



10 Biggest Music Business Lessons Learned

Report by Kavit Haria

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Hey,

This is Kavit Haria.

I'm writing this report sitting at the Ramada Encore London West for a conference and as I'm finding it boring I thought I'd write some thoughts and share with you.

I have been very inspired over the years by the results and successes of many independent musicians, artists and songwriters, even those who have used my training and consulting.

What I have done here is try to figure out the 10 key lessons each one of them has used and understood.

If you really get these ten points and breathe and understand it at your core, they really have the power to transform your views, thinking and philosophy around modern music success and therefore change the results you are getting.

Henry Ford said something like "If you think you can't, you can't." So it is that when you are open-minded, ready to try new things and share your art, you will get a lot of exposure and make a lot of money.

With that in mind, let's crack on to the 10 key lessons!

1) DON'T LIMIT YOURSELF TO ONE REVENUE STREAM

As a creative individual, you have the ability to make money from each and every single creative endeavour you embark on. Many musicians focus on just selling downloads and CDs and forget about the many opportunities that also surround the CD and music itself.

For example, sell your merchandise, sell DVDs of gigs, record videos and sell, offer teaching, sell bundles of offers and downloads.

The simple fact is if you are going to make it, you need to be creative in your offering and tempt people by making it irresistible.

2) NICHE

This report should also help you in the times of recession, to continue producing good music and getting noticed.

One of the keys to that is making yourself as an act and music type easy to find. When you can identify the genre of music play and specify down, you will be able to increase your rankings and search ability in the search engines like Google and social networks like MySpace and Facebook much faster for those specific niche terms.

Discover what your niche is.

I had a client once who produced world jazz beats and became immediately popular when he started identifying himself with those ideas rather than just calling himself a jazz artist.

I don't mean to completely schedule yourself in that niche that you choose – instead compartmentalize and use key words. Feel free to experiment and continue as you would normally do so.

3) DON'T PRINT 1000 CDs WITHOUT HAVING YOUR OWN MAILING LIST TO SELL TO

I see this happen everyday, over and over again – every single musician simply wants to produce music and believes that they will sell all, so might as well print them all.

Marketing is a science – don't ignore that fact. So when you already have enough people to sell to, don't print 1000 CDs. 1000 is only a number, make it what you want.

If you don't have 1000 fans in your mailing list (people who will most likely buy your CD), why would you print 1000 CDs?

Think carefully about how you do this.

4) DO WHAT YOU LOVE, BUT BE DAMNED SURE IT'S PROFITABLE!

I hate it when musicians say they want to play music all the time, yet are scared or afraid to make money from it.

Lose your fear and believe in yourself. The quality of your art is worth paying money for and if you are not confident of asking for money for it, be sure you have a job to financially support you.

Full-time musicians are confident in asking for money.

5) INTERACT WITH YOUR AUDIENCE AND YOU WILL ELIMATE ANY KIND OF COMPETITION

There is rarely competition with musicians. If someone likes a song, they will just buy it. But for how long will they keep listening to you? How long will they keep paying you money? How long will they be your fans for?

The answer to retaining your fan base and keeping it growing is in the level of interaction you provide.

Start a blog about you and your music from wordpress.com. Write and offer videos about your work and allow people to comment. Once in a while leave your replies too.

This small level of interaction – showing that you care and connect – goes a long long way in building and strengthening relationships with your very own community.

6) EXPECT YOUR PRODUCT TO BE COPIED IF THE PRODUCT YOU MAKE BECOMES DIGITAL, EXPECT IT TO BE COPIED

7) MARKETING PAYS OFF

I could write a story, or an essay or a thesis on music marketing and how valuable it is. If you don't already know it, you should – Marketing pays off!

Everyday, create a routine to develop your profits website, connections and marketing. Whether it's for one hour or three hours or whatever, focus on marketing your music.

These daily little steps will prove to you the progress and get your act and music noticed.

Everyone who has been through my Musicians Mastermind program has to follow a schedule like this to promote their music. For many of them, the progress and results are phenomenal because of the small daily steps.

Focus on devoting daily time to:

- a) Generating social profile
- b) Getting gigs
- c) Building connections
- d) Interacting with fans and friends

Marketing pays off ☺

8) BECOME SO ORGANISED THAT IT DISGUSTS PEOPLE

When you can be disciplined enough and committed enough to follow through every single day on your marketing, business and performance, you will be so organised and get things done so well that it disgusts people how you can achieve so much in such a short period of time.

9) HAVE A WELL-DEFINED STRATEGY

I'm ending this report on two of the most important points. The first is about a well-defined strategy.

You definitely need a 1, 2, 5 and 10 year strategy and outlook for your music career.

Simply sit down and ask yourself, "What do I want for my music career in X years?" Then write it all out and get clear about it.

The hardest part of a strategy and the most profitable and fulfilling part is following through. Everyday new opportunities spring up – some you have to grab, most you should say NO to.

Most say YES! And lose focus and don't follow their strategy so when they look back on where they started a year ago, they are exactly in the same place.

10) SPEED OF IMPLEMENTATION

"Speed of Implementation" says that those who have the fastest speed in implementing and taking action without procrastinating and messing around are those likely to win.

That's why those who get on MySpace the first and started following their strategy, WON!

That's why those who start putting their videos on YouTube, WIN!

That's why those musicians who start blogging and following through every day, WIN.

What are you going to do today?

Act fast, get in before others with the latest trends and marketing ideas and you will get noticed quickly and easily.

I'll share more with you in an upcoming video.

That's all for now,

To your success,

Kavit Haria

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