

Set the Stage for Music Business Success!

with Carla Lynne Hall



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In Today's Class We Will Learn:

- Intro to “The 4 C’s of the New Music Biz”
- How to ROCK Your CREATION Pillar
- Required SYSTEMS For Your MUSIC BIZ
- CREATION CASE STUDY: Amanda Palmer

The 4 C's of the New Music Biz

Q: What's so new about the "New" Music Biz?

A: Nothing, really. You just do the work of organizing your music career yourself, instead of waiting for a "Prince Charming" record deal.

Notice that I said that you organize your career. That doesn't mean do everything yourself. It means GET HELP organizing it.

The 4 C's of the New Music Biz

“The 4C's of The New Music Biz” is my basic formula for explaining the crucial pillars that support a musician or band's ability to make money:

$$**C + C + C = C**$$

The 4 C's of the New Music Biz

$$\mathbf{C + C + C = C}$$

Create + Capture + Connect = Cash

As you will soon see, this formula can be used for any product, not just music. In other words, **if you are a musician or other artisan with a product to sell, then you are *also* an entrepreneur growing a small business.**

The 1st C of the New Music Biz

CREATE:

The creation pillar is your foundation, and therefore your most important area of focus. When you are working in your creation pillar, **you are creating songs, merchandise, and/or other works of art. However**, this mode also includes:

- Developing a compelling live show
- Crafting your image
- Creating a Business Entity
- Developing your systems/processes
- Setting your goals
- Creating a marketing plan
- Building your team
- Creating your product/merchandise line

Please note that you do not have to work on these item at the same time. Most of these areas will continue to be tweaked over the life of your career.

The 2nd C of the New Music Biz

CAPTURE:

When you are working on the Capture pillar of your career, you are taking a good look at how you bring new fans into your world.

Get into the regular habit of asking yourself:

- Does the performance of your music pull people in? Is it compelling?
- What online and offline systems do you use to capture the contact information of prospective fans?
- Can you give away something in exchange for email addresses online?

If you make collecting new fans a goal, then you will reach it.

The 3rd C of the New Music Biz

CONNECT:

- The CONNECTION pillar is when your area of focus is on consistent communication with your fans, including newsletters, blogs, and social networks.
- Let people know when you have a gig, but also share your creative process and inspirations.

The 4th C of the New Music Biz

CASH:

- When you are focused on the CASH pillar, well, you're focused on how your business is making money! This final pillar is built upon the previous C's (Create, Capture, and Connect). Give proper attention to those pillars, and you will make CASH!
- Once you start building your database/email list, you will have permission to contact your fans over and over, to invite them to your shows, as well as promote your work. Musicians often add a product line, such as t-shirts, which they can also promote at shows and via their newsletter (feel free to borrow this idea if appropriate).

Mindset



P > T > F > A = R

- Your **PROGRAMMING** leads to your **THOUGHTS**.
- Your **THOUGHTS** lead to your **FEELINGS**
- Your **FEELINGS** lead to your **ACTIONS**.
- Your **ACTIONS** lead to your
RESULTS.

Programming

- “Musicians can’t make any money”
- “Successful musicians are the ones who sold out”
- “If that musician is successful, they couldn’t be any good”
- “I’m too old/young/fat/etc to be a successful musician”
- “Money is the root of all evil”
- “Rich people are greedy”

Did not originate from you!

Thoughts

- “Musicians can make money”
- “Successful musicians are the ones who have their act together”
- “If that musician is successful, s/he knows how to play the game”
- “I am a successful musician, just as I am”
- “Rich people are happy”

Thoughts – Your Vision

- What does a career in music look like for you?
- What happens in your ideal day?
- Are you touring? Are you making viral videos at home?
- Are you selling out of your hometown shows?
- What do YOU want?

Feelings - RAGE

“Once you have identified your Talent and decided how you want to express it and build your life around it, you have to develop a raging commitment and focus for doing that.

Rage is focus and commitment to the tenth power.”

– Larry Thompson, Hollywood Lawyer and Manager (Barry White, Drew Barrymore, et al), and author of *SHINE*

Feelings - Channel Your RAGE to Build Your Vision

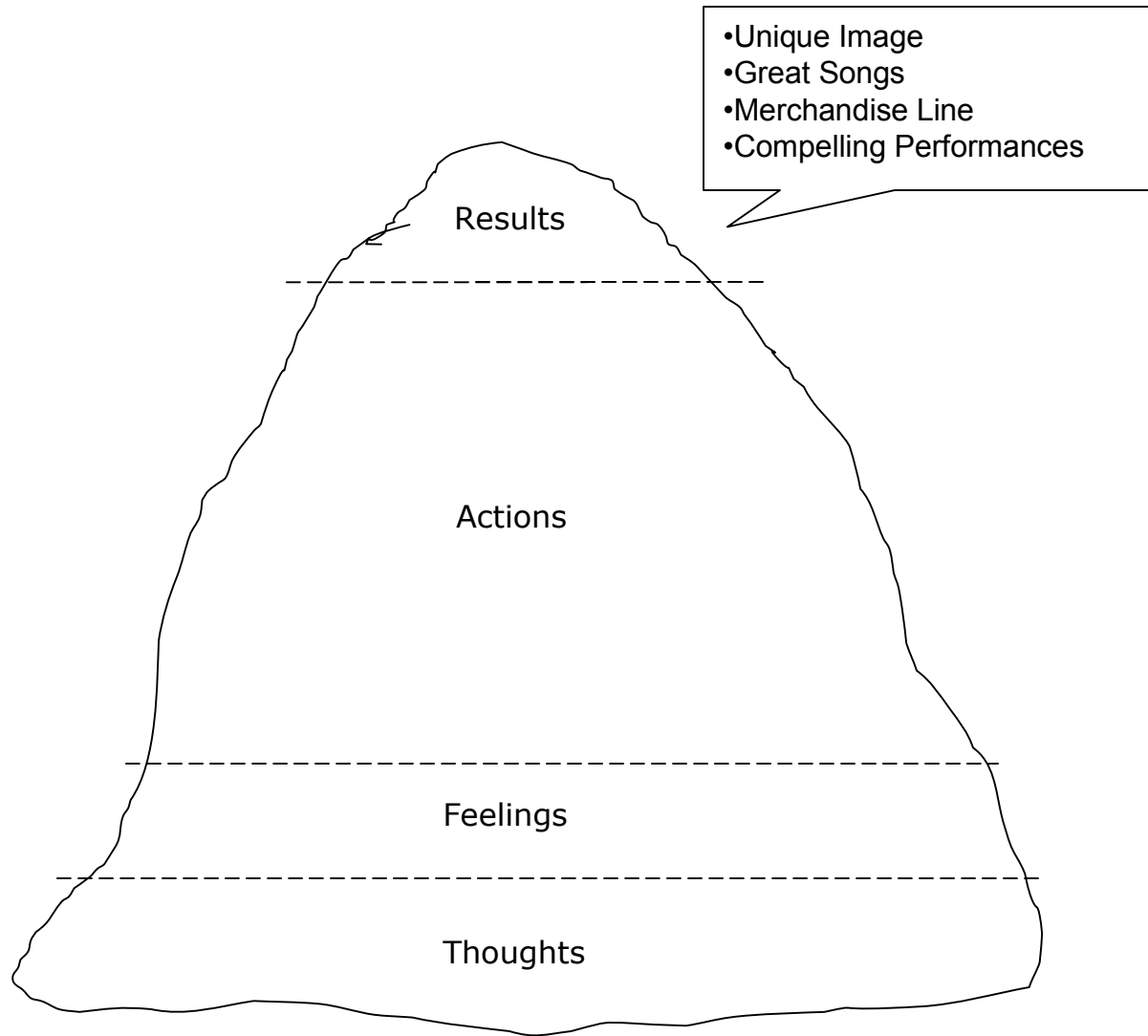
- Full-Time Working Musician
- Online Video Celebrity
- Best-Selling CDs (and Merch)
- Part-Time Hobbyist
- Any Combination You Can Think Of

Actions (Behaviors)

*“We are what we repeatedly do.
Excellence, then, is not an act,
but a habit.”*

- Aristotle

“The Music Biz Iceberg”



Actions - SWOT Analysis

- Start By Reviewing Your:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Decide which areas you want to work on, and find people that can help you build upon your strengths, and help you with your weaknesses.

Actions - Build Your Team

- Manager, Mentor, Success/Life Coach
- Assistant/Project Manager/Intern
- Attorney
- Accountant/Bookkeeper
- Publicist
- Significant Other
- Traveling Companions
- Accountability Buddy
- Specialists (Vocal Coach, Personal Trainer, Stylist, Marketing Consultant, etc)
- Graphic Designer
- Web Guru
- Computer repair
- Band/Musicians
- Collaborators/Producers
- Touchstone: Role Model or Nemesis

Actions – Set Up Shop

- Set Goals
- Create a Business Entity
- Create **SYSTEMS** for your music business

Actions – Systems

- Deliberate Practice Process
- Inspiration Process
- Creation/Songwriting Process
- Time Management System
- Marketing Process
- Fanbase Building Process
- Record-Keeping Process
- Studio Recording Process

Actions – Set Up Shop

- Set Goals
- Create a Business Entity
- Create **SYSTEMS** for your music business

RESULTS

- Unique Image
- Great Songs
- Merchandise Line
- Compelling Performances

CASE STUDY

Amanda Palmer

Q & A

Thanks for attending tonight's class!



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About Carla Lynne Hall



Carla Lynne Hall is a musician and music marketing specialist based in New York City. Her mission is to make music and share her knowledge with other musicians. As a musician, she has released three CDs on her Moxie Entertainment label – FRONT & CENTER (2000), SUPERNOVA (2006), DIRTY5 (2008), and has toured the world as a singer and songwriter, and professional vocalist. In addition, she has also spent a number of years behind the scenes in the music industry, in publishing, management, publicity, and radio promotion.

As well as being the former music business columnist for Vibe Magazine, Carla writes how-to articles for MusicDish.com and other music and mainstream publications around the world. She is the author of *The DIY Guide to the Music Biz* and *Twitter for Musicians*.

Carla has given music marketing lectures at many venues, including ASCAP, Songwriter's Hall of Fame, and The Learning Annex, and was currently the Director of Online Courses for Ariel Publicity.

Carla blogs the life of a musician at <http://RockStarLifeLessons.com>, where she recently launched the ROCK STAR LIFE LESSONS Podcast. Upcoming projects include The RSLN Newsletter and Online Video Series for musicians.

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