

Introduction

Introduction and non-negotiables

Philosophy and Basic Principles:

Four sections of this course:

- Songwriting
- Touring
- Recording
- Basic Business

Goal:

Whether you already play music for a living, have only dreamed of it, or do it part time - you find value from this class.

Good news: there's never been a better time to be a middle class musician

Industry is changing **From:** hit driven / only stars make it in music. **To:** many niche artists / there's fans for everyone

Rules to being a middle class musician:

1. **Be Great** - you need to be resonant with a particular audience, your story, what you say, the way you say it. You can improve on this. You can't break this rule. It's not enough to just be great either.

You don't have to be freakishly talented at music to make a living. Don't be scared of rule number one if you're not talented enough at music.

2. **You are running a small business** - A career in music always more than that, never not that. there are times of investment that yield seasons of return. Need to think about it like a small business when you make decisions. You have to be organized. You won't spend 100% of your time doing your favorite thing. You need to spend some of your time learning new skills. You may have to do things that you wish somebody else would do. Being talented and great is not enough.
3. **The importance of data** - own as much data about the people that resonate with your music. A way to "dig tunnels under the gatekeepers" and get straight to your customers. The importance of data and the value of data is important.

4. **Learn how to fail:** Fail well and learn from your failures. The majority of what you do in life and your music career is fail. This is the way to pave the way for your successes. Expect to fail as you learn and grow and look for opportunities.
5. **Always Aim Small:** Have dreams but focus on the first 10 steps to set up the miles going forward. Start slow and small and grow carefully and intentionally. If you have success too early before you're ready for it you can't sustain it. If you don't do things in the right order/way you'll waste money, time, etc. - go as slow and small as you can until you have to go to the next level because of the ground swell. People make bad decisions when you put the revenue burden on your art too soon.