

MUSIC CONNECTION

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SIGNING STORIES



Secondhand Serenade

Date Signed: December 2006

Label: Glassnote Records

Type Of Music: Rock

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A&R: Daniel Glass

After going solo in 2004, acoustic rocker John Vesely (better known as Secondhand Serenade) splashed onto MySpace with his debut, *Awake*. In a matter of months, Vesely was named the top unsigned artist on the site, became a top iTunes seller and reached No. 1 on Yahoo! Launch's adult alternative charts, without label support.

Spending close to \$10,000, Vesely recorded his debut over a total of 16 days. Once finished, he immediately put his music on MySpace and began targeting what he calls "active fans" on the site. "I was spending three to four hours a day on MySpace," says Vesely. "I would go to band pages that were similar to me and would take their top 50 comments and add those people. They're the most likely to go to a show or buy a CD."

Adding 300-500 people a day, Vesely's fan base grew exponentially, as did iTunes sales. At this point, Vesely hired a manager who led him to recording with esteemed producer Danny Loehner. Vesely recorded two demos with Loehner and began talking to Yahoo! Launch about adding them to the rotation. Yahoo! agreed and the demos shot to No. 1. "We weren't expecting that, but it definitely helped in landing a label deal," says Vesely.

It was at a showcase in New York where he met future label CEO, Daniel Glass. Interested in the act, Glass kept in contact with Vesely's team over a matter of months. And after Glass decided to begin his own label, Glassnote Records, he signed Vesely as the label's first act.

"I knew I could only get to a certain point on my own," says Vesely. "I had to take one more step in order to open my career up and Glassnote was perfect. It has major label distribution, but I get the attention I would get on a small label."

Secondhand Serenade's *A Twist In My Story* is available now.

—Albert Vega