happens to be one of my favorite people."

Ty Roberts, Co-founder and CTO of Gracenote

"I have worked closely with Kelli over the past 15 years. She is a dedicated, committed, trusted colleague, a valued friend, and a reliable source for strategic information in this new age of digital music and entertainment."

Denzyl Felgelson, Senior Advisor, Apple iTunes Management Team, and Founder & CEO, AWAL (Artists Without a Label)

"Kelli knows everyone - not only in Silicon Valley but throughout the music and entertainment industries. She is passionate about the digital music space. She has the intangible ability to cut through the minutiae and get directly to the heart of a situation. But her greatest asset is her ability to deal with people in both the digital and traditional music industries, which is a unique and refreshing combo."

**Greg Kihn
Musician, Author,
Morning DJ**

The All Access Group Mentor Program with Kelli Richards

*Are you an early- or mid-stage company in digital music and entertainment?

*Are you interested in accelerating your progress by creating the most powerful, impactful connections and revenue generating deals that will catapult your business forward?

*Would you benefit from having access to a highly respected veteran and industry insider by your side to help you navigate the complex world of music and technology?

If the answer to any or all of these questions is "YES", you may benefit from working with **Kelli Richards, President and CEO of The All Access Group** as a mentor and advisor to your business.

The All Access Group Mentor Program offers a unique opportunity to access Kelli's connections with industry insiders, business strategies, and creative solutions to the challenges you face daily in navigating the digital music and entertainment landscape. You will gain high impact leverage for your business that will accelerate your progress and momentum towards achieving your goals. As a result of this program, you will:

*Receive guidance to avoid common mistakes in the space

*Create compelling and powerful strategic alliances for impact

*Establish/reinforce your presence and brand in the marketplace

*Accelerate your progress and momentum

*Increase the valuation of your company

Kelli is eager to support more start-ups in order to create a more robust digital music space. As such, she is offering this unique mentoring program, **The All Access Group Mentor Program**. This program is an affordable way for you and your team to be able to work with Kelli directly and have access to her insights, benefit from her wisdom and years of experience in the space, as well as access to her rich, dynamic network of A-list industry connections.



Kelli Richards Bio

A digital music and entertainment veteran, and co-author of **"The Art of Digital Music"**, Kelli Richards spent 10 years with Apple on the founding music team leading music and entertainment initiatives, and is also a former A&R Exec with EMI Music. She co-created a visionary venture, Patronet, with rocker partner Todd Rundgren in the 90's while still at Apple, which enabled established artists to go direct-to-fan with the earliest Artist 360 program in the industry.

For over 25 years, Kelli has been a sought after talent producer and celebrity wrangler across a broad and diverse suite of concerts, awards shows, celebrity fundraisers, and corporate campaigns & events.

With a focus on high-touch direct client service, strategic insights, creative out-of-the-box solutions, powerful alliances and connections, Kelli delivers high impact consulting and mentoring utilizing her access to A-listers, artists/celebs, influencers and decision-makers throughout all corners of both the music/entertainment and tech/digital worlds.

This special Mentor program consists of six months of unlimited access to Kelli by e-mail, phone, fax, regular mail, etc. In-person meetings may also be scheduled when mutually convenient. Those who are serious about their business goals recoup their investment through expert strategic insights, best practices, greater access to top-tier connections, and increased business deal flow. This allows you the ability to work with Kelli **directly** in an affordable way. Admission is limited to a select client base of qualified candidates.

The program begins by discussing your current situation and your most critical needs with Kelli. Mentoring goals and expectations are established together. Some clients reach out daily, some weekly, and some monthly. The outreach, frequency and style of mentoring are up to the client. Once engaged, Kelli is 100% committed to help you navigate your way through the digital music maze to the successful results you and your business desire.

****As an added perk, we're offering an additional 10% discount for those who pay in full for the entire six-month program in advance.***

____ ***\$3997/month for 6 months (normal program price)***

____ ***\$3500/month for 6 months (with 10% disc when full term paid upfront)***

If you're serious about wanting to accelerate your business results (or have other questions), contact us at info@allaccessgroup.com to learn more about this unique program and limited term discounts.

BIG VISIONS BIG CONNECTIONS BIG RESULTS

