



INSIDER'S GUIDE TO TODAY'S MUSIC BUSINESS Course Syllabus

MODULE 1 - THE BIG PICTURE

Introduction

If you are looking to do something big in the music business getting your head in the right place is one of the most important and most often overlooked elements of success. In this first lesson we talk about why understanding the Big Picture of the music biz is so important.

Dream It Do It

No matter what you are dreaming about in the music business, whether you are an aspiring artist or music professional, getting started is the most difficult part. In this lesson we talk about what it takes to go from dreamer to doer.

This Business Is Tough

If you are going to succeed in the music biz you need to understand exactly what you are getting into. In this lesson we talk about the realities of success in the music business.

Pick a Target

If you want to do something great in the music business it's important that you have as clear a target in mind as possible. In this lesson I'm going to show you how to pick a target and hit it.

Have A Plan

If you are going to succeed in the music business dreaming alone won't be enough. You'll need to have a plan. In this lesson, we talk about some key elements of that plan.

Commitment

It's one thing to dream about success in the music biz, it's quite another to actually make it happen. If you are going to be successful in the music biz it will require a monumental commitment of time and energy on your part.

Accepting the Outcomes

In the music biz, success is the exception and 'failure' is the norm. So you've probably asked yourself this question. "What if my music biz dream doesn't happen?" and "how do I deal with the prospect of failure every day while I am trying to make it happen?" In this lesson we'll talk about how to get your arms around 'failure' and turn it to your advantage.

Focus on the Wins

In a business where most of the artists that sign to labels are not commercially successful, where just 'getting in the game' seems nearly impossible, where success often feels more like an act of God than a reward for your good efforts, it's fair to ask if losing and failure is the typical result then how do I deal with the prospect of failure and keep my head and heart in the game. In this lesson I'll share with you a key lesson that kept my head in the game and can help you too.

Be a Manager

Almost every new artist is looking or should be looking for a manager. Until you find that great manager, you or somebody in your band is going to have to be the manager. In this lesson I'll teach you how to embrace that role.

Picking Your Partners

If you are going to do something big in the music biz you are going to need some help. Picking the right partners, both your musical partners and your business partners, will be one of the most important decisions you can make. Get it right and you increase your odds of success dramatically. Screw it up and all your talent and efforts will be wasted. In this lesson I'll give you some thoughts on how to get it right.

Get the Money

Getting the Money is one of the most important big picture concepts I can teach you. And yet, most artists are uncomfortable talking about it. They'd rather think exclusively about the art and their creative vision. Professionals, on the other hand, are judged not by the art but by their ability to turn that art into money. In this lesson we'll talk about why it's so important for both artists and professionals to "Get The Money".

Money Wants an Opinion

Most great artists have a real vision about what it is they want to do. It's been my experience that most artists would prefer to maintain absolute control of that vision. In the music biz, this notion of creative control can be one of the most contentious issues between artists, record labels and music professionals. The most successful artists manage to balance their desire for creative control with the financial realities of building a career in the music business by understanding that money wants an opinion.

Make It Personal

The concept of making things personal seems so simple that it's easy to overlook or dismiss. In today's music biz you'll need every advantage that you can get. In this lesson I'll talk about the art of making things personal and why it so important.

The Best Idea Is Your Idea

The right idea, at the right time, can be a game changer, in life, and in the music business. Whose idea it is, is not nearly as important as getting the right idea at the right time. If an idea is worth doing it's worth spending some time getting people to support it. In this lesson, I share some important tips about finding the right idea and making sure that it happens.

Timing and Lighting

This lesson is all about having the right idea, at the right time, and being prepared to seize the moment and maximize that opportunity when it presents itself. You never know when your big moment will come but when it does you better be ready!

Finding Your True North

Imagine your career in the music business as a long plane ride to your dream location. If you are going to get there, you'll need to figure out where you are starting from, you'll need to pick a destination, set a course and find a way stay on track as you make your journey. In this lesson I'm going to share some important thoughts on how to set your compass and arrive at your destination.

Fuck The Gatekeepers

If you are looking to do something big in the music business it's easy to feel overwhelmed. It takes so much to make things happen that it's easy to get lost and lose hope. But if you are going to succeed you'll need to battle through countless obstacles along the way and F**K The Gatekeepers is the attitude you'll need to make it happen.

MODULE 2 - MAKING GREAT MUSIC

Intro

What is the music business? The music business is built around great songs, great performances, by great artists. The music business exists to bring those songs to life. to make sure that great music is heard, to make sure great performers are seen and enjoyed. And it all starts with a song.

What Makes A Great Song?

What makes a great song? I think if you asked a hundred people at random what it is that makes a great song, you'd likely get a hundred different answers. And the reason is simple. Music affects all of us in unique ways that speaks to who we are as individuals and how we see and feel this world that we live in. What works for one person might not work for somebody else. That's what makes the world go round.

Here's What the Pros Say

We've had some of the top music makers in the world on Renman Live and I asked them what makes a great song. In this lesson, Hall of Fame songwriter Tom Kelly and Grammy award winning producer Brendan O'Brien talk about what makes a great song for them.

The Process of Writing Great Songs

Understanding what makes a great song is one thing. Writing one is another. Great songs don't just fall out of the sky. The great songwriters work at it. They have a discipline and routine about writing songs. In this lesson, songwriters Nick Hexum from rock band 311 and Nate Ruess from FUN discuss their songwriting routines.

Finding Your True North as a Writer

In Module One we talked about this notion of Finding Your True North. Until you've found your True North as an artist it's going to be very difficult to make any progress towards your target. In this lesson I give you some things to think about that will help you identify your True North as a songwriter.

Intro and Cost to Record

For most of the artists just getting started the reality is that you are going to make the first recordings of your music yourselves with little or no budget. But you'll likely be competing against records that were made by records companies with real budgets. So for now, let's spend some time dreaming and imagine that you are doing that record for a label and talk about what that looks like.

Role of the Producer

Like most things in the music business if you are looking to do something really great you are likely going to need some help. When it comes to recording music that person is typically the record producer. In this lesson we talk about the role of the record producer.

Make it Happen

Ok so now that you have an idea of what happens at the very top end of the business let's get real. The fact is that most of you are going to be starting from scratch.

Judging The Music

Whether you are an artist writing and performing songs on your own, or working with a top record producer for a record label, or a music professional working with artists to bring those songs to life, those of us in the music business all live or die by the ability of those songs to make a connection with music consumers. In this lesson we talk about judgement day for great songs.

MODULE 3 - TREATING YOUR CAREER AS A BUSINESS

Career vs Hobby

One of the first important decisions you'll have to make is deciding whether your love of music is a hobby, something that makes you feel good, OR, is it something you want to make your career. If you want to make a career in music it will require a whole different level of commitment and sacrifice.

Start Up Companies

In today's world many of the most successful entrepreneurs have become folk icons like Steve Jobs or Bill Gates. Silicon Valley entrepreneurs have become the new 'rock stars' of today. Most of these companies started with a simple idea. In many cases these entrepreneurs were trying to solve a problem for themselves and in doing so figured out a solution for lots of other folks who had a similar interest or need.

Elements of a Successful Business

If you are going to treat your career as a business then it's important to understand what key elements you'll need to have in place to build a successful business/career. In this lesson we'll focus on 5 elements that I think are the most relevant for us today.

Products

Successful companies in the business world are built on the backs of great products and services that connect with consumers so strongly that they want to buy it. It does not matter whether you are selling cars, smartphones, headphones, wireless speakers, a better taxi ride, or a ride into space. Successful products are products that sell. It's no different in the music business.

How Do You Know if Your Product Is Great?

In the business world you know you have a great product when it sells. That's the ultimate litmus test if you are looking to build a profitable business. And it's no different in the music business. The songs at the top of the charts, whether you love them or hate them, are connecting with consumers so strongly that they are willing to buy them.

Distribution

If you have a great product but people can't find it when they want it, you will lose sales and it will be difficult to build a successful business around your product. So getting great distribution is a huge factor in your success or failure.

Marketing and Promotion

Standing out from the crowd, getting noticed and getting heard, is the biggest challenge for artists in today's music business. Effective marketing and promotion is what you'll need to separate yourself from all the other folks who are vying for attention in the music space.

Management Team

If you are looking to do something big, in any business, you are going to need help. In the business world, a great management team is at the heart of every great company.

And in the music business, behind most every successful artist is a great management team as well.

Financing

Every business needs money to develop and create those great products, to distribute those products, to market those products, and to pay that talented management team. And, you'll need money too; to buy equipment to make and record that music, to make videos, to build a website to market and promote your music, to go on tour, and to pay your professional team.

Life Cycle of Business Overview

Every single person, every animal, and every organism on this little planet of ours has a lifecycle. Businesses and careers have a lifecycle too. Understanding where you are in your career lifecycle will help you make better decisions which can lead to a longer and more rewarding career.

Startup/Introduction Phase

In the Startup/introduction phase in the business world, that great idea hatched in the minds of those entrepreneurs we talked about, has been born as a new business and now exists as its own entity. In the music biz it might be 4 high school buddies starting a band, writing some songs, playing a gig, and deciding this might be something serious.

Growth Phase

In your growth phase things are now starting to happen for you. All that work you've done is finally being noticed, not just by music fans, it's being noticed by people in the music industry and now you are in the game.

Maturity Phase

In the business world the maturity phase means that business has now matured into a thriving enterprise with a place in the market and loyal customers. The business has a steady sales base. Business life has become more routine. Think Apple Computer, in the business world. Think Foo Fighters or Beyonce in the music business.

Recession and Decline

The final phase of the business/career cycle is the decline phase. In this phase of the cycle a business has stopped growing. There's still a business there but sales are no longer growing and your product's relevance is waning.. In the context of your music career the decline phase will mean the hits have faded, the crowds have dwindled, and it's time to reassess.

Band Agreement Intro

When you start a band it's one for all and all for one...until you put some money on the table. People change. Memories fade. Circumstances change. And when they do, all kinds of drama can break out. Having a band agreement in place helps takes care of things when they go bad.

Splits of Income

If you are planning to win then you'll want to make sure you know what you are getting when that big score comes. Who contributes what to each income source can be different so having an agreement in place that defines up front what each member is entitled to is hugely important to keeping the peace.

Decision Making Process

Over the course of your career, there will be a number of key decisions you'll need to make with regard to your band business. Whatever the decision, you'll need to have a mechanism in place to make those decisions in a timely way. But it's unlikely that all the partners will agree on everything so you need to spell out exactly how the decision making process is going to work and how you will arrive at those decisions.

Name and Likeness

The name and likeness of a successful group or artist is a hugely valuable asset. Each member of the group adds value to it. Who owns that name and likeness is one of the most volatile issues when the original group breaks up. Spelling out in detail who can or cannot use that name can save ugly disagreements that turn into lawsuits costing lots of money and tarnishing the legacy of those bands.

Break Ups

Band members come and go for all kinds of reasons. Sometimes they are fired. Sometimes they quit. Sometimes they are incapacitated. And sometimes they die. When they do leave, it's important for the remaining members and the leaving member to know exactly what their rights and responsibilities are.

MODULE 4 - BUILDING A PROFESSIONAL TEAM

Introduction

In the music business, everything starts with a great song. The decisions you make after the music is made will have as big or perhaps even bigger impact on your success or failure. So picking a great team of professionals is one of the most important and impactful decisions you're going to make in your career.

Managers

Let's talk about what a manager does for you. The manager is the team member you'll likely spend the most time with and count on to solve problems and make big things happen. The manager is the direct link between the artist and the music business. In most cases the manager is the single most important member of your professional team.

Lawyers

Your lawyer will review, negotiate, and offer legal and strategic advice on all the contracts you will enter into during your career. The importance of getting these deals right cannot be overstated. Bad deals can follow you around forever and can and have killed lots of promising careers.

Agents

If you're looking to build a real touring business you'll need a great agent. Touring is one of the biggest sources of income for top artists. A great agent can help you "get the money". Your agent's job is to find paying gigs and help put together a strategy to build your live business from clubs to arenas and beyond.

Business Managers

If you are lucky enough to have some money to count, the business manager will likely be the one doing it. The main role of the business manager is to help you manage the money you make. Accounting statements are very difficult to understand for most normal folks. One of the key roles of your business managers is to review and translate these accountings into something you can understand.

Publicists

Getting your story out to media plays a big part in building your career and the team member in charge of doing that is your publicist. A great publicist doesn't just get on the phone and start calling anybody that will listen. First, they'll help develop a strategy and a plan based on your music and image.

Digital Team

Your digital manager or team will be the folks who will bring all of the new elements of online marketing and social media together to help shape an artist's brand. You'll need someone to help build and maintain your website, Youtube, SoundCloud, Facebook, Instagram, and Twitter accounts where you distribute your content and build a conversation around that content.

How the Team Comes Together

We've talked about the five key members of the artist professional team. When you're putting together your professional team it's unlikely that you will hire all of them at the same time. How and when your team comes together will in many ways depend on what your target is and where the artist is in the development process. In this lesson we talk about when you'll likely hire each team member depending on your particular circumstances.

MODULE 5 - MANAGERS

Intro

Behind almost every great artist or band who has had a long successful career is a great manager. And there's a good reason for it. It's the single most important decision an artist will make once the music is made. But instead of focusing on who your manager will be, we are going to focus first on the what, where, why, and when of the manager's role.

Why You Need a Manager

Building a successful career in the music business is a huge undertaking. You'll need help. In this lesson we'll talk about why you need a great manager on board.

Qualifications of Manager

In the music business, anybody can call themselves a manager and many do. But in most businesses, if you were looking to hire somebody to run your business you would take great care to make sure you hired the right person. In this lesson we'll talk about what qualifications your great manager should have.

Personality Traits

Hiring a manager is a lot like getting married. It's likely that you will spend lots of time with that person so it's important that you know who they are from a character point of view. In this lesson we'll talk about what to look for in a great manager and how when that mixture of personalities is just right great things can happen.

When To Get a Manager

Most likely you'll need a manager long before you actually get one. In this lesson we'll talk about when you'll need that great manager. If the weight of doing the business of your art is detracting from your ability to make great music then it might be time.

How to Find a Manager

Let me fill you in on the big secret in the music business when it comes to finding a manager. It's more likely your manager will find you than the other way around. And the reason is pretty simple. Nobody wants to start at square one. In this lesson we'll talk about how to find the right manager for your team.

Meeting with the Manager

When you finally get that meeting with a prospective manager it's important to remember that in the strictest sense you are hiring the manager, he or she is going to work for you, not the other way around. In this lesson we'll talk about how that first meeting should go and what to expect.

Artist Manager Relationship – Get To Know Each Other

The artist/manager relationship is one of the most personal relationships in the business. Because of that you'll need to take the time to understand what makes each other tick. In this lesson we'll talk about how the complexities of the relationship you will forge with your manager.

Artist Manager Relationship – Be Honest and Direct

The first step to finding the answers is getting a true lay of the land. In this lesson we'll talk about how honesty is the first key trait of any great manager.

Artist Manager Relationship – Respect the Decision Making Process

In the music business biz there is no checklist of tidy answers when decisions need to be made. In this lesson we'll talk about how to make decisions in a timely fashion and work through disagreements that may arise within the process.

Artist Manager Relationship – Trust

The glue that holds the artist/manager relationship together is trust. In this lesson we'll talk about how any good artist/manager relationship is based on trusting one another to do their job.

Contract Intro

Negotiating a management agreement that properly motivates and protects each party is the key to building a successful business relationship. In this lesson we'll talk about what a standard management contract should include.

Contract Term

Building a career takes time and most managers will not want to think they are doing the groundwork only for you to trade them out for another manager who will reap the rewards of their work. In this lesson we'll talk about the different types of contracts and how long they might each last.

Management Commission

Most managers do not work on a salary. They are typically paid a commission based on a percentage of income. In this lesson we'll talk about how commission's should be split with managers. Remember: No money for the artist. No money for the manager.

Termination

If you've been a manager for any period of time you know that most managers get hired and in the end they get fired. In this lesson we'll talk about what it looks like when the artist/manager relationship is coming to an end.

MODULE 6 - Marketing and Promotion

Intro

Marketing and promotion is what gets your music in front of music consumers. In this lesson we'll talk about how we present the music and product in the best possible way.

Identifying Your Target

So what's it take to stand out from the crowd today? In this lesson we'll talk about identifying who you're selling your music to and the best way to reach those potential fans.

Elements of a Successful Plan

Things don't happen by accident in the music business. You need to have a plan. In this lesson we'll talk about how the marketing plan guides everything that happens from the time you start making the music until the last record is sold.

Music

When you are writing and recording the songs there are some things to consider that will impact how that record is marketed and where it fits in. In this lesson we'll talk about how the music you are making will dictate how best that record will be promoted.

Configurations

Once those songs are recorded, mixed, and mastered, you'll need to decide which configurations you will release it in. In this lesson we'll talk about the best way to release your music to get a conversation started between you and potential fans.

Formats

Choosing formats can have a huge financial impact on an indie artist with a small budget. In this lesson we'll talk about the options you have when releasing your music and how they will affect your marketing budget.

Sequence of Songs & Singles

When it comes to marketing you'll need to identify what song (the single) you will lead with. In this lesson we'll talk about how important it can be to pick the right songs to represent the body of work that you have created.

Musical Reference Points

Once you figure out the music piece of the marketing mix you'll need to identify out who are your fans or potential fans. In this lesson we'll talk about how creating musical reference points can help you reach more people in a shorter amount of time.

Demographics

Different styles and genres of music typically appeal to different age groups and might split more heavily by gender one way or another. In this lesson we'll talk about how to focus your product on a certain demographic.

Presentation

If you are a recording artist and performer, crafting a strong image, identity, or brand for yourself is hugely important. In this lesson we'll talk about how each piece of your image has to come together to represent you product.

Photographs

Whenever I hear a great song from a new artist, I start to develop some image in my mind of what that voice or artist might look like. In this lesson we'll talk about what makes a great artist image.

Videos

A great video adds to a song by providing compelling images that help embed that song and that artist into a consumer's mind. In this lesson we'll talk about how to create great videos on a budget.

Radio

In today's music business there are all kinds of new ways to hear music beyond traditional radio. In this lesson we'll talk about why traditional and non-traditional radio formats are so important.

Touring

A great performance by a great performer can seal the deal for those potential partners you'll need to make something happen in the music biz. In this lesson we'll talk about why a face to face interaction with your fans is the best way to market yourself.

Publicity

Publicity is the tool you'll use to tell your story to media outlets who will get your story out to potential fans. In this lesson we'll talk about how a publicist fits into a marketing plan

Online

While many indie artists might be lacking in experience, expertise, and money, the online marketing space is where you can reasonably compete with the majors. In this lesson we'll talk about how online resources have leveled the playing field in many ways.

MODULE 7 - RECORD LABELS

Intro

The labels have a valuable role to play and they are not going away. In this lesson we'll talk about why understanding what labels do is so important to your career.

Labels are Different

Not all labels are created equal. They come in all different sizes and shapes. In this lesson we'll talk about the different types of labels that exist.

What Labels Do

The very first thing they do is identify talent. If you are going to be a record label and release music you'll need to sign some artists to make that music. In this lesson we'll outline exactly what the job of a label is for an artist.

How Labels Are Structured

There are a number of key elements that need to come together to have a successful record. All of them require a specific skill set and experience. In this lesson we'll talk about all of the moving parts of a label.

A&R

The A&R department at a label is there to find artists and make records. In this lesson we'll analyze what the A&R department does and how they find talent.

Business Affairs

Once your A&R rep has identified an act to sign, you'll need to make a deal. In this lesson we'll talk about the label's team to negotiate deals.

Marketing & Promotion

Once the record is done the label will start to work on developing a comprehensive marketing plan. In this lesson we'll take a look at how the label will put together a marketing plan for a record.

Creative Services

If you are looking to build a compelling and unique image for yourself, consistency of presentation is a key part of that. In this lesson we'll look at how a label will brand an artist.

Manufacturing, Distribution & Sales

Once that record is made it will need to be manufactured, shipped, and sold around the world. In this lesson we'll look at the job of getting your music into retail outlets, both physical and digital outlets.

Publicity Department

In most cases there will be a Head of Publicity who oversees a staff of publicists whose job it is to solicit interviews in all the key press outlets. In this lesson we'll talk about who will be calling TV, magazines, and blogs to get an artist featured.

Radio Promotion

One of the most important elements of the marketing mix is getting radio airplay. In this lesson we'll comb through the details of what it means to have a real radio campaign.

Music Licensing

Getting the music in front of consumers where they live is the mission today. In this lesson we'll talk about how in today's music business having your music featured on a TV show or video game can break an artist.

How to Get the Attention of a Label

First and foremost labels are looking for great, unique, talent. In this lesson we'll talk about what gets the attention of a record label.

The Signing Process

Before we talk about how to pitch a label it's important to understand the process of getting signed to a label. In this lesson we'll go through the steps of signing a record deal.

Connecting With A&R Reps

A&R execs are in charge of finding new talent and bringing them to the record label. In this lesson we'll talk about the best ways to connect with A&R reps and how to approach them.

Meeting with the Label

Meeting with a label can be a unique and intimidating experience. In this lesson I'll outline some key points of what to look for and how to go about talking to the label folks.

What to Expect When You Are Signed to a Record Label

Getting signed to a record deal with a real record label is not the end of the game. It's the beginning. In this lesson we'll talk about to expect after signing to a label. Remember this is when the real work starts.

Contract Intro

Record contracts have spawned a whole litany of legal jargon and terms to cover every conceivable scenario in a record deal with an artist. In this lesson let's talk about what you should be looking for in your contract.

Contract Overview & Key Points

There are number of other key points in that recording agreement. In this lesson I'll tell you the 5 things you'll definitely want to know.

Commitment

A typical record deal requires a commitment of a certain amount of albums. In this lesson we'll talk about what a standard agreement should look like.

Advances & Royalties

Once you've made a deal, the label will typically pay the artist a cash advance against your future royalties. In this lesson we'll analyze what these advances and royalties should be used for.

Recoupment

The concept of 'recoupment' is an important idea to get your arms around because it will come up a lot in this discussion about record deals. In this lesson let's talk about exactly how it will affect your record deal.

Controlled Compositions

Record deals can also reduce your income in another important way. It's called the 'Controlled Composition' clause. In this lesson we'll get a good understanding of how these are set up by the label.

360 Deals

One of the biggest changes in today's record business contracts is the advent of the so called "360" deal. In this lesson we'll talk about how the label wants a piece of the touring, merchandising, and music publishing, in addition to the record selling income.

MODULE 8 - MUSIC PUBLISHING

Music Publishing Intro

As soon as that song went from an idea banging around in a songwriter's head to being fixed in some tangible format it became more than a song. In this lesson let's talk about why music publishing is so important for a successful career.

The Rights and the Players

Every songwriter is unique they tend to fall in 3 buckets. In this lesson let's talk about each one of those buckets and what the publishing looks like for each.

Why It's Important

Unlike advances and royalties in a record deal, publishing income is largely unencumbered by recoupable expenses. In this lesson we'll go through why publishing money can be so important to making a living as an artist.

How A Dollar of Publishing Is Split

An artist can be both the writer of the song and the music publisher. In this lesson we'll discuss writer shares, publisher shares, and how they will affect your contract.

Sources of Income

There are 4 main sources of music publishing income. In this lesson we'll talk about each one and how they function.

Performance Rights

Every time there's a "Public Performance" of your composition, you make money. In this lesson we'll talk about how these rights are collected and how they can impact you.

Print

As the name suggests, this royalty, generated from the Public Display copyright, has to do with printed materials. In this lesson let's talk about what those materials are.

PROs

PROs are the 'societies' responsible for collecting income on behalf of songwriters and music publishers when a song is publicly broadcast. In this lesson we'll talk about the different PROs and which fits your career best.

Harry Fox Agency

The Harry Fox Agency is the premier music publisher agent for mechanical licensing in the United States. In this lesson we'll talk about the folks who collect the money from the record labels.

What Do Publishers Do?

One of the main jobs of the music publisher is to help secure licensing opportunities for your copyrights. In this lesson we'll talk about how a music publisher can also help you license your songs for TV, movies, commercials etc.

Why Should You Make a Deal?

You'll make a publishing deal when you need some money to help sustain yourself while you are getting started. In this lesson we'll talk about how getting an advance from a publishing deal can help pay the bills and allow you to focus on music full time.

How to Get a Deal

Music publishers are no different than all the other professionals you are looking to connect with. In this lesson we'll talk about how publishers also rely on established relationships when signing new artists.

Publishing Contracts Intro

While publishing deals are not quite as complex as a record deal there are still a lot of details. In this lesson we'll talk about some key areas you should look for.

Types of Contracts

There are three different types of publishing contracts that you should be familiar with. In this lesson we'll talk about each and what each will mean for you and your music career.

Advances

The amount of the advance will in some ways depend of what your status as a songwriter is when you make the deal and who you have negotiating the deal. In this lesson we'll talk about how the advance from a publisher can vary depending on where you are in your career.

MODULE 9 - TOURING

Intro

Live performances are where an artist, their songs, and their fans all come face to face. In this lesson we'll talk about how being in the same room with your fans can start to build a successful live business.

Touring - Where the Songs Live On

A successful touring artist's live business continues long after the record sales have stopped. In this lesson we'll talk about how having a great live show can be the key to a great career in the music business.

Money Maker

A successful performing artist that can fill venues generates huge income. In this lesson we'll talk about how a great live act can generate money years after their biggest hits are behind them.

Players-Performers

A successful live business is built on great songs. In this lesson we'll talk about how the performances of those songs inspire people to come back.

Players – Manager's Role

The manager will work closely with your agent and label to put together tours. In this lesson we'll talk about how a tour is likely part of larger more integrated marketing campaign tied to the release of a record.

Players- Agent Role

It's the agent's job to actually find paying gigs when it comes to the live touring business. In this lesson we'll talk about how a great agent is a huge part of building a successful live business.

Players- Role of the Promoter

A promoter's job is to hire an artist to perform a show, at a designated venue, on a specific date and time, and to sell tickets to that show. In this lesson we'll study how concert promoters come in all different flavors and you'll work with all different kinds of promoters.

Touring Strategy

Having a successful gig is about putting the right band, in the right venue, on the right date, for the right ticket price. In this lesson I'll outline how to put together that strategy.

The Right Timing

Timing is a huge part of booking successful concerts. In this lesson we'll talk about how you need take into account timing when you are deciding on the right venue.

Ticket Prices

As you become more successful and have a greater history and catalog of songs to play you can slowly raise the ticket price. In this lesson we'll talk about the appropriate time to charge more for your live shows.

Hitting All The Steps

When building a live touring business it's important to hit all the steps along the way. In this lesson we'll talk about how skipping steps can be a dangerous thing when first starting your career.

Headline Gigs

You build a successful live business by playing a combination of headline dates in the right venues and support slots on bigger shows. In this lesson we'll talk about what it takes to build up to headline your own shows.

Support Slots

One of the most time honored and effective ways to get in front of more people is by the skillful use of support slots on other shows. In this lesson we'll analyze how support slots can be a key stepping stone in creating a live business.

Build From Local to International

A successful touring strategy is one that starts locally, grows regionally, then nationally, and then internationally. In this lesson we'll talk about how owning your hometown is essential before going to bigger markets.

Your Live Show

The goal is to take your audience on a little sonic journey each night. In this lesson we'll talk about putting in the time to fine tune your live show.

Booking Your First Gig

For most artists that are just starting out the ugly reality of booking shows is that someone in the band will need to do it. In this lesson we'll talk about how to get that first gig and make it count.

Getting Paid

In most cases you will be paid by a guaranteed fee or a percentage of gross ticket sales or a combination of both. In this lesson we'll talk about the various ways you can get paid from playing a live show.

MODULE 10 - GETTING STARTED

Intro

In this final section of the course I want to share with you some “Getting Started” stories of some of the most talented, most successful folks in the music business who I’ve had a chance to speak with over the last couple of years on my webshow Renman Live.

Artists

Interviews with: Brandon Boyd, Jacob Hemphill, Nick Hexum, Tom Kelly

A&R

Interviews with: Aaron Bay-Schuck, James Mormile, Neil Jacobson

Managers

Interviews with: Bill Silva, Drew Simmons, Mac Reynolds, Jim Guerinet

Record Label Exec

Interviews with: Mike Caren, Tom Corson, Jason Flom, Jeff Castelaz, Jim Urie

Concert Promoter

Interviews with: Paul Tollett, Seth Hurwitz, Ashley Capps, Dan Steinberg

Radio

Interviews with: Chris Carter, Jacqueline Saturn, Nicole Alvarez, Lisa Worden

Publishing

Interview with: Jody Gerson

Road Warriors

Interviews with: Rob Jibson, Eddie Kercher, Darren Lagroe, Charlie Hernandez

Record Producers

Interviews with: Alex da Kid, Brendan O'Brien, Pretty Lights

Networking

Interviews with: Aaron Bay-Schuck, Alex da Kid, Blasko

