

21ST CENTURY PERFORMING CAREERS

BECOMING AN ENTERPRISING MUSICIAN



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INTRODUCTION

- The Age of Creativity
- Your job doesn't exist YET
- Our story — DREAM BIG

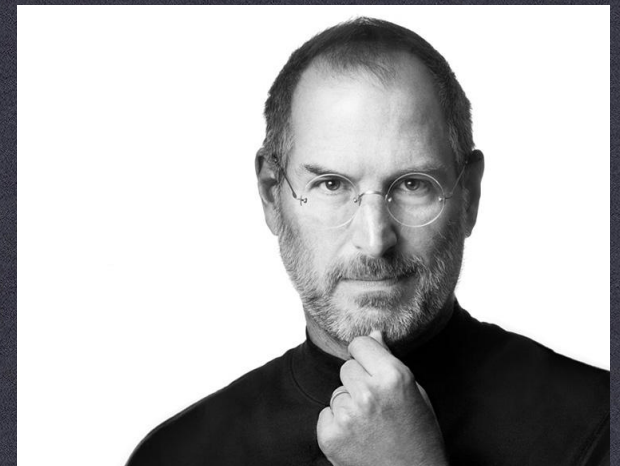


OVERVIEW


1. three questions
2. the first steps
3. conclusion and resources
4. Q & A




QUESTION #1: WHAT IS AN ENTREPRENEUR?



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 Someone who starts and manages their own business or enterprise

 Someone who creates opportunities, thinks 'outside the box', challenges what is traditional, advances the field

 **ENTREPRENEURSHIP = CREATIVITY**

QUESTION #2: WHY DO I NEED TO BE ONE?



Very few musicians claim that performance is their only source of income



Being a multi-faceted, multi-dimensional employee makes you more desirable to an employer in an over-saturated market

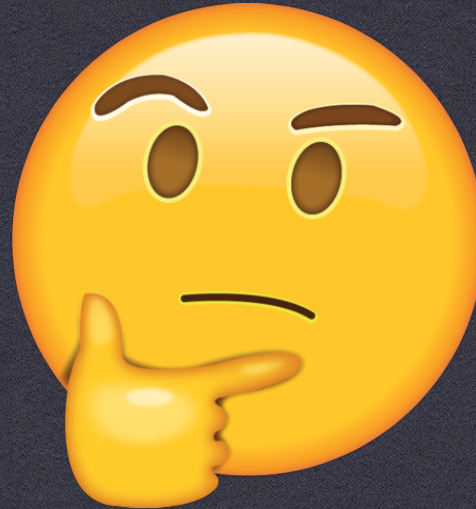


Address field demands: in an technologically-changing environment, you need to be ready for as many aspects of your profession as possible



Financial gain ... aka INCOME

QUESTION #2: HOW DO I CREATE MY CAREER?



passion + organization = CAREER



**The sooner you become systematic, the easier
and quicker developing your career will become**

WHAT ALL ENTREPRENEURS HAVE IN COMMON

-take initiative

- follow through

-think creatively

- embrace technology

- seek out opportunities
in all areas

- maintain a strong
network

- take risks and chance
failure



- prioritize content AND presentation

FIRST STEPS YOU CAN START TODAY

1. Map Your Skills

Music Skills		Non-Music Skills	
Analyzing	Orchestrating	Accounting	Photography
Arranging	Performing	Art	Problem Solving
Composing	Primary Instrument	Bookkeeping	Psychology
Conducting	Producing	Communication	Public Speaking
Digital Audio	Synth Programming	Computers Skills	Sales
Engineering	Recording	Dancing	Schmoozing
Improvising	Score Reading	Fixing Things	Supervising
Interpreting	Secondary Instrument	Graphic Design	Teaching
Hearing	Sequencing	Leading	Video
Music Business	Sight Reading	Marketing	Web Design
Music History	Singing	Money	Working with Adults
Music Literature	Transcription	Management	Working with Kids
Notating		Networking	Writing
		Organization	

FIRST STEPS YOU CAN START TODAY

2. Determine Career Options

How can you combine your skills
to create job opportunities?

3. Mission Statement

- What is your product?
- Who is your audience?
- What do you want to achieve?
- Why does this matter?



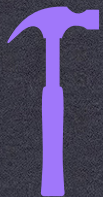
FIRST STEPS YOU CAN START TODAY

4. Resume versus CV

What's the difference? length, layout, purpose

Resume

- 1-2 pages in length
- Targeted list of skills
- Tailored



CV

- several pages in length
- Chronological list of career history
- Remains the same

