



INDUSTRY ADVICE

Advice - home | Professionalism in the Industry | Gigs & Promotion | Management | Marketing
Distribution | Press & Radio | Recording Contracts | Beware - compilation catches | Copyright

professionalism

It's important to remember that whether you are looking after the band's promotions yourself or are performing within a band - you are still "promoting yourself"!

Therefore, with every action - you must remember to conduct yourself in a professional manner ie. try to not leave a bad impression!



Being part of the music industry is being involved in a BUSINESS!
Whether you are an artist or performer, everyone you deal with in the industry are Business people. Ensure your attitude is professional.. no matter who you're dealing with.

The professional music industry is perfect for those who can see it as a business as well those who really enjoy what they are doing.. (plus may want to get a point across in your music!)

Also have a look at the professionalism of those around you?.

- What are the other band members' expectations?
- Are their expectations the same as yours?
- How committed are they?
- Are they able to follow through with any potential future advancement with the band?
- Would they be reliable enough to take on interviews professionally?

Of course, within your professionalism, remember to treat all others with respect - especially if they are busy people in demand! It's just basic things to remember... always be on time (to interviews, gigs, recording sessions, replying to calls, etc..) and follow up on every item that needs actioning. Sometimes that may just require a simple phone call giving someone enough notice if you're going to be late or cannot make an appointment. These are some basic points to remember to maintain an excellent reputation for yourself as well as your band.



I'm sure you understand that now & again you are going to be required to take on the role as a Promoter/Salesperson yourself - and in turn must realise the importance of professionalism.

Picture yourself sitting at a cafe minding your own business... and all of a sudden a bloke reaches over from the next table & asks to borrow the sugar... and the guy just happened to be Billy Beldrum - promoter & presenter on every music show around!... Wow.. he must get people approaching him all the time! What would you do?? freak out & say nothing?... introduce yourself & ask if you could send him your demo?... just hand over a demo you have in your bag & ask him to listen?? Give him a live performance on the spot?? Tell him to get his own sugar..?? What do you think a fellow band member would do... are they up to the task - what risk could that be to the band?

[btw: whatever you do... don't forget to hand over the sugar...(!)]

If you're asked to send a demo, get onto it straight away. Ask for the person's card for contact details - in your accompanying letter, thank the person for their time and refer to the recent conversation. This will at least confirm the submission is "solicited" (it has been requested & and will receive a response.. compared to unsolicited material that the recipient would not be expecting, may not receive the attention it should, may not be handed over to the right person, may go unnoticed and also does not need to be replied to).



When promoting yourself, remember that every step is a learning process - therefore gain as many hints and as much advice from all contacts as possible! You don't have to necessarily agree with everything but at least you will develop knowledge on varying industry opinions(!) as well as providing you with more options than what you had to start with!

Gain as much knowledge about the industry as possible - all the important tools & techniques to ensure you continually advance instead of falling behind (or even right out of the industry).

Listen.. and Read as much as possible. Purchase music magazines that keep you in touch with the industry - learn about recording, attitudes, industry phrases, engineers, etc... Look through your favourite CDs and discover who the people are behind the scenes. Then search for music magazines or through the internet for these people and discover a bit more about them (especially interviews, where they expose techniques that you will one day appreciate).

The music industry is a business that may involve quite a steep climb - keep persisting - at least ensure that you are that one step closer to your achieving your goals.



You may even consider registering a Business Name in order to open up a business cheque account in the Band's name (search to see if your business name is available online - *click here* to check if your business/co name is available in Australia).

[Click here for information on Starting up a Business Name \(Victoria\)](#)

Consider assigning reliable band members &/or reliable associates (more than one authority & signatory) to take care of the expenses, invoicing, promotional demands, equipment, etc.. To avoid any upsets, you should all discuss how the funds should be managed and agree on a system... Consider banking a percentage of earnings towards 'promotional expenses'. As an added measure, perhaps all members could view and sign something fortnightly/monthly to say they have both witnessed & reviewed financial data, like bank statements, forecasted expenses, cash expenses, etc... This will at least give everyone an idea of where the band's heading financially..

Don't forget.. with the new all important 'tax reform' in Johnny's Australia... bands and artists should register an ABN. You MAY also need to register for the GST (goods & services tax)..

Click here to learn more.

Performers can refer to the Australian Taxation Office www.ato.gov.au and ensure you know your rights for taxation purposes with what you can claim as an Artist/Performer.

Oh.. one more important point to cover..

consider insurance to cover loss of equipment (damaged or stolen) as well as car insurance (check your Insurer covers exactly what you need - including equipment being driven to and from gigs.. may be an idea to get a few quotes, then ask for a cover note when you're happy.. this will give you a few weeks to read over the policy to ensure it's right for you before you start paying).

>>> NEXT >>>

[[return to top](#)]

[Advice - home](#) | [Professionalism in the Industry](#) | [Gigs & Promotion](#) | [Management](#) | [Marketing Distribution](#) | [Press & Radio](#) | [Recording Contracts](#) | [Beware - compilation catches](#) | [Copyright](#)

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