



Your Attitude is Everything.

At the moment of writing this, there is so much uncertainty. The COVID-19 virus has swept through the globe and created chaos - making it more difficult to achieve peak physical and mental health and financial stability for everyone, including those in this ever-changing, turbulent industry. We offer our sincerest thoughts to those affected and to everyone struggling in this crazy time.

We have been wanting to write this article for a little while but didn't know how to gather all of our thoughts on such a broad topic and narrow it down for producers, musicians and professionals that work within music. We came to the conclusion that we probably don't have to - as it is our duty to approach each aspect of our life with a consistent attitude and an unwavering belief in ourselves and others.

There are many different factors and measurables that determine success in any business or industry. Unquestionably, the biggest 'make or break' is how you conduct yourself and present yourself within the industry (both in person and online), how you treat others (both in person and online) and generally, the attitude that you have for yourself and the entire project that you are creating.

How you conduct and present yourself to others is hugely important in the facilitation of lasting relationships and the attitude you have towards this, directly affects how you and your brand are perceived. You should be humble, steadfast and honest in your endeavours in this industry. Kindness and compassion for others is vital. Everyone can feel the constant pinch of pressure, expectation and burden but we must not take out our frustrations on others. Our expectations must be realistic and our mind open to learning and accepting new and different opinions and facts - even if it's not what we have previously considered. There is no place for ego in this field. Especially when you are developing. Often, artists that are egotistical in the early stages of their career do not make it to their long term ambitions. People want to work with and spend their time around those that they trust, those that they can learn from and those who are uplifting. Being a decent human being is something that is sometimes neglected in this industry, so be kind, honest and respectful to everyone.

The above being said, treat others the way you want to be treated. Our parents and grandparents always told us this but it couldn't be more true in an industry where everyone is interconnected. There will always be someone who knows someone who knows someone else and your attitude towards them and how you treat them at your gig, on an email chain, in your DM's, during your campaign or at another show will come back to bite you.

Lastly, the attitude that you wake up with and go to bed with everyday will solidify your future in this business. If you are grateful, hard working and always seeking the next opportunity, you will

always be further ahead than someone who is negative, entitled and looking for the easy way out. Don't get us wrong, we all have bad days. Days where we can't be bothered, are feeling run down or want to scream that it's all too hard, but we must endure past those days. Your work ethic, consistency and the willingness to chase a passion that is not common - those are the qualities that you need to cling to when you are slipping into complaint mode. Approaching releases, marketing strategies, branding, shows - it's all the same. You have to find an inner fire, stay positive and work through until you achieve your goals. And once you've done that, find new goals and achieve them.

We believe in you! Good luck.