

# Mama Swag

TINA COLE



**SPEECH DESCRIPTION**

# There's a reason why Mama Swag is the bridge between dreams and business.

She draws upon her extensive career spanning over three decades in the music industry, collaborating with industry luminaries such as Scott Storch, Harvey Mason, and Jason "Poo Bear" Boyd, to deliver **a transformative experience unlike any other.**

With a unique blend of business acumen and musical artistry, Mama Swag empowers your audience with invaluable insights and strategies to navigate the intricate landscape of the music business.

Each speaking engagement is meticulously tailored to your event, encapsulating the essence of Mama Swag's journey and expertise while addressing your audience's specific challenges and opportunities.

Through a captivating blend of storytelling and practical wisdom, Mama Swag delivers a keynote experience that resonates deeply, leaving your audience **inspired, empowered, and equipped with actionable tools for success.**

Success in the music industry isn't just about talent—it's about mastering the science of success. Mama Swag reveals the secrets to achieving greatness in the music business.

Some of her key topics include:

- **Business Acumen Meets Music Industry:** Benefit from Tina Cole's unique perspective, bridging her decades of business

leadership experience with her passion for the music industry. Gain insights into how business discipline can be applied to drive success in music.

- **Collaborating with Industry Legends:** Learn from Tina's collaborations with legendary music figures, such as Scott Storch, The Underdogs, and more. Understand the dynamics of working with renowned producers and how to build lasting partnerships.
- **Grassroots Strategies for Success:** Tina's approach emphasizes grassroot strategies to succeed in the music industry. Discover practical tactics that can help you build a solid foundation for your music career and enhance your market presence.
- **Creating a Standard of Excellence:** Gain insights into Tina's commitment to excellence and how she brings this standard to the entertainment industry. Learn how to set yourself apart by maintaining a high level of professionalism and quality.
- **Turning Passion into Profitability:** Tina's journey showcases how a passion for music can be turned into a profitable venture. Explore strategies to balance creativity with business acumen to achieve sustainable success.
- **Innovative Approach to Industry Challenges:** Discover Tina's innovative approaches to industry challenges. Learn how to navigate changing trends, harness technology, and adapt to the evolving music landscape.

Some of the key takeaways for your audience include:

- Dreams require aligned action. Learn what steps you need to

take and the factors you need to consider before pursuing your life-long vision within the music industry.

- Turn your mess into your message. The music industry can bring great hardships that you need to learn how to navigate and overcome, and that are crucial for your success.
- The music business is the people business. Learn the importance of cultivating relationships and how you can network like a pro.
- Business skills translate to successful music practices. The music business is a business after all. Knowing how to manage teams, budgets, and projects is instrumental in building a successful career in music.
- Understand the thought process and work ethic required to achieve commercial success.

If you are interested in customized keynotes or multi-date series on the topics of Music Business, Overcoming Adversity, Success, Management, Networking, and/or Industry Trends—let's talk!

**To find out more contact us**

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