



Your Success in Music

Negotiations for Musicians

Get Yourself A Win-Win

By Steve Grossman

Welcome to the Your Success in Music, Negotiations for Musicians Module

Thank you and congratulations for your decision to invest in your career by purchasing this session. It contains the key tools and insights you need to market yourself effectively to the people who are looking for you. And yes, there are people looking for you.

You're about to learn:

- The importance of a personal relationship
- Your true attitudes and feelings about money
- Pricing and what you need to live
- What kind of work is best for you
- How to negotiate for points of agreement

As you view the video and answer the questions in the following pages, imagine that I'm there asking follow-up questions like "tell me more" and, "what do you mean by that?", and "do you realize what you just said?". The key is to get to the answers behind your answers.

I encourage you to answer all the questions in this workbook. Be as honest and thoughtful as possible and yes, actually write your answers. There's power in writing down and seeing your own responses. You can use the workbook as you go through the video or watch the video first and then answer. It's up to you.

NOTE: You can use this workbook two ways. You can print the workbook and fill in the blanks as you go. Or you can use something else for your answers: a journal, notebook, computer, or anywhere that works best for you to think through and record your thoughts.

This will take time and effort. Please remember that the more you are involved, engaged, and committed the more you will benefit. Do it all and you'll get all the results, okay?

Let's begin:

Money

What are your true feelings about money? Is it good? Evil? A necessary evil? A pain?

What has your childhood and experiences taught you about you and money?

How do you feel about earning money through music?

How about earning a lot of money from it?

How do you feel about playing for free? Is it good or bad? If it depends, what does it depend on?

Pricing

What do you need to live?

What are other people charging?

First, let's figure out what you need to earn per month:

Name of monthly bill or obligation:	Amount:
<i>Example: Car payment</i>	\$260
Rent/mortgage	
Utilities	
Cell phone	
Cable/Internet	
Car payment	
Car Insurance	
Gas	
Food/groceries	
Health Insurance	
Life Insurance	
Savings	\$100
Fun money:	
For equipment:	
Add column down for your monthly money need:	
If you want to work 5 days a week, divide monthly need by 20 to know approximately how much you need to earn each day:	
If you want to work 6 days a week, divide monthly need by 24 to know approximately how much you need to earn each day:	

Now, let's figure out how you can earn this money:						
What do you do that earns money:	What do others earn for this work in your area (range)?	Per hour, per gig, per what?	How much extra \$ can you make because of something extra you do?	How much \$ can you realistically expect to make to do this?	How many times per month can you realistically make this \$?	Total money for this work per month
<i>Example: Play music live:</i>	\$100-200	<i>Per night</i>	<i>\$50 for also singing</i>	<i>\$125 per night</i>	<i>8 – Fri. & Sat. nights each week</i>	<i>\$1,000</i>
<i>Example: Record music</i>	\$150-300	<i>Per 3 hour recording session</i>		<i>\$150</i>	<i>2 sessions (1 day) each month</i>	<i>\$300</i>
Total down for the money you can make each month:						

How do these figures make you feel (hopeful, discouraged, etc.)?

What problems do these numbers reveal?

How could these problems be solved (be creative)?

Negotiations

What kind of work should you say yes to (right type of music, money, exposure, people, etc.)?

What kind of work should you always say no to?

What are the things you need to know before you can commit to a gig (list them all - there should be many)?

What questions will you ask (yes, write them out)?

What are good answers to each of the things you need to know?

What are bad answers - the things that should make you not do the gig (For instance: I don't leave my house for less than \$50.00)?