

The Classic World

Sections of this presentation are drawn from
making music in looking glass land

A guide to survival and business skills
for the classical musician

by Ellen Highstein

Concert Artists Guild

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The Perspective

(Prior reading: Highstein chapter 1)

- ◆ Why is the excerpt from Through the Looking Glass by Lewis Carroll used?
 - ◆ Does Alice's experience resonate with you?
- ◆ What does a career in music and a career in politics have in common?
 - ◆ Both rely on a substantial audience
 - ◆ Necessitates good communication skills

Perspective modified..

- ◆ What disadvantage does the musician have?
 - ◆ Training that focuses on sounding good enough for the job, but little training in how to GET the job.
- ◆ Not a new problem, but a growing one
- ◆ As competition increases and opportunities are less defined, you are left to learn how to navigate more effectively in Wonderland

Ms. Highstein's big three..

- ◆ Know the marketplace
 - ◆ Know the customer
 - ◆ Know yourself
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- ◆ Kevin's addition: The more you know of these, the better able you are to counter the effects of chance, which may or may not work in your favor.

The Marketplace

- ◆ Buyers

- ◆ Audiences, presenters, media users, etc.

- ◆ Sellers

- ◆ Artists, managers, promoters, etc.

- ◆ Products

- ◆ Live performance, recordings, written works, etc.

Market Motivator

- ◆ It is driven largely by money
- ◆ You need to;
 - ◆ understand where it is
 - ◆ how it moves
 - ◆ why it got there
 - ◆ how it can get to you!

Market Barriers

- ◆ It's a buyers market
 - ◆ There are more sellers than buyers
- ◆ Product differentiation problems
 - ◆ Too little perception of the differences between acts
- ◆ Use of an intermediate representative
 - ◆ If you have management, you may not be represented as you are, or need to be
 - ◆ Leads to inappropriate performance situations
- ◆ Purchasers with questionable abilities
 - ◆ Unable to distinguish your uniqueness or advantages

The Customer

- ◆ Customers provide revenue and include:
 - ◆ Fans
 - ◆ Presenters
 - ◆ Colleagues
 - ◆ Patrons
- ◆ As consumers, you need to know about them
 - ◆ Demographics
 - ◆ Age, sex, income level, education etc.
 - ◆ AND their purchasing tendencies
 - ◆ What else they like (your competitors)
 - ◆ Restrictions they may have to buying into you

Self-knowledge

- ◆ Know your unique qualities
 - ◆ You are in the best position to know this info!
 - ◆ Be as specific as possible and write them down
 - ◆ Address this from your customers perspective
- ◆ Remember, if you don't know, they won't know..
- ◆ You can't tell what you don't know..
- ◆ If you can't tell, you lose opportunities!
- ◆ Self-knowledge is essential if you want to stand out in a crowd, and that is how you succeed

Coda

- ◆ Unless you do it all for free, You ARE a business.
- ◆ Like all businesses, it
 - ◆ requires an investment of time, money, marketing, creativity and sound business principles
 - ◆ requires intelligent decisions on finances, time management, resources, etc.
- ◆ You've spent years working on "the goods", don't neglect how you are going to deliver them!