

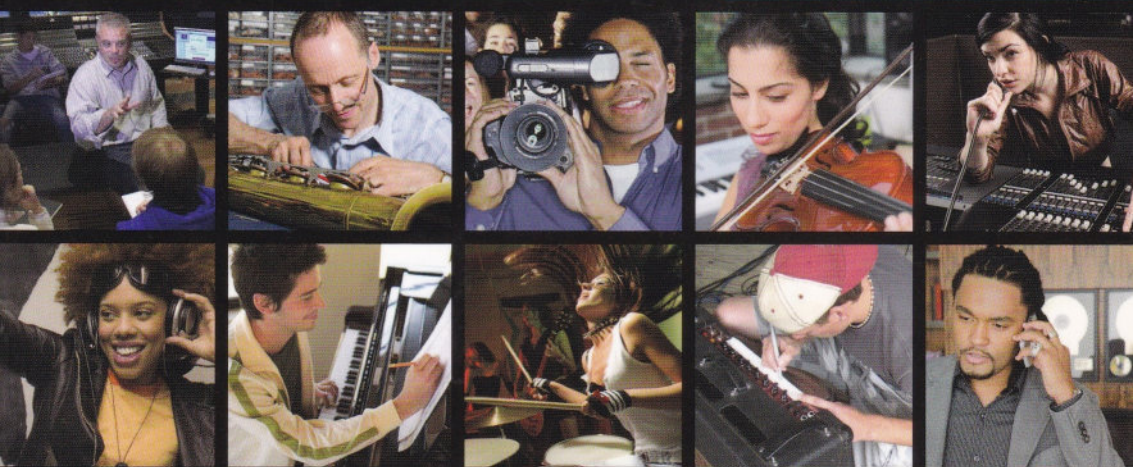
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BOOKS



COOL JOBS

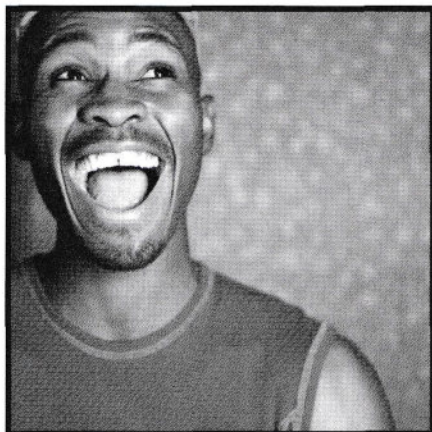
IN THE BY JEFFREY RABHAN

MUSIC BUSINESS!



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WHAT SHOULD YOU DO?



Before you begin exploring the various paths within the music industry, it's helpful to take a step back and assess your strengths and weaknesses. Doing so will allow you to get an idea of the areas in which you are most able to excel. This isn't to say that you can't try out different job specializations in order to discover what you do and don't like. The process of trial and error can often be a great learning experience. But going into the business with a strong understanding of your own assets will help you get on the right path quickly. In a world in which success can be achieved faster than ever, it always helps to be a step ahead. You should use this chapter as a guide; no one can decide the

future of your career for you. The key is to get a general idea of places within the industry suited to your future success.

Getting to Know You

The following questions will help you reflect on who you are and what you might like to do.

These questions are meant to get you thinking about how you can turn your interests into career opportunities; likewise, they should help you avoid turning your weaknesses into dead ends.

GENERAL QUESTIONS

- Do you like working behind the scenes, or do you like being on the stage?
- Are you good with people?
- Are you very organized?
- Do you have a strong sense of business?
- Do you pay careful attention to detail?
- Are you more outgoing or more reserved?

You may be more suited for a creative position if...

- You are confident.
 - You are independent.
 - You are a risk taker.
 - You think outside the box.
 - You are passionate.
 - You are curious.
 - You are intuitive.
 - You like to be challenged.
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- You are imaginative.
- You are optimistic.
- You are motivated by a task, not the reward.
- You are expressive.

You may be more suited for a business-oriented position if...

- You prefer structure.
- You are organized.
- You are focused.
- You are goal-oriented.
- You are responsible and reliable.
- You are detail-oriented.
- You are good at networking and building relationships.
- You are disciplined.
- You are adept at assessing risks.
- You are comfortable with decision-making.

If you're a mix of these traits—as many people are—there are plenty of positions requiring diverse or unconventional skill sets, too!

Finding Your Field

You can also use this question and answer survey to narrow down your choices. Here, we've broken possible jobs down into three categories: creative, business and both.

CREATIVE CAREERS

- Do you like spreading the word about music, products and people you enjoy?

- Do you have a large network of friends and colleagues? Would you be good at building one?
- Do you have a good ear for hearing the minor details of songs?
- Are you knowledgeable about different types of instruments?
- Are you a gifted singer, instrumentalist or musician?
- Are you a tastemaker?
- Do you stay up to date on all new digital platforms, software, etc.?
- Do you enjoy writing? Are you a good writer?

BUSINESS CAREERS

- Do you like traveling?
- Are you good at planning itineraries for trips?
- Do you enjoy listening to new music and checking out new artists?
- Are you a logical thinker?
- Are you interested in the law?
- Do you enjoy taking leadership roles in projects?
- Are you good at balancing multiple projects?
- Are you good at planning for the future?
- Are you eager to become well-versed in all aspects of the music industry?

HYBRID CAREERS

- Do you hope to own your own business one day?
- Are you good at developing creative but realistic ideas?
- Do you have a wide knowledge of music that covers

different genres and time periods?

- Are you good at networking and building meaningful relationships?
- Do you have relationships with people on either extreme (creative and business) to assure you that your business is both grounded and exciting?

What Your Survey Answers Tell You

How do these qualities fit within the industry? Below are some examples of how you can connect your talents and interests with specific types of jobs. Remember—these are just a few options! The music industry has plenty of jobs for people from all backgrounds and with different skill sets and interests.

Are you good at identifying talent? Do you like finding new bands before they've become popular?

A&R (Artist and Repertoire: talent scouting and development), independent record label owner

Do you go to a lot of concerts?

A&R, tour manager, sound engineer, show designer

Are you active on social media? Do a lot of people like following your tweets and Facebook updates?

Marketing, publicity, blogger

Do you like working with computers and technology?

Producer, mixer, mastering engineer, software developer, app developer

COOL JOBS IN THE MUSIC BUSINESS!

Do you like writing?

Journalist, blogger, educator, publicist, copywriter

Are you interested in accounting or legal issues?

Attorney, accountant, business manager

Are you good at convincing others of your ideas?

Marketer, publicist, senior level executive

Do you find yourself explaining the technical aspect of music to your friends?

Teacher, arts administrator, demonstrations, instrument lessons and clinics, producer, engineer

Do you have a wide knowledge of music that spans different genres and time periods?

Professor, blogger, journalist, DJ

Do you enjoy taking leadership roles in volunteer projects?

Philanthropist, music charity, business manager or any leadership/executive role

Do you like being on the road or planning travel?

Tour manager, touring musician, booking agent, roadie, instrument technician

Are you good at multi-tasking and communicating efficiently and effectively?

Manager, agent, executive

Do people look to you to introduce them to new music?

DJ, blogger, A&R, music supervisor, critic

Do you have a good ear for hearing the minute details of songs?

Producer, engineer, mixer, mastering engineer, arranger

Do you hope to own your own business one day? Are you good at developing creative but feasible ideas?

Label owner, manager, studio owner

Do you like spreading the word to your friends about upcoming concerts?

Venue marketing, events promotion, publicity

Looking Ahead

Remember, these questions aren't a test and they're not designed to lock you into any kind of job. But the more honest you are with yourself while answering, the better this exercise will help you choose what to study and where to look for your first job in the music business. We'll take a look at some options in the next chapter.

The music industry is a rapidly changing world offering a diverse array of opportunities. But where do you start? Jeffrey Rabhan draws from his own experience guiding the careers of artists like Kelly Clarkson, Lil' Kim, Michelle Branch, DMX and Jermaine Dupri to clearly explain career paths in today's (and tomorrow's) music business, adding perspective through his exclusive interviews with top business executives, studio professionals, artists, technicians, and more.

"This book is a must read for anyone looking to break into the music business." —*Kelly Rowland*

"Rabhan weaves in his extensive career knowledge to share the many opportunities available for the next generation." —*Michelle Branch*

"By relying upon his own experience and the experiences of the current leaders of the music industry, Rabhan presents a clear and simple roadmap to breaking into the most exciting industry in the world." —*Clive Davis*



JEFFREY RABHAN is an experienced artist manager, music industry executive and international consultant who has worked across all genres of popular music. His clients have earned more than a dozen GRAMMY Awards and sold over 100 million records, ultimately generating upwards of \$1 billion in global receipts. Rabhan has been an executive for Atlantic and Elektra Records, partner at top entertainment company The

Firm, co-founder of innovative music entity Three Ring Projects, and is currently a marketing consultant to Sony Music Japan International, creative director of Trifecta Consulting Ltd., and Chair of The Clive Davis Institute of Recorded Music at NYU's Tisch School of the Arts.

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