



Balancing Creative and Administration Time.

Find the correct balance of creative & business to achieve longevity in your project.

A common issue we encounter on a daily basis is communicating with artists that find trouble balancing the creative side of their project and the day to day of developing the administration (business) side of their endeavour.

Firstly, let's begin by highlighting the fact that creating sustainability in an artist project while balancing 'real life' is no easy task. It is also no excuse for the lack of innovation & motivation on the administrative side of your project. *For more about time management and establishing a healthy balance between your life and your work to maximise your happiness, have a read of our ['Time is your best asset' article here.](#)*

Every artist / band member etc. all have different skill sets when it comes to development. There are those that only like to specialise in the music creation process, or perhaps even a specific part within music creation such as, production, songwriting or mixing. The others, most of the time are gifted in project promotion and utilise their strengths toward developing social media / branding / networking etc. It is really important to understand early where your strengths and weaknesses lie and more to the point, it is pivotal to understand why you enjoy parts of the process over others.

At the end of the day to achieve sustainability and create longevity in your project you will have to wrap your head around every facet of creation at some point or another in order to grow. Artists who have achieved sustainability generally have at least a base understanding of the parts of the industry they find challenging. Only focusing on your strengths creates deficits in the brand and can hinder the timeline for development.

Create Process:

All workplaces and jobs throughout the world have processes surrounding the actions in each role. These processes are created for each action to build to a particular outcome, which then builds towards the goals and visions of the workplace / company. For example, there are ordering processes at fast food restaurants like McDonalds, that allow the customers to order and receive their food quickly, hence the name 'fast food'. This process allows the order to go through and the meal to be constructed and given to the customer as efficiently as possible - aligning the vision and end outcome with the processes in place.

Within an artist project, creating processes isn't generally something that is front of mind. The main concern of an artist is to create the best music possible, and with that comes the thought of developing a workflow and structures surrounding that creation process/

The process and actions following that creativity is where we have experienced most artists walk away from the project or decide that the industry is too hard to navigate.

“The music is done, people will find it because it is good”

If you are someone that is guilty of saying the above quote, we would argue that you are actually not an artist. What that quote does not take into account is the fact that we all live in a saturated market of music releases, and to gain attention for your release, you need to put as much creativity into the processes surrounding the release as you have with your music creation. The more that you put those processes into place and streamline your actions with experience, the more chance of exposure and in turn opportunity for a career artist outcome.

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

Develop processes that empower you to be creative and consistent in every area of your project. The time spent on creation needs to be accompanied by time spent putting that creation in the best position possible. Creating an efficient balance between the two will elevate you to new levels and is often the difference between artists who create sustainability and those that don't.