

Profitcy Music Group Advocates for Artists

- Artist Development
- Advanced Music Marketing
- Direct-to-Consumer Approach
- Industry Relationships



The Plug for Indie Artists

Antwan “Twansac” Richardson knows what it’s like to be an independent music artist with a hot new record that the world needs to hear. That’s why Twansac launched Profitcy Music Group to help other unsigned musicians become marketable artists. Last year 1501 Certified Entertainment CEO Carl Crawford (label home to Megan Thee Stallion, Erica Banks, Baby Joker, and D-Raww) enlisted Twansac to provide meaningful support to his emerging artists. Twan’s knowledge of today’s digital impact and grassroots networking is unmatched.

The Wichita, Kansas native made a name for himself as a hip hop artist and songwriter before streaming was even a thing. Twansac’s “Cadillac Love” record



GET CONNECTED TODAY



510-463-1513



twansac@gmail.com



www.ProfitcyMusicGroup.com



[@twansac](https://www.instagram.com/twansac)



Twansac uses his experiences as an artist to help fellow artists navigate their music careers in today's digital age.

debuted in spring of 2002 on radio station Power 93.9 (now Power 93.5). The popularity of the record piqued the interest of program directors outside of his hometown and the midwest region. Soon after, Twansac was offered contracts by several major record labels.

Despite being a starving artist looking for a big break, Twansac knew the label deals weren't in his favor. The artist turned down bogus financial offers that would rob him of the rights to his own records and leave him with very little profit. He bet on himself and remained independent. To date he has sold more than 100,000 albums and mixtapes as an unsigned artist while maintaining his masters.

"Twan has been ahead of this music business for a while now," says Greg "Hitman" Williams, Brand Manager for Power 93.5 (KDGS) based in Wichita. "Twan's digital game is so critical if you're thinking about having a single that can reach millions—and not just thousands."

"He knows how to make that happen for artists," added Williams whose career in radio is nearly five decades long.

Williams says that the biggest challenge for today's artists is that they don't have a clue on how to market their music or themselves—despite

Client Reviews



Emmitt "E" Hayes

Manager for Memphis artist Kenny Kane

"He helped us develop a radio campaign and radio tour. His help has been a great asset. It has allowed us to network to build a brand and be able to grow his audience."



Michael Orande Wright

Big Shot Music Group Executive

"Twan is such a great connection to have. We didn't know who to network with or even how to get ahold of them until he helped us."



Through Profitcy Music Group Twansac helps artists use a direct-to-consumer approach to get their music heard.



Profitcy Music Group was presented a plaque after Adina Howard's "Keep Lookin'" record climbed to #1 on Global Digital Radio Tracker. Patrick Taylor, Adina's manager, says Twansac was instrumental in the record's success.

having greater access than generations of earlier-day artists. With Profitcy Music Group's direct-to-consumer approach, Twansac helps artists identify the best record they can use to reach music listeners, DJs, radio, promoters and media. His insight has helped artists grow their listenership beyond just their city.

Among a long list of artists to benefit from Twansac's support is R&B singer Adina Howard. Adina rose to fame during the mid-1990s with tracks like "Freak Like Me" and "Do You Wanna Ride." Patrick Taylor, Adina's manager, credits Twansac for helping the diva return to #1 on the charts with her "Keep Lookin'" single. News of the record's success came in June 2022 on Global Digital Radio Tracker.

"His business knowledge absolutely comes across to me," says Taylor. "He played a major role in helping us make decisions on the direction we wanted to go. And now she's back at #1."

Twansac wants to ensure today's artists have the strategy necessary to elevate their independent music careers—or to ink a major deal should they aspire to. He admits that much of the advice he gives to today's artists, he lacked as a budding artist. With the knowledge he has gained in the industry, he is motivated to help other artists inch closer to their mainstream goals. ■