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**Derrick Jones - a jones for the music business**

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**Owner, In the Shadows Marketing**  
Derrick Jones has heard good music come and go. He has watched the careers of rising and seasoned artists fade as fast as the top singles change on the Billboard charts. These experiences taught the owner of In the Shadows Marketing one thing about successful artists—they must also be savvy businesspeople.

"Unfortunately, a lot of people are in the music business for the art form, and will get taken advantage of because they don't know how to manage the business," explains Jones. "Just because you can sing or rap doesn't mean radio stations will

play your music or that the public will buy it. You have to take care of your business."

As a solution, Jones' Houston-based consulting firm develops solid marketing tactics for those in the business of making and selling music. The company handles marketing, distribution and educating clients on the process of making a business out of doing what they love most.

"We work hands-on to give artists the tools to make sure a project is successful not only for the artist, but for the artists' business," says Jones.

Fran Henderson of Dallas-based Malouf Entertainment has witnessed firsthand the benefits of Jones' business approach. "[In the Shadows Marketing] gave us some of the greatest information, advice and contacts. They may be called In the Shadows, but they helped us get one step closer to the spotlight. I would recommend their services to anyone who wants to be [in the spotlight]," she shares.

"Making music isn't just about being heard or seen or having parties," says Jones. "It's about putting in the work to manage the business that brings success." —*delmetria l. millener*

For more information, contact Jones at (832) 309-9789.

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