



CAN'T TEACH PASSION

Ego Is Easy - Adapting Is Crucial.

Everything is your fault. Be Accountable.

Composing, writing, producing, recording and releasing original music can be a scary thing. So much time, effort and energy put into the creation by the artist. It's almost always clear that they would want their music to be appreciated when it is put out into the world and assist them in growing their career. But sometimes releases just don't work. This can be for a number of reasons out of artists control, but ultimately the market (your audience) decides whether they like your music or not. The onus then falls on the artist (and team) to adapt to the market and grow.

Being an artist that wants to create a career from music, you must juggle many hats, and it becomes very easy to blame others on the reasons why your creation hasn't resonated.

"the PR Guys didn't do their job"

"X person told me this song was THE ONE, I put all my eggs into this basket because they said I would be famous"

"The A&R made me change my vocal melody, it's his fault it's not working".

The very base thought of when a single / EP / Album does not resonate, an artist's mind is set to blame. As more often than not, they feel they have held up their end by creating the music and it should work. But by having that mindset and not considering any other of the factors that assist in the success of a release they leave themselves vulnerable to an unforgiving market.

No one cares about the music as much as you do.

The reality of the situation is the reason for the single not resonating is irrelevant if you are unwilling to accept the situation and adapt into the next release swiftly. Perhaps the single was too long for editorial play listing, maybe there was no clean version of the song made so radio refused to play it, maybe there was not enough social media awareness in the lead up to the single that it fell flat on release day.

In our previous article **Artists in Control** we write about the fact that artists should be in the driver's seat, understanding and guiding every part of the release. PR, marketing, distribution etc are all services that allow the artist project to thrive under the right circumstances, but they need to be held to account by the artist.

So when a release doesn't work it's easy to blame everything and everyone else, but that is quite simply flexing your ego. The sooner you can realise this the sooner you can learn what is actually the issue, address it and change it.

By adapting to an ever changing market you are allowing yourself to put the artist project and your music in a better position. When releases do not work you assess what went wrong and where you should lean more attention and you correct it going into the next release.

Don't overthink the little things, instead be accountable to the things that actually make a release work..