

# FocalPoint CASE STUDY

**Robin Crow** — *Recording Industry Performer & Producer*

## **Profile:**

---

Robin Crow is an author, recording artist, and owner of Dark Horse Recording, a five-studio recording complex located 20 minutes from Nashville's Music Row. Some of the biggest names in country, Christian, pop, and alternative music have recorded gold and platinum albums there.

## **The Challenge:**

---

The music industry is highly competitive and studio owners must continually upgrade their equipment and facilities to keep pace with both technology and competitors—even during the recent business slump in the music business—the worst the industry had seen in decades. Many competing recording studios and record labels failed and filed bankruptcy.

## **The Solution:**

---

Applying the strategies he learned through FocalPoint have given Mr. Crow and Dark Horse the competitive edge. Module 2: *Increase Your Effectiveness* taught Mr. Crow in which areas of his business he should concentrate his efforts.

## **The Results:**

---

As a result of what Mr. Crow learned at FocalPoint, Dark Horse is not just surviving, they're thriving! Dark Horse Recording has a full-time staff of three and twelve interns, and has become the busiest and most exclusive recording facility in Nashville.

Mr. Crow says, "Anyone who's serious about maximizing his potential and finances should participate in FocalPoint."

