

# THE MUSIC INDUSTRY AND YOU

## WORKBOOK 1

- E** Chapters that are essential to this workbook.
- O** Chapters that are optional to this workbook.

P1 Introduction

### CHAPTER 1 HOW TO USE THE OPEN LEARNING MATERIALS **E**

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P6 Why do I need to know about this?

Project

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Notes and guidance

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# TO DO LIST

1. Wash hands in warm water before practice
2. Loosen fingers, stretching fingers and shaking hands
3. 2 mins play chromatic scale in F over three octaves, ascending and descending in quavers at 70BPM
4. 30 secs break - WALK THE DOG
5. 1 min C major scale ascending and descending in quavers at 70BPM CONSISTENTLY WITHOUT STOPPING
6. 20 secs break
7. 1 min C Major scale - 75 BPM
8. Clean myself up
9. Phone mother
10. 1 min C Major scale - 70BPM
11. 10 mins work on "Hey Joe" by Jimi Hendrix, using these chords  
12. 10 mins watch Eastenders

Setting  
Your  
Goals

## WHAT IS IT?

We all need to know what our goals are – how else will we get there?

Setting goals, making action plans and keeping track of how you're doing, are important parts of the MOLP programme.

You need to:

- think carefully about what drives you, what you're good at and let this help you plan what goals to set
- make a fair judgement about what your skills and experience are at the moment
- identify anything which is stopping you from moving forward
- plan realistic goals, which you can achieve within a reasonable time

## WHY DO I NEED TO KNOW ABOUT THIS?

Setting unrealistic goals usually ends in lack of confidence and motivation – you need to prove to yourself that you can do things, not set yourself up for goals which are too far away as yet.

Setting realistic, achievable goals which you CAN reach in a reasonable time, will encourage, inspire and motivate you to carry on down your chosen path.

Big bridges are made from little bricks.

These are skills which will HELP you throughout your life.

YOU MUST HAND IN YOUR WORK BY \_\_\_\_\_ TO \_\_\_\_\_



**HOW LONG**  
should this assignment take?

Every person works at his / her own pace. As a guide, this should take you 5 hours to read and research and another 2 hours to write your answers and discuss them with your tutor.



**HOW**  
will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your MOLP's own guidance.



**WHAT**  
do I do now?

Read the TASKS section below.  
Then read the NOTES AND GUIDANCE section.  
Carry out the TASKS.



You will come back to your answers to this project during your time on MOLP, to see how you are progressing – be as honest in your answers as possible!

1 YOUR PERSONALITY

Read the notes on Your Personality in notes and guidance P99. Think about your interests, what you feel you enjoy the most and are naturally good at.

Which 'personality type' best describes you? ( tick one or more )



You are interested in science and how or why things work.

You may be interested in music technology, or a research and development role.



You like to be around people and to help them.

If you are at ease with others, your personality might be leading you towards artist management or promoting your own music. If you're good at helping others, have you thought about teaching?



You like to be in charge and are a good communicator.

You have an interest in the organisation and management of things. You might be good at setting up your own business as a singer or writer, or helping others to do the same.



You like reading and writing and have an ability to express yourself in words.

Music journalism is a great opportunity, but you might also put yourself forward as the band member who writes the press releases.



You enjoy artistic things like art, drama, music and dance.

You're probably the creative one, experimenting with different ideas or getting a kick out of producing or re-mixing.



You enjoy working with numbers and have a keen interest in computers.

Rather than just liking computers, you enjoy working with numbers and calculating things but also have a keen interest in learning more about computers and programming. Producing or marketing your music on the Internet might be up your street.



You like seeing how things work and fixing them.

Engineering is your thing! You will be good at maintaining and repairing equipment and possibly one for detail on the settings of your gear. Technical and roadie work is right up your street.



You prefer to be outdoors.

You are an "outdoor" person, preferring to be outdoors wherever possible no matter what the weather. You might be interested in being a community musician, spreading the work that you do in a wider field, or want to look at tour related or festival work.



Remember this, when you come to read workbook 2 – work and jobs. Plan your career around what you're good at and you are likely to succeed!

2 YOUR PERSONAL SKILLS

Read the notes and guidance on P99, then answer the following questions, giving yourself marks out of 10. Be honest and realistic!  
**MARK \*** wherever you need to improve that skill.

|   |  | marks<br>/ 10 | * mark here |
|---|--|---------------|-------------|
| <p><b>HOW DO YOU RATE YOUR PERSONAL SKILLS?</b></p>   | <p><b>1</b> How good are you at organising and planning?<br/>                     - are you often late; do you keep a diary; do you have a daily 'job' list?</p>   | / 10          |             |
|   | <p><b>2</b> How good are you at solving problems?<br/>                     - do you panic when things go wrong; can you plan your way out of problems, do others turn to you to help them with problems?</p>   | / 10          |             |
|   | <p><b>3</b> How good are you at communicating in writing?<br/>                     - can you easily write notes; letters; application forms?</p>   | / 10          |             |
|   | <p><b>4</b> How good are you at communicating by speaking, including on the telephone?<br/>                     - can you easily speak to people you don't know; do you get the right answer when you ask questions; do you know what to say and how to say it when you're on the telephone?</p> | / 10          |             |
|   | <p><b>5</b> How good are you at working with others?<br/>                     - can you accept direction, ideas and constructive criticism; do you find it easy to work with other musicians; does your temper flare when you don't agree with what others say?</p>                              | / 10          |             |
|   | <p><b>6</b> How good are you at using numbers?<br/>                     - can you plan a budget for a gig; can you work out how much your demo will cost you; can you work out how many door staff you need for an event for children based on a ratio of 1:25?</p>                              | / 10          |             |
|   | <p><b>7</b> How good are your IT skills?<br/>                     - are you able to easily use a computer to word process; to save and print documents; to access the Internet?</p>  | / 10          |             |
|   | <p><b>8</b> How good are you at thinking and working creatively?<br/>                     - are you an 'ideas' person; do you find it easy to write songs or music; do you concentrate on the practical issues in life, or on the creative side of your life?</p>                                | / 10          |             |
| <p><b>HOW DO YOU FEEL ABOUT YOURSELF?</b></p> <p>If you recognise your weaker points, you can do something about them!</p>  | <p><b>9</b> Motivation</p>   | / 10          |             |
|   | <p><b>10</b> Confidence</p>  | / 10          |             |
|   | <p><b>11</b> Health – physical and mental</p>  | / 10          |             |
| <p><b>HOW DO YOU RATE YOUR MUSICAL SKILLS AND TALENT?</b></p> <p>This is only a small list of the skills you will have. Also read workbook 2 chapter 2 Skills and Experience.</p> | <p><b>12</b> Performing ability as a musician / performer / DJ</p>   | / 10          |             |
|   | <p><b>13</b> Musical Knowledge</p>   | / 10          |             |
|   | <p><b>14</b> Music Business knowledge</p>  | / 10          |             |
|   | <p><b>15</b> Creative Talent ( writing and arranging )</p>   | / 10          |             |
|   | <p><b>16</b> Business sense and judgement</p>  | / 10          |             |

3 Now ask two other people to do the same exercise.

They should be people you respect, who can give an honest opinion of you. For instance, a fellow band member or a close friend.

|  |   | person 1 | person 2 |
|--|---|----------|----------|
| <b>HOW DO YOU RATE YOUR PERSONAL SKILLS?</b>   | <b>1</b> How good are you at organising and planning?<br>- are you often late; do you keep a diary; do you have a daily 'job' list?   | / 10     | / 10     |
|  | <b>2</b> How good are you at solving problems?<br>- do you panic when things go wrong; can you plan your way out of problems, do others turn to you to help them with problems?   | / 10     | / 10     |
|  | <b>3</b> How good are you at communicating in writing?<br>- can you easily write notes; letters; application forms?   | / 10     | / 10     |
|  | <b>4</b> How good are you at communicating by speaking, including on the telephone?<br>- can you easily speak to people you don't know; do you get the right answer when you ask questions; do you know what to say and how to say it when you're on the telephone? | / 10     | / 10     |
|  | <b>5</b> How good are you at working with others?<br>- can you accept direction, ideas and constructive criticism; do you find it easy to work with other musicians; does your temper flare when you don't agree with what others say?                              | / 10     | / 10     |
|  | <b>6</b> How good are you at using numbers?<br>- can you plan a budget for a gig; can you work out how much your demo will cost you; can you work out how many door staff you need for an event for children based on a ratio of 1:25?                              | / 10     | / 10     |
|  | <b>7</b> How good are your IT skills?<br>- are you able to easily use a computer to word process; to save and print documents; to access the Internet?  | / 10     | / 10     |
|  | <b>8</b> How good are you at thinking and working creatively?<br>- are you an 'ideas' person; do you find it easy to write songs or music; do you concentrate on the practical issues in life, or on the creative side of your life?                                | / 10     | / 10     |
| <b>HOW DO YOU FEEL ABOUT YOURSELF?</b><br><br>If you recognise your weaker points, you can do something about them!  | <b>9</b> Motivation   | / 10     | / 10     |
|  | <b>10</b> Confidence  | / 10     | / 10     |
|  | <b>11</b> Health – physical and mental  | / 10     | / 10     |
| <b>HOW DO YOU RATE YOUR MUSICAL SKILLS AND TALENT?</b><br><br>This is only a small list of the skills you will have. Also read workbook 2 chapter 2 Skills and Experience. | <b>12</b> Performing ability as a musician / performer / DJ   | / 10     | / 10     |
|  | <b>13</b> Musical Knowledge   | / 10     | / 10     |
|  | <b>14</b> Music Business knowledge  | / 10     | / 10     |
|  | <b>15</b> Creative Talent ( writing and arranging )   | / 10     | / 10     |
|  | <b>16</b> Business sense and judgement  | / 10     | / 10     |

Now compare the results of this exercise with your own assessment. Are the results similar or different?

- Are the results **SIMILAR**? → You have a clear perception of your strengths and weaknesses  
 Are the results **DIFFERENT**? → You may not be fully aware of your strengths and weaknesses

#### 4 SETTING YOUR GOALS AND ACTION PLANS

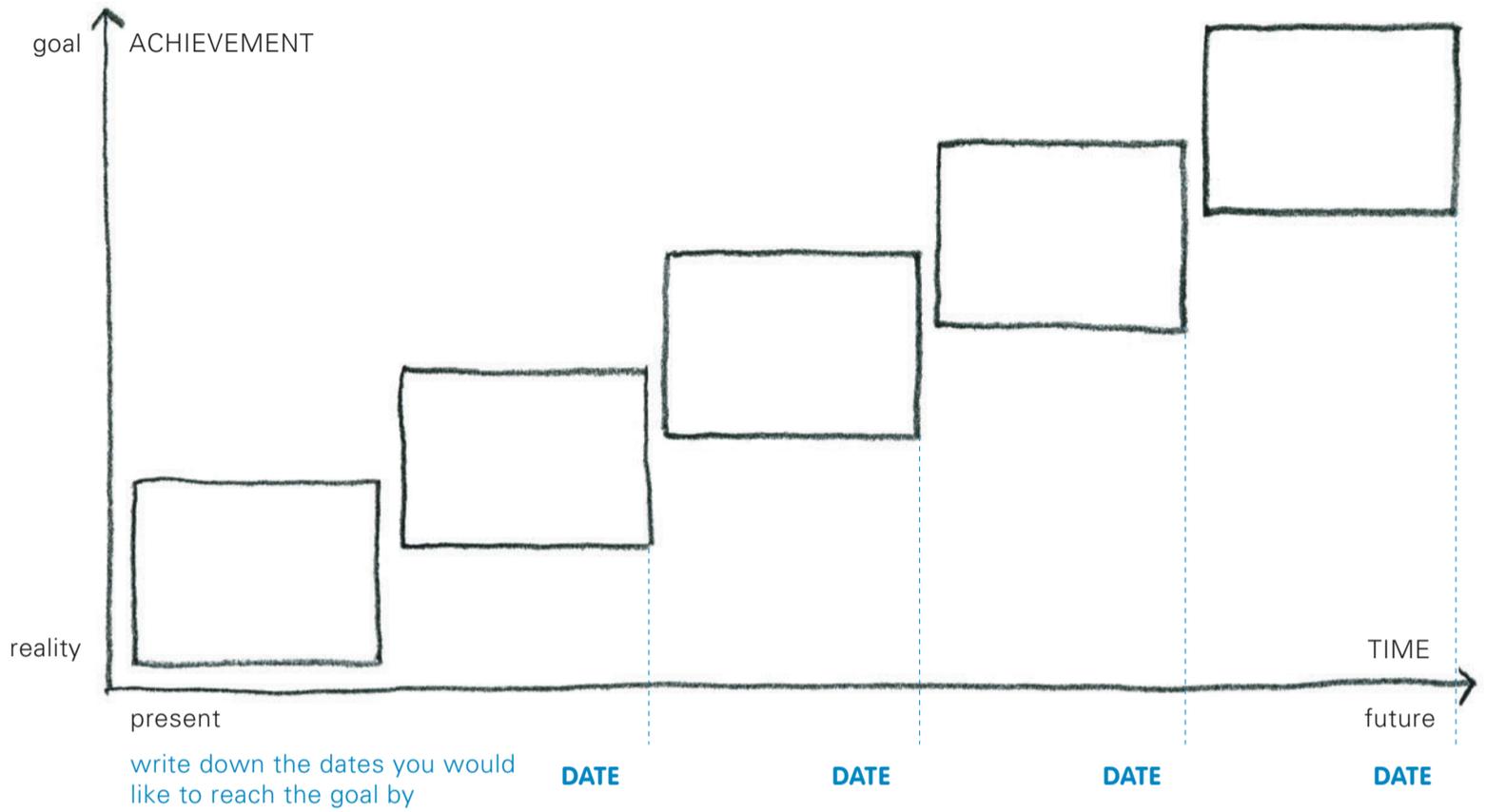
You should now work out some long term and short term career and personal goals and decide how to make them happen.

➤ Your professional goals are dealt with in more detail in WORKBOOK 2 – CHAPTER 2.

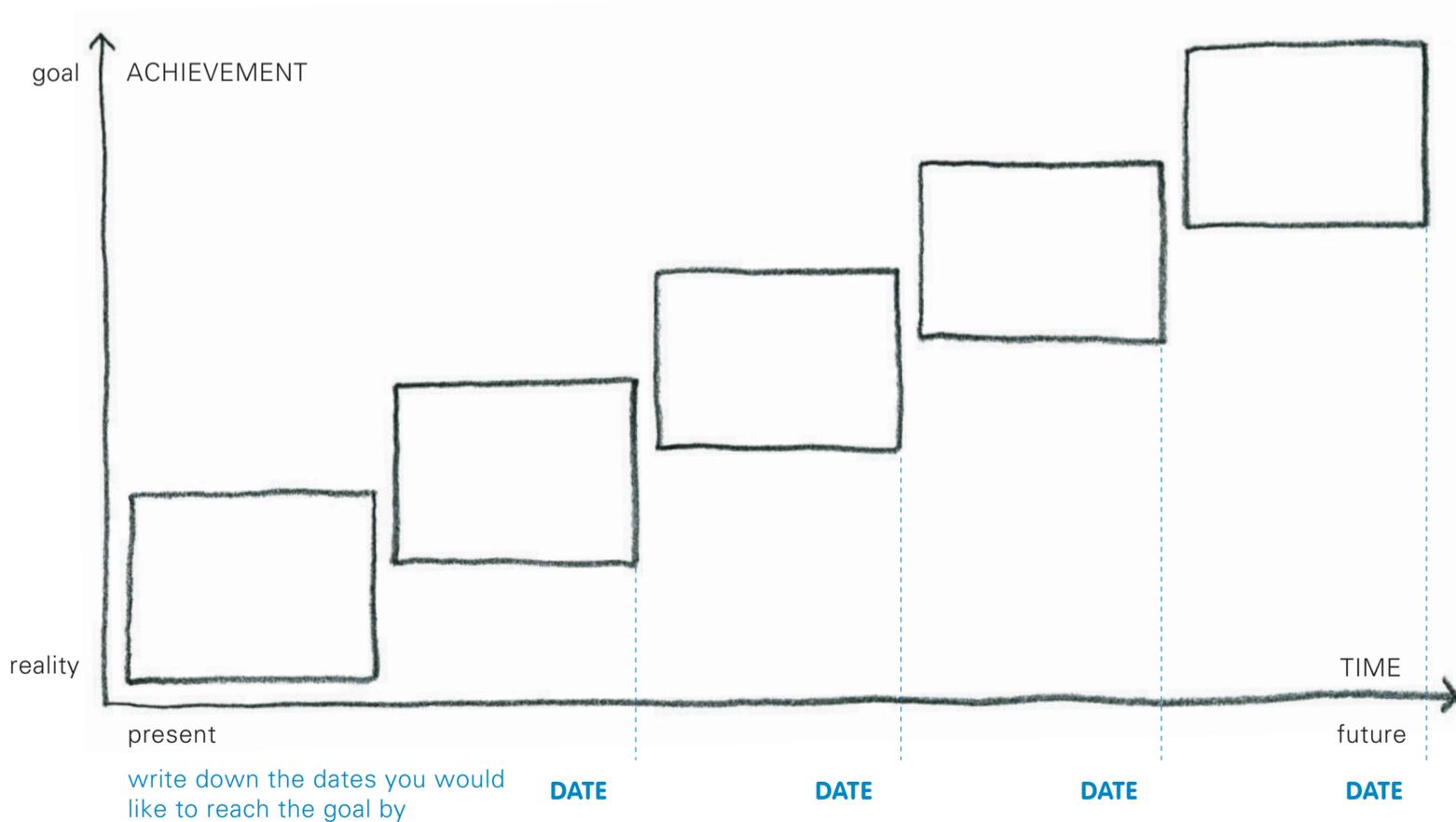
Look at the sample 'CAREER GOAL' and 'PERSONAL GOAL' action plans on P104-105.

Create your own action plan.

#### CAREER GOAL ACTION PLAN



#### PERSONAL GOAL ACTION PLAN



WELL DONE, THAT'S THE END OF THIS ASSIGNMENT. CHECK IT AND HAND IT IN!

# Your Personality

Of course, you already know your personality, but it's easy to forget about what we are naturally good at when we're planning for the future. We seldom focus on ourselves and give ourselves time to think about the type of activities that come naturally to us.



## TIP

Jobsearch staff, careers advisers and others may have access to more detailed personality profile programmes. Personality profiling is a commonly used system in applying for many jobs these days.

# Your Personal Skills

In whatever career you end up in, employers are going to look to you to prove that you have personal skills which are skills which you can take to all sorts of jobs and levels.

Examples of these skills are:

- team working
- IT skills
- problem solving skills
- communication skills
- planning skills

Although you want to focus on your career in music, you will stand a better chance of getting work if you are good at the OTHER things, as well as your musical abilities!

## TIP

None of this means that you are “selling out” your creativity. Instead, it means that you are giving yourself the real chance to make a viable living from your creative work, make your mark and make a difference. The world is full of musicians who say “I could have .....” but never did.



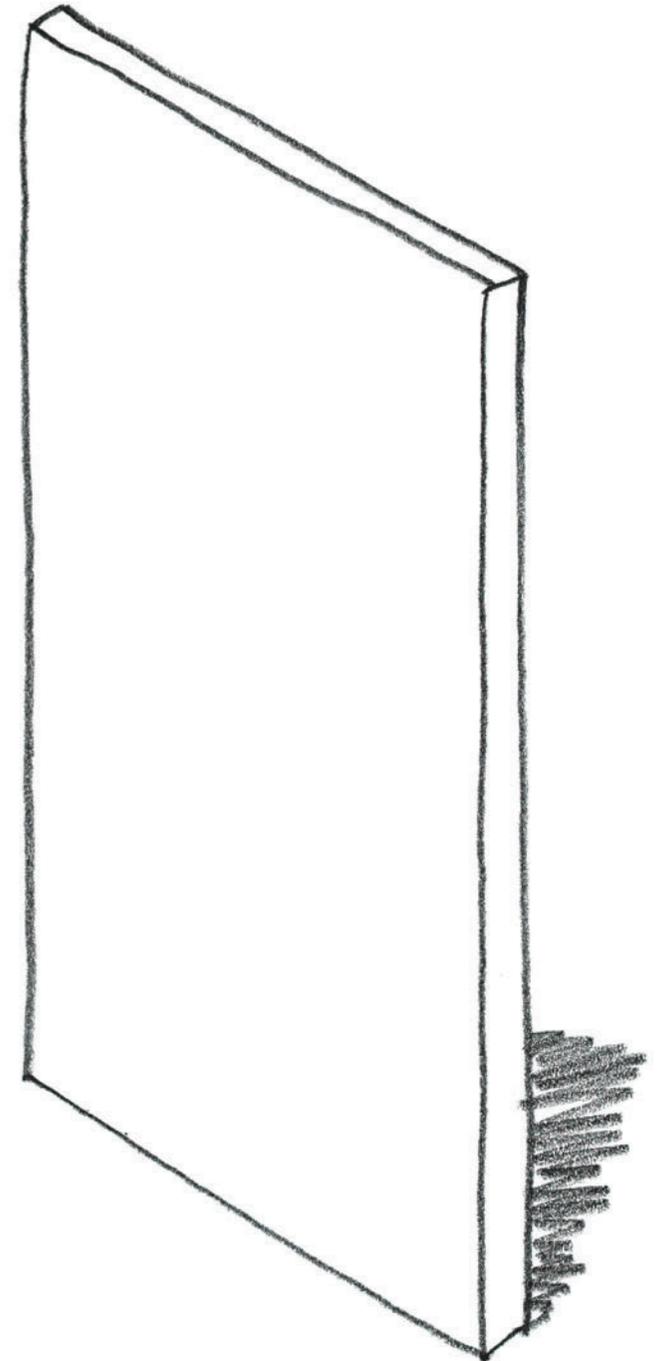
# What's Stopping You?

If you've set yourself goals before, which you haven't achieved, give yourself a moment to think about why this might be.

Common reasons are:

- time
- money
- the right people to help you
- motivation
- personal circumstances—relationships, housing, health, responsibilities for other people, alcohol, drugs, criminal record
- health, disability
- skills, training or experience including basic skills
- confidence

If you can identify what's getting in your way, you can do something about it. Talk to your tutor, your MIC or your New Deal Adviser about these things – there might be something that they can do to help!



# Musical Skills And Talent

Fill in this questionnaire

| QUESTION  | ANSWER |
|---|--------|
| How would you rate your level of playing or performance skills?                               |        |
| What is the largest audience you have played or performed in front of?                        |        |
| Have you ever been paid for playing, performing or writing music?                             |        |
| How many other musicians do you know?   |        |
| How many other music industry people do you know?<br>( manager, promoter, agent, lawyer etc ) |        |
| Have you dealt professionally with a manager, agent or lawyer?                                |        |
| Can you read or write music?  |        |
| Have you got any qualifications in music or related areas?                                    |        |

It is often easy to look back over a period of time and think that you have achieved nothing. In fact, you may well have made good progress. It often takes 3 to 5 years, or even longer, before most people are able to make a viable living from music. As time passes by, you naturally learn more. It is important to note this and to compare your original ideas with the ones you have now.



# Action Planning

Planning is the key to success!  
Here are some examples of things you need to have an action plan for.

## ACTION PLAN TO MAKE THINGS HAPPEN

- Playing first live gig to an audience
- Getting paid for a live gig
- Playing with more than one other group or ensemble live
- Meeting or dealing with a music agent or manager
- Meeting a music lawyer
- Reading a contract
- Playing in a recording studio

## ACTION PLAN TO AVOID MISTAKES AND PROBLEMS

- Electrical power cutting off on gig
- Agent or promoter not paying fee
- Argument with security staff
- Argument over soundcheck time
- Having no money to pay a hotel bill
- Forgetting key piece of equipment
- Leaving a printing job for flyers too late
- Tripping over cables and damaging ankle

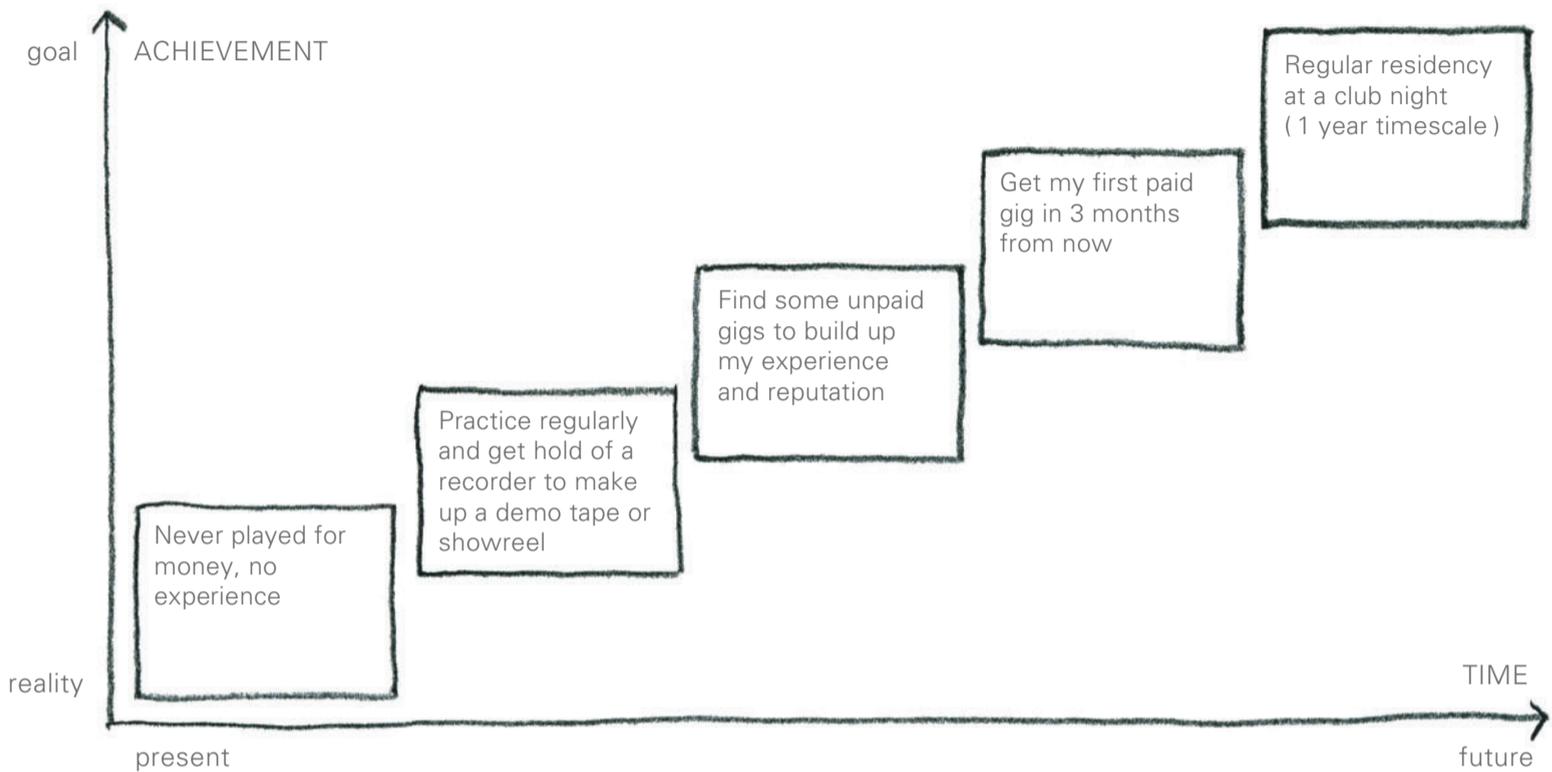


# Creating Your Action Plan

## Career Goal Plan

The first rule is: Split the job up into smaller chunks that you can achieve. Let's look at an example of a CAREER GOAL. See how Jim breaks down his goal into 'building blocks' and then sets realistic dates when he can do them by.

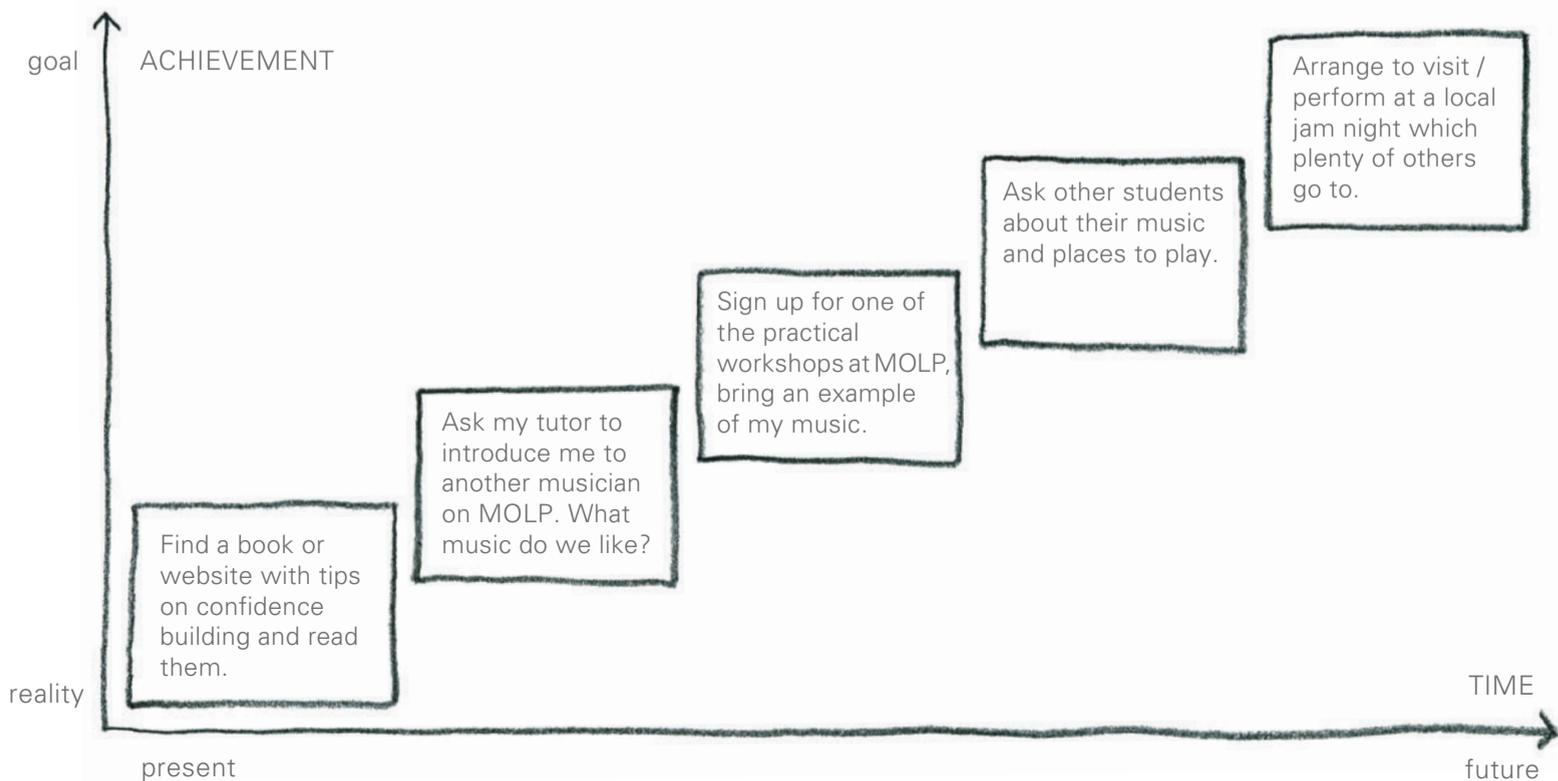
- 1 Jim is a bedroom DJ who plays trance and techno.
- 2 He has played at a few parties, but never got paid ... yet.
- 3 His ultimate goal is to get a residency at a club.
- 4 So how will he get there?



## Personal Goal Plan

The first rule is: Split the job up into smaller chunks that you can achieve. Let's look at an example of a PERSONAL GOAL.

- 1 Emma is a vocalist and lyric writer.
- 2 She wants to have the confidence to talk to people who she doesn't know and to share her ideas with groups of people.
- 3 Her goal is to get to know some other musicians so she can perform at acoustic nights and jam sessions.
- 4 So how will she get there?



# Deciding What's Important

It's amazing how many people let opportunities slip past them, simply because they fail to understand when an opportunity comes their way. Learn to recognise an opportunity and when to seize it.

Here are two examples of situations that a musician might find themselves in. See if you think they are an opportunity or not.

## Exercise 1.

You meet someone at your gig who says they are a manager, and they reel off loads of big names they have worked with. They want to get you into the studio as soon possible to record some tracks, and can virtually guarantee a record deal now that they have heard your material.

A few days later, the manager rings you again, emphasising the fact that he is excited about your songs. He knows a local studio who will do a cut price recording session, it will only cost you about £150.

What do you do?

## Exercise 2.

You are playing with a pop band who are looking for a deal, but need to supplement your miserly income with some paid session work. A musician friend of yours rings you up and tells you that she has recommended you for the guitarist's job on a forthcoming European tour with a band who were quite well known a few years back. It's good money and the tour starts next week, but it's for 3 months and there are some (unpaid) gigs coming up with your own band.

What do you do?

Answer to exercise 1

Tread carefully. He could be genuine, but why isn't he putting his money where his mouth is? If he is an established manager with a track record, then finding studio time cheaply or even for nothing should not be a problem. He seems to be a little too pushy to get you into the studio, without finding out more about you first. These type of decisions are part and parcel of being in music. Only you can decide, but it is certainly an opportunity!

Answer to exercise 2

It depends on your short term and long term aims. Examine your motivations - will doing the European tour help to satisfy your own career aims - maybe it will get you more and better paid work, and the chance to work with top class musicians? Or are you totally committed to your band? Can you compromise for three months? These type of decisions are part and parcel of being in music. Only you can decide, but it is certainly an opportunity!

## WANT TO KNOW MORE?

### LINKS

New Deal for Musicians has no responsibility for or control of the following sites. The inclusion of any site does not necessarily imply New Deal for Musicians approval of the site. To access any of the sites please type in the address into a browser or search using keywords from the name of the link.

www.dfes.gov.uk/ukonlinecentres Find Internet access that's close to you.

#### PERSONAL DEVELOPMENT AND SUPPORT

- www.bbc.co.uk/radio1/oneline**  
look in the 'work' and 'interviews' sections for information about personality and interests tests. The site also has sections about housing, money, relationships – check it out.
- www.support4learning.co.uk**  
lots of links to sites with information on skills, interests, personality profiles, action planning and finance.
- www.samaritans.org.uk**  
24 hour a day support line, you can talk to a real person in confidence about anything which is troubling you - 08457 90 90 90 for the price of a local call.
- www.shelter.org.uk**  
The UK's national housing charity. Online advice about housing and a freephone number for confidential support - 0808 800 4444
- www.bbc.co.uk/health**  
Deals with a range of health issues, including physical and mental health, confidence, relationships and stress.
- www.dwp.gov.uk**  
Government site of the 'Department for Work and Pensions', which links to the Jobcentre Plus website dealing with all aspects of benefits and looking for work.
- www.adviceguide.org.uk**  
Citizens Advice website with advice on a full range of issues, from benefits to housing, debts and legal rights.

#### BOOKS AND MAGAZINES

- Personal effectiveness**  
Alex Murdock and Carol N. Scutt. - 3rd ed.  
Publisher : Butterworth-Heinemann, 2003  
(Chartered Management Institute series ).  
ISBN : 0750656220
- Secrets of performing confidence : for actors, musicians, performers, presenters**  
Evans, Andrew.  
Publisher : A. & C. Black, 2003.  
ISBN : 0713662883
- Successful interview skills : how to present yourself with confidence**  
Corfield, Rebecca. - 3rd ed.  
Publisher : Kogan Page, 2002.  
ISBN : 0749438924
- Improving your spelling : boost your word power and your confidence**  
Field, Marion.  
Publisher : How To Books, 2000.  
(How To series )  
ISBN : 1857035631
- Returning to work : a guide to re-entering the job market**  
Longson, Sally. - 2nd ed.  
Publisher : How To Books, 2002  
ISBN : 1857037863

## MORE TASKS

- Find 3 weblinks or books which contain tests in the following:
  - personality profiling
  - psychometric tests

Take those tests. Share your findings with others – did they have you down as that sort of person with those skills?

- Read the advice on taking psychometric tests at interview on [www.bbc.co.uk/radio1/onelife](http://www.bbc.co.uk/radio1/onelife)
- Draw up action plans in more detail, according to these areas of life:
  - Music
  - Money
  - Finding work
  - Personal stuff

What are your long term and short term goals in all of these areas? Write them down. Are they achievable?

- Take the short term goals from the above exercise and fit them into one 'Master Plan' for the next 3 – 6 months. Now change the format and use this template:

| GOAL | STEPS I need to take | By WHEN? | How am I doing?<br>TICK when done. |
|------|----------------------|----------|------------------------------------|
|      | 1)                   |          |                                    |
|      | 2)                   |          |                                    |
|      | 3)                   |          |                                    |

## MORE TASKS

- Create a weekly timetable for yourself.  
You can use the pro - forma given below or make your own.

|     | Mon | Tue | Wed | Thurs | Fri | Sat | Sun |
|-----|-----|-----|-----|-------|-----|-----|-----|
| am  |     |     |     |       |     |     |     |
| pm  |     |     |     |       |     |     |     |
| eve |     |     |     |       |     |     |     |

- Set your weekly targets in your timetable, so you make sure you allow time to achieve them!
- Speak to your MOLP, MIC or New Deal adviser about the things that you feel are getting in the way of you achieving your goals. You might like to talk about:
  - Extra support you might be able to get on the course
  - The ADF ( Adviser Discretionary Fund )
  - Other networks, groups, or help available, such as New Deal Mentoring, benefits advice or small business help.