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Interview With Josh Epstein of Vision Music USA

By Keith "MuzikMan" Hannaleck

Interview With Josh Epstein of Vision Music USA

by: **Keith "MuzikMan" Hannaleck** Vision Music USA is a proactive and progressive music service firm with the interest of their clients the driving force that makes them successful. President Josh Epstein and CEO Nick Stamoulis are focused on helping the Independent artists to maintain control of their career by saving them time and their hard-earned dollars. Josh took some time from his busy day to talk to me about their growing company.

MuzikMan: How did you and Nick meet? What interest and goals did you share that brought you together? What are your backgrounds and what qualifies you to provide all of these services to Independent artists?

Josh: Nick and I met in Boston. I was working as the Publicist at the Mama Kin Music Hall co-owned by Aerosmith. Nick and I care very much about music and musicians. Both Nick and I have always wanted to work in music. Specifically, we want to work on our own terms. Individually we have worked with people who care more about money then actually helping artists. We have seen hard working musician's be deceived by manipulators posing as true professionals. Our goal is to own and run a company that is a true resource for independent musicians. We both bring very specific talents to our company. Vision Music USA is Nick and Josh. A major prerequisite to gaining employment with Vision is to share not only our beliefs but our work ethic.

What qualifies Nick and I to assist others with their careers is our ability to relate to the artist. We have both spent several years in the trenches, similar to hard working musicians. Nick and I have worked in several key aspects of the music industry (booking, radio, marketing, artist development, promotions, management, etc). As the Showcase Coordinator for the NEMO Music Showcase and Conference I evaluated over 2,000 bands and musicians. I credit my ear for music and my eye for critiquing press kits to that conference. We chose to work with independent musicians for many reasons. One, with our assistance they might not be independent for long. Two, we have always wanted to provide the resources independent bands need to take their career's to the next level. This is what is so exciting. This is what makes going to work a pleasure. It's knowing that you are making an immediate impact in someone's career.

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MuzikMan: Where did you get the name Vision Music USA? How long have you been in business and how does an artist know that you are the real deal and really a "No Bullshit Firm" that you profess to be? Do you have actual testimony from customers that supports that statement?

Josh: Vision is simply the artists own vision. It is where they perceive their career is headed. This is all before we start with them. Once we start with an artist we take their vision to the next level. Vision Music USA has been in business for about two years. "No bullshit firm" is Nick's idea. It is very true. It means that we don't give the artist the runaround. We know how important their time is. We see it as a privilege to be working with the people we do. An artist sees this when the two owners of the company are constantly involved or supervising their project. We are very proud of our testimonials. When our customers take the time to express their happiness with our work it truly makes our day. All of our customer testimonials are on our website.

MuzikMan: What happens if a particular artist is not satisfied with something you have done, what is your recourse?

Josh: The customer is always right. I learned that at an early age from my father who owned a clothing store. We make our clients feel like family. If there is a problem with a portion of a service we do our best to appease the situation. Nick and I will always find an amicable solution for both parties.

MuzikMan: Are you both available to communicate with on the phone or by e-mail during normal business hours? How long does it take you to respond to a clients query?

Josh: We are very busy. However, we are very accessible. Nick and I both give our email addresses out freely. If we are busy, our procedure is to return all calls in 24 hours. For the most part, most people contact us and our employees via email.

MuzikMan: What made you decide to take the chance, quit your day jobs, and make this a full time gig? Most people are not willing to take that chance, what makes you different?

Josh: We both knew it was going to work. We have put countless hours of time into Vision Music USA. We feel that we have an innovative idea. We provide services to those who need it. Additionally, our services are very cost effective. This isn't a get rich quick scheme. Nick and I are interested in making money long term while helping musician's attain their individual goals.

MuzikMan: What can an artist expect to get in return for all of your services? What is the goal for each specific client?

Josh: First and foremost, we are consultants. It is our job to customize a client's service to fit their needs. With our assistance, the artist will have a far greater understanding of where they stand and where they need to go. For example, if an artist purchases a Press Kit Development package we completely critique their original work. After this critique we give them the recommend suggestions they need. We point the artist in a direction they are comfortable with. The goal is to bring them more recognition and make the press kit more effective for the artist. Each client's goals are assessed on a customized basis. This is our philosophy.

MuzikMan: Where does Vision Music USA want to go from here?

Josh: We would like to maintain our growth. We will be developing more products and services for our customers. It is important to Vision Music USA to maintain and continually develop relationships with other companies. We have a few other ideas but that's another interview.

MuzikMan: Do you both feel that eventually labels will not exist and all artists will have complete control of their work in the aspects of production, distribution and promotion? A lot of that is happening on the Internet right now, do you think it's a good thing? Are there some drawbacks to this radical departure from the status quo?

Josh: If people can do things on their own that was never possible, then go for it. Artists should have more control over their own work in general. I think the internet is amazing. Considering what I do for a living, I feel there are too many artists who don't fully understand what a record deal is. Too many artists think getting signed is the goal. I think it should be the start.

Take your Career to YOUR next level with Vision Music USA!

Vision Music USA is a TRUE independent musician's resource!

Some services include: Artist Development, Booking, Merchandise, Graphic Design, Website Design, CD Duplication and much more!

MuzikMan writes reviews, interviews and articles covering Independent and Major Artists

Vision Music USA Takes Their Services To The Next Level

By Keith "MuzikMan" Hannaleck

March 1, 2004– Vision Music USA, LLC an independent musician's resource specializing in Artist Development is now offering many new services to help musicians, including Merchandise, Graphic Design, Website Design and CD Duplication to name a few.

Vision Music USA is a one–stop resource for independent musicians that can assist you with every aspect of your career, whether you are just starting out or have been doing it for a while and struggling to get to the next level. Vision Music USA started because the owners, Nick Stamoulis and Josh Epstein, felt that musicians trying to make it on their own needed a true and real resource to help their career. Unlike any other type of company out there, they really offer the experience, expertise, knowledge and vision that all musicians need to jumpstart their careers by providing professional advice and guidance every step of the way. All of their services are 100% customized to fit your music and goals. When they say, "We are a no BS firm," they mean it.

Recently, in an effort to increase their line of product offerings to give artists a complete and thorough needs assessment and by taking a proactive stance by actually making services and products

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immediately available, provides the results artists are looking for. The firm's desire to help an artist take their career to the next level has become more powerful than ever before.

An independent artist needs every advantage available when marketing their product and Vision Music USA can increase your visibility with Graphic Design, Duplication, Website Design, and Booking, including a huge line of merchandise. Their custom packages offerings will include flyers, postcards, posters, clothing, stickers, buttons, hats, temporary tattoos, chokers & key chains, press passes, bass & drum decals and vinyl banners. In addition to this diverse array of services and products, a professional review of your music is also an option available in your customized package.

There is not a music business service available today that is offering such flexibility and variety for an artist to take their career to the next level. E-mail Vision Music USA @ info@visionmusicusa.com or visit their website to see how it all works

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