

Who am I? Am I my music? (and where do the two meet?)

*I'm nothing special, in fact I'm a bit of a bore
If I tell a joke, you've probably heard it before
But I have a talent, a wonderful thing
'cause everyone listens when I start to sing
I'm so grateful and proud
All I want is to sing it out loud.. ABBA*

Favorite Career Myths

- “just keep practicing; your talent is all you need..”
- Is this true?
- Do you think it is true for you?
- What if it is not?
- What are you doing about it?
- (you're here!!)

More Myths and Wishes

- “If you play it, they will come”
- “If only I had performed better, they would have enjoyed it more”
- “The better performer I am, the more money I will make”
- “All I should have to do is play”



How Lucky Are You?

- For some fortunate performers, many of the previous statements will be true.
- For many more, an additional application of business based knowledge, skills and effort will be required to make it happen.
 - It doesn't take a business degree or an MBA
 - A rudimentary understanding can pay off big!
 - Get proactive and don't wait!



What is Your Vision?

- Have you envisioned what your life would be like if you “make it”?
- How do you define “success”?
 - Money?
 - Free Time?
 - Popularity? (star appeal)
- What truly drives you?
 - What are you willing to put into this venture?



The Yellow Brick Road..

- Take a look at you now and reflect on where you want to end up in the years to come
- How will you get there?
 - Even a rudimentary plan clarifies the journey
 - Write your plan down and save it
 - Update it as you reach goals
- Who can you meet and talk to that emulates where you want to go?
 - Find a mentor!



The Emerald Forest..

- What resources do you need to get there?
- More knowledge?
 - Formal education?
 - On-the job training?
- A little luck?
 - How can you make your own opportunities?
- More experience?
 - Who can you “shadow” to learn more?
 - Where can you do more of what you want to do?

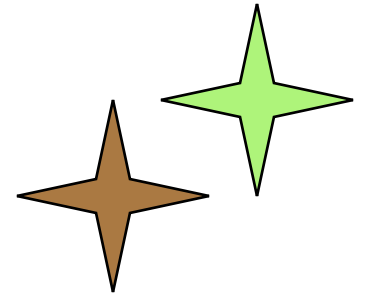


You're Responsible for You

- Be an evangelist for what you do
 - People buy into “people” easier than “things”
 - It's not just about the music, but about you too!
- Optimism and Realism are a great pair
 - Counter defeat with determination
 - Counter inexperience with knowledge
 - Counter doubt with support
- It's your career, so care the most about it!

Final Note

Performers have to find or make
audiences



Either way its up to, and about
you!

Expanding Ourselves

Prior reading: Highstein Intro & Chapter 12

- What unique handicap do most musicians face?
- Encouragement to avoid thinking about anything except art and technique
- What else might be helpful to know?
- Marketing and promotion, finances, negotiating skills, communication, planning and goals, etc.



Goals and Milestones

- Goals
 - Provide direction and focus
 - Help to clarify what needs to be done
 - Divide them into short, medium and long range goals
- A milestone is a point where you can reflect on what you have done and accomplished
 - May inspire you to change your goals
 - Helps to maintain a good perspective
- Never underestimate the power of knowing yourself, and setting goals accordingly

Artist's Responsibility

- How are audiences changing?
 - Are there fewer people listening or are they just using different medium?
 - How will the digital world effect this?
 - Is this really a new phenomenon, or a continuation of a long term trend?
- What is your responsibility toward the future of your specific musical genre?
 - Audience development
 - Education and understanding the art
 - Participation and appreciation at an early age



Sing the Song of Your Soul!

- It is essential you know how to communicate your art
 - Know you, your art, and your artistic mission
- Determine how your audience will perceive this and how to reach them
 - Know your market and their expectations
- Create a “win-win” scenario
 - Your audience will want more
 - You’ll be happy delivering it to them!