STUDY GUIDE

MAKING THE CONNECTION:

- What does a manager do in the music business and how do they get paid?
  - There are really 2 types of music managers in the music industry.
    - The first type of manager handles the day-to-day management of an artist (i.e. literally booking and planning all the things an artist does for the day)
    - The second is a manager who handles only the business end of what the artist does. This would be something like negotiating deal points for a contract, searching for opportunities to develop the artist via collaborations and exposure.
  - Managers get paid via commission typically between 10-20%. It is important to note that managers only get paid when their artist gets paid. This is significant as most managers will not take on clients if they don’t believe there is money to be made.

- What type of equipment (basic set-up) would you need to become a modern-day music producer?
  - To begin producing, you only need 4 elements:
    - Computer (Mac or PC)
    - Digital Audio Workstation (DAW)
    - Headphones or monitors
    - Microphone

- What is the difference between performing live vs a studio?
  - Click track – Typically, when performing live, you will just be playing to the time of the rhythm section. In the studio, while not always used, recording to a click track can take time to get used to.
  - Sound – This is similar to both live and studio playing but it is achieved a bit differently. It is important in both situations to make sure you can hear all instruments. In the studio however, you will work with the engineer to make sure you can hear all instruments via headphone cue. Being that all of the instruments may not be in the same room, it is important that you are able to clearly hear each instrument.
  - Performance – When playing live, you would play the song from start to end. In a studio, you have many options when recording music. You can record section by section or you can record from beginning to end. In the studio, you can also record music after other music has been recorded (called overdubbing).

SAMPLE HOMEWORK ASSIGNMENTS:

- What are some typical DAWs that are used to produce music
  - Logic
  - Pro Tools
  - Ableton
  - FL Studio
  - Garage Band
  - Studio One

- Give an example of how an artist manager can get a client work?
  - They could find a collaboration with another artist, hopefully the collaborator will have a more robust social media presence than their client.
  - They could find a performance opportunity for a client. This helps create visibility and cash flow.
  - They can find a music placement opportunity for the client. If the manager can land their client a placement that could give their client great visibility and a decent payday.
MUSIC TECH / MANAGEMENT / PERFORMANCE

- What are some things a musician can work on to get better at recording in a studio.
  - Playing with a metronome. This will simulate a click.
  - Reading music. While not all musicians are good readers, the stronger you can be at reading music, the more work you will be able to get in a studio as site reading is one of the most important qualities of a studio musician.
  - Preparation. This may seem obvious however, this is incredibly important. If you are not prepared you will eat up time in the studio working on your part. In the studio, time is money as studios are expensive to use. The more prepared you are, the more takes you can get down, the more options you have.

BONUS: GIVE AN EXAMPLE OF ALL 3 DISCIPLINES COLLABORATING TOGETHER IN THE SAME INSTANCE

- The artists manager sets up a recording session for the artist at a recording studio.
- An artist just arrives at a venue and has some issues with the green room, thereby needing the manager to straighten that out. The artist then performs on stage while one of their music techs is in the audience with an iPad controlling some cool audio effects.