



CAN'T TEACH PASSION

You're not an Artist and here's why!

It's not just about the music.

If you are someone that wants a career in music and your ONLY priority is music, you are not an artist.

That sentence may come across as rude and we are sure that many of you reading are feeling a bit hurt by that statement because you put all of your effort into your artform. Let's start by saying we are not arguing that music is not important, in fact it is the most important part of your project BUT it's not the only part, remember expertly produced music has only gotten 30 plays on Spotify before. If your wish is to create a career out of music then there are a range of other factors that should be considered by artists other than just studio time. Now that's probably a really bitter pill to swallow for some of you but in our 11+ years experience in the industry it is what we know to be fact.

Before we get into the thick of this, it is important for us to distinguish between an artist who wants this as a job, and someone who does music as an outlet for themselves. If you are someone that does do music for a hobby and has no real inclination to get it out to people / create a career out of your work, then that is totally fine and the following does not necessarily apply to you.

Our intention with this article is not to offend but more so change the mindset of artists thinking they can put off or handball parts of their project (for example: social media, PR, networking etc) to others and expect results. Artist's are always and should always be in control of every aspect of their project and even though some of you may have a team around you who handles certain roles, the onus ultimately rests on your shoulders as the artist. Always keep in mind that no one cares about your project as much as you do; and that's ok, but with that knowledge should come the action of directing your team to the wants and needs to grow your project.

Developing a profitable artist project that allows you to live your passion and also support your way of life starts from you. There are many things to consider when building, number one, obviously is creating a back catalogue of music that you are proud enough to put out. Second to that, is creating a release plan with specific targeted goals aimed at garnering both interest / attention from a fanbase (community) and from operators in the music industry (managers / PR / label A&R's / blog writers / digital stores / distributors etc). Now just those two sentences above are inclusive of not only creating the music but utilising research, building and operating social media, navigating and understanding the roles of industry professionals etc etc etc, and that's all before even thinking about building a team.

Creating and putting together content, navigating industry and learning its nuances can be a difficult notion, but we urge all of you that struggle to get your head out of the studio, that the other parts of your artist brand are simply an opportunity to be creative in a new way. Developing content specific to your brand can be a fun part of the project and adds to the overall experience of the listener. In our discussions with artists we have found that it's always better to be frank with them when discussing their issues with social media in particular.

"I just don't like social media"

"I'm not good at that side of it"

"I want to let my music do the talking"

^ All excuses to inflate your ego / insecurities.

Again, another statement that you may take offense to, and again, our aim is not to offend or expose, just to challenge your thinking around what is important. The above quotes do not take into account the fact that we all live in a saturated market of music releases, and to gain attention on your release you need to understand that the more you put into the creativity outside of the music the more chance of exposure and in turn opportunity for a career come.

Artistry in the music industry comes from all different facets of the project, not just the music itself, and although it's the primary artform, if you are not creative / have a certain work ethic outside of the music creation, our view is that you are not an artist. You are just someone that creates music that no one will hear.