

MUSIC INDUSTRY VISIONARY J.R. MCKEE ANNOUNCES HIS UPCOMING BOOK “10 ARTIST COMMANDMENTS” - VIA SHARED INFORMATION

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/EINPresswire.com/ -- MUSIC INDUSTRY VISIONARY J.R. MCKEE

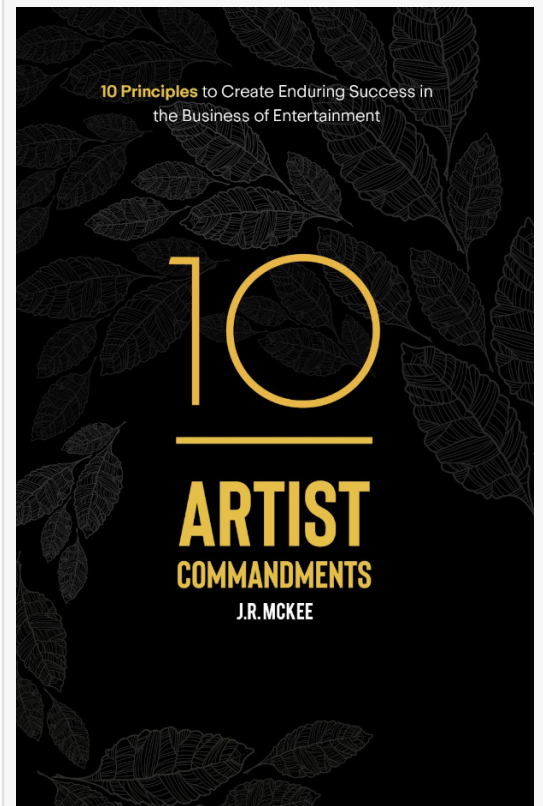
ANNOUNCES THE RELEASE AND PRE-ORDER OF HIS
UPCOMING BOOK

“10 ARTIST COMMANDMENTS” - PUBLISHED
INDEPENDENTLY VIA SHARED INFORMATION

OFFERING THE 10 PRINCIPLES AN ARTIST NEEDS
TO CREATE A SUCCESSFUL, AND LONG-LASTING CAREER
IN ENTERTAINMENT

J.R. McKee (2023 Billboard Indie Powerplayer, founder of MPR Global, and learning platform Shared Information) has announced his latest venture. Penning his first book titled “10 Artist Commandments.” An independently published book that will release on September 16th via Amazon.com, detailing the ten principles an artist needs to know in order to create a successful, and long-lasting career in entertainment. A staunch advocate for artists being in charge of their own destinies, his mission goes beyond economics. “My book and my classes and everything that Shared Information has done is to inform and uplift the young artist entrepreneurs of today,” he says.

After 18 years, J.R. McKee has successfully sold 160 Million records, won a Grammy, and has been responsible for creating some of the most notable independent R&B and hip-hop artists of this generation. With his first label venture, Family Ties Entertainment, which launched the careers of Tha Joker and K Camp. Thereafter, McKee joined Alamo Records where he launched



‘10 Artist Commandments’ Cover

superstar acts Rod Wave and Lil Durk. To his current distribution company, MPR Global (an acronym for Music, Power, and Respect) he launched Grammy-winning artist Muni Long, African R&B artist Mannywellz, and partnered with renowned rapper and entrepreneur, LaRussell. With this revolutionary approach, he is looking at the industry in a way that is unromanticized and accurate. He asserts, "Artists who are content creators, have already created themselves. At the end of the day, MPR "amplifies" what already deserves attention.

Over the years, his reputation, accolades, and successes have been plentiful, but it is the work of elevating artists mentally, financially, and creatively that is his calling. Shared Information, McKee's educational platform, does just that. He says, "I knew that I wanted to teach young entrepreneurs..." He quickly corrects himself. "Not teach, but create young entrepreneurs." A serial entrepreneur himself, J.R. McKee has created companies that aim to not only inspire artists but help support them in having a new vision of their art. He has single-handedly turned the universal notion of the "starving artist" on its head. His eight-hour video MasterClass for aspiring artists/entrepreneurs teaches the ins and outs of the digital entertainment industry and how any artist can use them to build a sustainable career.

Alongside the release of his new book, J.R. will launch a book tour offering Free fireside chats with key artists and industry insiders across the U.S. where fans and readers can connect with him firsthand, as he works towards creating a new world for independent artists.

[Pre-Order "10 Artist Commandments" HERE](#)

Chapters of "10 Artist Commandments" include:

1. Tell The Truth
2. Tell a Story
3. Put Yourself Out There
4. Identify and Engage Your Audience
5. Sell Early (There's more than music to sell)
6. Trial and Error
7. Lawyer Up
8. It Takes a Village
9. Business is Business
10. Adapt or Die



J.R. McKee Headshot

About J.R. McKee

A visionary, a chameleon and an early adapter is what J.R. McKee is and will always be. McKee's jaw-dropping ability to observe, analyze, grasp the nuances and understand all of the implications of the entertainment landscape has allowed him to change the entertainment game effortlessly. After 18 years, McKee has been responsible for creating some of the most notable independent R&B and hip-hop artists of this generation with his first label venture, Family Ties Entertainment, which launched the careers of Tha Joker and K Camp. Thereafter, McKee joined Alamo Records where he launched superstar acts Rod Wave and Lil Durk. With his current distribution company, MPR Global (which is an acronym for Music, Power, and Respect) he launched Grammy-winning artist Muni Long and partnered with rapper and entrepreneur, LaRussell. Having the multi-faceted experiences of being a label head, manager, producer and songwriter, his hero's journey has been nothing short of extraordinary. With an unrelenting hunger for knowledge and a selfless need to educate artists, McKee is the go-to music executive with the answers. Over the years, his reputation, accolades and successes have been plentiful, but it is the work of elevating artists mentally, financially and creatively that is his calling. Shared Information, McKee's educational platform, does just that. He says, "I knew that I wanted to teach young entrepreneurs..." He quickly corrects himself. "Not teach, but create young entrepreneurs." A serial entrepreneur himself, McKee has created companies that aim to inspire artists and help support them in having a new vision of their art. He has single-handedly turned the universal notion of the "starving artist" on its head. His eight-hour video MasterClass for aspiring artists/entrepreneurs teaches the ins-and-outs of the digital entertainment industry and how any artist can use them to build a sustainable career. Under the Shared Information umbrella, McKee recently penned his first book "10 Artist Commandments." An independently published book that details the ten most important things an artist needs to know to create and enjoy a lasting career in entertainment. A staunch advocate for artists being in charge of their own destiny, his mission goes beyond economics. He says, "My book and my classes and everything that Shared Information has done was to inform and uplift." After much soul-searching, the young mogul has decided to use all that he has learned to delve deeper into other areas of entrepreneurship. Media, Tech, Real Estate and the development of family-friendly health products are all areas that interest him.

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