

WHAT IS IT?

Intermediaries are business people that you will come into contact with as your music career develops. They can be people such as managers, lawyers and accountants, but they could also be development agencies and business support organisations.

WHY DO I NEED TO KNOW ABOUT THIS?

As a musician or performer it is entirely understandable that your primary focus will be making and performing music to be proud of. It is not realistic however to believe that talent is all you will need to be successful in the music industry. You will need to find experienced and trustworthy business advisers to work with.

Many musicians, artists and writers make the big mistake of not thinking enough about who they need to target – either to get the most out of their talent and material, or to make sure that they don't end up getting things wrong.

Musicians are often unsure about dealing with these professionals. This chapter gives you a better understanding of who these people are and what they do.