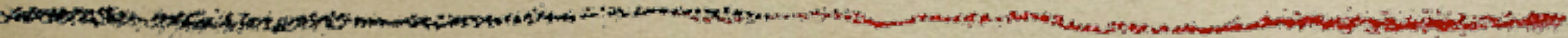


# Who's with me?



*Prior reading: Highstein chapter 6*

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College of Music, University of Colorado at Boulder

# Networking

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- *What is it?*
- *Making and understanding those relationships that nurture and sustain a career*
- *With whom?*
  - Colleagues, managers, customers, teachers, etc.
- *What is the difference between networking and “brown-nosing”?*
  - Networking creates “win-win” relationships, the other is usually only about you

# Your Network



- *Who is in your network now?*
  - Family, friends, colleagues
  - Probably more people than you realize!
- *Who can you expand it to include?*
- *Anyone you make contact with!*
  - Commuting buddies on the train or bus?
  - People who you buy things from
  - Concert attendees at concerts you attend! (potential customers)
- *Do you know all your fellow students?*
  - Huge source of future jobs

# Best Networking Tool

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- *Your address book!*
  - No substitute for a good organizer
  - With important contacts, make note of a piece of personal information
    - Birthday, spouse, kids names etc.
    - Where you met them and their profession
- *PDA's offer greater flexibility and faster access to information*
- *If you use an electronic PDA, back it up often!*

# Networking Personality

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- *Develop a pleasant personality and good communication*
- *Be effective both in person and on the phone*
- *Your phone personality may take development- have friends critique your phone style to see if it matches you live*
  - Phone conversations have no body language and are therefore more difficult
- *You may remember a jerk, but how much time do you want to spend with them?*

# Networking thoughts..

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- *Most highly successful musicians are extremely well connected*
- *Successful musicians know how to use their network to create “win-win” scenarios*
- *Your network should include people with a variety of backgrounds, not just musicians*
  - Business contacts
  - Government officials
  - Press and news media

# A Valuable Contact

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- *Of all your “networkees”, patrons are an invaluable resource*
  - You can never have too many of them
  - You can never get enough of them
- *Without them, your profession turns into a hobby!*
  - It's not the pilot that keeps the airplane flying, but the money to buy the fuel!

# Who are Patrons?

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- *People that are willing and able to help you*
- *How can they support you?*
  - Physical presence (attend concerts etc.)
  - Networking for you (introduce you to people you might not otherwise meet)
  - Non-monetary contributions
  - Money (“Angel Investors”)
- *Do you know any patrons?*
  - Probably! Parents, friends, family, students, etc.
- *Have you developed these relationships in this way?*

# How do you attract patrons?

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- *Identify individuals who may support you*
  - Try to understand their motives for doing so
    - How will it benefit them?
    - How will it benefit you?
- *Find something in common with them*
  - They identify more quickly with you
  - More apt to remember you
    - i.e. golfer's remember foursomes

# Nurture the Relationship

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- *Make regular contact with them*
  - send notes, mailing list, e-mails etc.
  - Invite them to all your functions!
- *Let them know you appreciate their support*
  - (and really do!)
- *People like to feel like they are a part of something*
  - When they do, they give more because it means more to them
  - Remember, you have had experiences they may not be able to have and they want at least a “taste” of it through you

# How do you ask for patronage?

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- *Thoughtfully!*
- *Try to determine what the patron responds best to*
  - Example: Don't make a phone call asking for money to a person who hates tele-marketers
- *When you ask, be specific about your needs*
  - Be prepared to show them specifically what you need
  - Be able to show them how their contribution will be used
  - Follow-up on what their contribution enabled you to do
- *Ask for advice first*
  - Lead them down the garden path until they ask "How can I help you?"
  - Their advice may be invaluable too!

# Kevin's Network Credo

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- *Your network is to you, as you are to practice*
  - A network provides guidance
  - A network can provide inspiration
  - A network is your safety net
  - A network is an invaluable resource
- *There are a few musical stars that just “emerge from nowhere”, but the rest of us need teachers, practice, and our networks!*
- *(truth be told, very FEW come from nowhere!)*