

# Seven Tips for Success in the Music Business

New Mexico Percussive Arts Society

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## My Good Fortune

- Blessed to have work independently in music industry for 20 years
  - Perform, Teach, Compose, Publish, Market, Engineer, Review
    - plus all the typical business/promotion elements
- Beyond simply being able to play, what are the keys to music industry success?
- Here are seven tips based on my personal experiences

## Learn New Things

- My Steel Drum Story

## Every Gig is an Audition

- From the Mesa Symphony Orchestra to Broadway Palm West

## Be Visible and Vulnerable

- Always volunteer to participate
- The premiere of "Irrelevant" at AZPAS to a publishing contract
- The Freddie Keppard story

## Find Your "Unique"

- What do you do well and where are needs you can meet?
- How are you exactly what someone else wants?
- Origins of *For Four* and *Outside the Box*

## Be Involved

- It does matter who you know!
- Start Doing Now (internships, private lessons, mini recitals, etc.)
- Serve (start with PAS ... where you already are!)

## Work with Quality People

- It also matters who knows you!
- From Westwood HS drumline to a Northern Illinois University concerto premiere

## Invest

- What can come from \$100 three times a year?
- How much is your profession worth?
- Don't forget the deduction!

Questions?