HOW TO BE A PROFESSIONAL ARTIST

STUDY GUIDE

MAKING THE CONNECTION:

- There are tons of stories about artists/bands and their crazy antics. From artists who only want green M&Ms in their dressing room to artists who take credit for other people’s work to artists who only allow people to call them by their last name. While these stories and antics are fascinating, this is not how to become a professional musician.

- Act Professional
  - The Artist, in essence, has the spotlight on them at all times and is the face of their brand. This means the artist should always appear poised and professional, even in tough times.
  - When issues arise, they must handle them in a dignified manner and lead by example.
  - Here are some examples of professionalism:
    - They should treat the musicians in their band with respect.
    - They should listen to people’s thoughts and ideas before discounting them.
    - Understand that it takes a team to create a great brand/artist, give credit where credit is due and respect your team.
    - Surround yourself with people smarter and more talented than you

- Team Selection
  - Here are some important people in the music business that you should have on your team:
    - Music Producer
      - Music producers are at the helm of the music creation process. They take musical ideas and songs and help craft them into fully produced productions.
    - Music Manager
      - Music managers enhance an artist’s brand by finding opportunities (i.e. performances, song placement, collaborations, etc…)
    - Publicist/Social Media Marketing strategist
      - These people are the people that push your brand and content out to the rest of the world.
    - Content Creator
      - Content creators are important as they are able to create and organize content for social media (i.e. pictures, videos, reviews)
    - Musicians
      - Musicians are the people that bring your music to life. Without them, artists are playing Karaoke.
    - Songwriters
      - There are very few artists that write their songs by themselves in today’s music world. Songwriters are the people that create/help create those amazing songs that artist’s fans cling too.

Sample Homework Assignments:

- Compare how being a professional artist is the same as being a professional in any other trade.
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- Being professional is important in any field. Artists want the people around them to respect them. When you earn respect people are willing to work hard for you and give their all.

- What do you think happens when an artist does not respect the people around them?
  - This would lead to a string of problems. Some are:
    - Musicians not playing at their best or wanting to play at their highest level
    - Managers not wanting to push you over some of their other clients
    - Publicists not working hard to get you the right publicity
    - Songwriters not giving you their best work

- If an artist has an issue with someone on their team, how can this be handled professionally?
  - The best way to handle these occurrences, like most, is in private. Discuss, with the teammate the issue you are having and how best to fix the problem. If the artist feels the issue cannot be resolved, the artist should do their best to let the teammate go amicably.