



## Musicians Get an Extra Edge with Vanishing Point Productions

Budding musicians often struggle with the question of how to differentiate themselves from the pack, especially considering the pack includes thousands of other up-and-coming artists, not to mention the mainstream acts that litter the top 40. A band may practice for hours and believe they have the perfect formula for success, but according to the founders of Vanishing Point Productions—Steve Rubin, Rob Salerno and Jamie Rubin—a strong producer is oftentimes the missing link.

Vpointproductions.com launched in Fall 2004 to take these emerging artists to the next level by offering them a one-stop shop for all their productions needs— digital recording, music production, graphic design and Web site development—at a reasonable price.

“Many years ago, before the age of digital recording exploded upon us, musicians were forced to record their art in traditional studios using analog equipment over a multitude of hours, while spending every dollar in their wallet. With the advent of the desktop computer—and more recently, affordable digital audio editing software—musicians have finally been given the option of recording their music on their own time with their own gear and a very modest budget,” said Rubin.

Although it may be the case that a band could essentially record and package their own album, they are still lacking the unbiased opinion and inspiration provided by a producer, as well as, in some situations, professional recording equipment and digital recording expertise. This is where Vanishing Point Productions steps in.

Rubin focuses on working with local, unsigned bands in the Washington DC metro area. Local advertisements in the DC area and word-of-mouth referrals are his main marketing tools for hitting his primary target. With every ad posted, or person he speaks to, he’s sure to refer them to his Web site, hosted by Hostway Corporation, as the first step in the business relationship.

“About half of my clients hear about me through word-of-mouth advertising amongst friends, colleagues and clients. The other half discover me through search engines, which demonstrates how important it is for me to have an extremely reliable, and attractive Web site,” said Rubin.

Steve stumbled upon Hostway one day while doing a Google™ search and as a fellow Web designer he instantly recognized and appreciated the site for its professionalism and honest rates. In addition to referring his clients and friends to Hostway for Web hosting, he currently hosts two of his sites with Hostway and will be adding a third in the near future.

Rubin stressed that Hostway is the perfect fit for Vanishing Point Productions because it provides everything he needs to make his business a success. Some of the features he relies on are:

- Web-based email
- Intuitive user interface
- Email list management for sending mass emails to his band members
- Web site statistics to track the progress of his site
- Excellent, friendly and helpful customer support

In Steve’s opinion, there are two types of Web sites: informational and entertaining. His business site definitely falls under the informational umbrella, which explains his use of simple, yet eye-catching and informative text and graphics.

“We have had numerous monthly visitors and many have complemented us on the quality of design on our site, as well as the speed it is served. Hostway has really helped to get my company’s name out there and has greatly improved the reach of our product,” remarked Rubin.