

**We have created the Music Business Toolkit as an exclusive adaptation taken directly from our Music Business Growth System that comes with any Artists Academy Membership.**

**{\*Note: You don't need the Toolkit to use and benefit from the instructions in this manual, though if you want it-[you can get it here.](#)}**

The Music Business Growth System (also called the Career Growth System) has been designed by an obsessive Artist who also coaches and consults Artists full-time as the solution built to get Artists and Creators on track, keep them focused on the right things, (like a train on rails) and act like the GPS for their careers. What we call your Goal Positioning System.

The MBGS has also been designed to help Artists do a few more things.

Things our system helps Artists improve:

Time/Priority management

Systemization + Delegation

Music Business Automation

Sales + Profits

Career/Brand Core Story

Content Production

Music Business Blueprints

Platform + fanbase expansion

### **Quick overview**

As artists, what we do is create content and then market that content by accurately communicating what it is all about.

In our system we focus on performance metrics and up to three specific outcomes per 90-120 day cycle, and we complete missions that make failure only possible by quitting. These individual missions are also known as MOP.s (milestones, outcomes, purpose)

The MBGS is about helping you map out, dial in and focus on the right things, to produce targeted content and engage in the dialog with your community-as well as help you coordinate and manage your projects within a solid structure. A support structure that allows your creativity to flourish because it's not scattered and unfocused.

The MBGS is about helping you handle all your business, like a pro. It helps Artists upgrade their systems, become more efficient with their processes, and increase their productivity. To focus on the fundamentals of using the technology and the tools and the resources available. To develop and actualize the potential that exists beneath their fingertips...

It is designed to help you build your support team out, with the artist at the nucleus of the career, (SEAT CHANGE!) and then help you develop your brand and career across all three dimensions.

It's not about doing *more* things, it's about doing things better. It's about really expanding the thinking process to integrate the additional tools we have, as a way to enhance and amplify your message, your stories, your creative expression...

## **Complete Artist Development**

Our training and systems are focused on what we call Complete Artist/Career Development because we address all three dimensions of an artists career; the what, the why, and the how. Self leadership, team leadership, & career leadership. Intrinsic, extrinsic, and systemic. The people, the product, the process. Etc.

I've distilled everything we teach down into a system (that is Artists Academy) that's built around 10 Rules, 10 Mindset shifts, 10 Skills, and 10 Steps for taking your music career to the next level.

Ultimately the academy is a very practical synergy of systems, training, and processes to help Artists create a peak performance environment and optimal workflow structure to operate consistently at their best, focused on their core activities-doing what they love, full-time, on their own terms.

It is how to consistently focus on building your long term assets, managing your equipment and resources, mastering your tools, and developing your team and skills.

It helps to compartmentalize down, assess, define, diagnose, and delegate the proper function and responsibility to the proper role for the job so you can dial in on expending all your energy on your Main Moves. Your C.F.A.'s

Your Music Business Toolkit will help you layout and look at some of the most relevant aspects of your music career, gain the clarity and focus needed to assess your path, direction, goals, and areas of improvement-such as the skills you'll need to develop.

By following this manual/completing the toolkit you will gain insight and awareness to new or overlooked opportunities as well as the basis for developing your own career blueprints and game plan.

Consider this the prep work, that critical first step that can be deceptively simple, which can and will give you a foundation for truly taking your career to the next level in 2015 and beyond.

Your [Music Business Toolkit](#) is yours, and can keep you company and grow with you for the rest of your career. Though it's pretty simple, we think it's an essential part of any committed Artists arsenal of tools. By utilizing it you will be making an investment in yourself and your career and proving your commitment to it's growth. Further, you will reap exponential benefits during your career growth consulting session that you cannot if you haven't laid the groundwork and gained the perspective doing so will equip you with.

The proceeding content bundle contains two important things.

1st is the summarized instruction manual for how to use your Music Business Toolkit and/or how to gain the clarity and lay the groundwork for taking your career to the next level in 2015 and beyond.

2nd is a Summarized initial copy of the Modern Musician Manifesto. Consider it a 2014-2015 State of the Modern Music Business wrap up/lead in training (FOR ARTISTS AND MUSICIANS) from the perspective of an Artist who also consults/helps lead/coach/test new stuff out with-other artists and content creators for a living.

Just a couple quick notes and things to look out for:

Look for the Music Business Blueprint i spent a large part of last year creating, as well as an interactive digital magazine application that we're pretty excited about, and of course our flagship training program launching early 2015. Been a lot of work, but very happy to be releasing this for you and the rest of our amazing amazing community.

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## **Overview of the Music Business Toolkit**

The Music Business Toolkit is a comprehensive dashboard that challenges you to be clear – both for yourself and for your career -- about each essential area of your artistic, financial, and personal success. This is the concept of 3d success.

Again, you can follow the instructions and steps in this manual without the toolkit just the same.

Leading your brand takes tremendous resilience, patience, and coping skills. How many crises do you address every day? How many requests for your time distract you from achieving your real goals and handling your primary responsibilities? How often do people in your life/band/career ask you to do things that they should be doing?

Meanwhile, you probably face unprecedented pressures. Things change quickly. People demand more, and forgive less. Your team feels less loyal, engaged, motivated. All the way everyone around you seems to be humming along, announcing new breakthroughs and enjoying friction less progress in record time.

In this busy mental and physical environment, it becomes difficult to keep track of the few things that really matter to you and to your brand: vision, mission, values, your UVP, strategic priorities, metrics for success, relationships, how to become more effective in all 3 dimensions of your career, and the new roles and skills you must develop to advance. If you are not careful, you can lose perspective and become scattered-when you really need to be grounded, focused, calm, resilient, and powerful.

Wouldn't it be nice to have a tool that puts everything in perspective in a simple, easy- to-use format? The Music Business Dashboard of your Toolkit does exactly that.

In a single page, it takes a leader from the highest-level questions about mission, vision, and values to strategic questions about core talents and priorities, tactical questions about measuring performance, and individual questions about key relationships and opportunities for team/career development.

It takes reflection and dialogue to answer these questions.

The entire process takes work, and is well worth the effort. By being clear on your vision, mission, values, UVP, initiatives, performance metrics, key professional relationships, and development/growth opportunities, you will remain calm and focused when others panic.

Take a few moments to review the overall format of the Music Business Toolkit...Notice the two columns, one for the brand and one for you. One of the most powerful aspects is that it challenges you to check the alignment between your own priorities and those of your brand. The closer the fit, the less energy it takes to “play the game.”

This manual shows you how to use the Music Business Toolkit to help you, your team, and your entire brand get and stay grounded. As the leader of your brand, you will develop your own dashboard by the end of this manual. You can use it as your own guide, you can challenge the members of your team to create their own dashboards, and you can implement the dashboard throughout your brand. That way, you can confirm that everyone is on the same page about what matters, and is moving in the same direction towards results.

As you go through these materials, do not hesitate to contact me anytime via LinkedIn or via the Contact section at [Jamieleger.com](http://Jamieleger.com). I will return your call or email within 1-2 business days. Enjoy!

### Key questions to answer

**Vision.** It is important to have a compelling vision, both for your own career as well as for your brand. That way, when work pulls you in multiple directions you keep perspective.

After you answer the questions, have a dialogue with others on your team to get their input.

What do they think about the vision? What would they add to build on it and make it even better?

Then, craft a mission statement that is compelling, inspiring, unique, and audacious – one that will get you out of bed in the morning. If you write in the present tense, the mission statement becomes more concrete.

### **Questions to answer:**

What is your vision for your career? What does success mean for you in your career? How do you see your career progressing over time? What will be your most memorable achievements? At the end of your career, what will you have experienced, looking back? How does your vision for your career connect to your brand's vision? How about with your vision for other aspects of your life? How will achieving the brand's vision help you achieve your personal and career vision, and vice versa?

Next, boil down your vision statement into one compelling statement that can be a mantra for the whole brand.

**Mission.** In addition to having a vision, it is also important to know why you are doing what you are doing. What's the higher purpose? How are people better off because of your work and your brand's work? What contribution are you making? As with vision, mission works on both personal and brand levels. You should have your own personal mission for your career, and also be aligned with the mission of the larger brand.

The challenge is to write an authentic, powerful, and yet concise statement about why your brand exists. What purpose does it serve? What contribution does it make?

Following are questions that all ask "Why?" -- but in different ways.

As you review your responses above, **answer the following questions:**

Are your responses enough to keep you going as a leader of your brand? -  
Will others find your responses enough to keep them going, and to follow you?  
If you can answer "yes" to both questions, then congratulations are in order. If not, then reconsider the importance of having some higher purpose in your brand's work, and of contributing to something that you – your team and your fans – care about deeply.

Craft your answers to the above into a concise statement that will keep you going when times get rough.

What is the contribution your brand makes? To whom?  
What are the higher reasons your brand exists?  
What is it about your brand that can make the biggest positive difference?  
Given your brand's talents, strengths, and resources, how does it make people better off?  
What is your passion in your professional career? How does your mission for your career align with your brand's mission? How about your mission in other aspects of your life? How does your work help you realize your mission?

Complete this sentence: "My brand creates a world where people (are/have/can/feel)..."

My brand's mission is:

**Core Values.** Values play a key role in grounding leaders. When you find yourself under pressure, values help you to persevere and thrive. It is important to be clear about both your

personal values and the values of your brand, and ensure that both fit. It is also important to identify your core values so that you can consult and refer to them as the pillars for your planning and decision making, especially when you run into conflict and aren't sure which way to go.

Values are principles and attributes that we hold dear. Your brand expresses its values in how it does things. Which behaviors are rewarded? Which are punished?

Values provide a set of principles that underlies everything that we do. What are the core values in your brand?

In any brand, there are two types of values: those that the brand says that it has, and those that it actually puts into action. Ideally the two match. Often they don't. If your brand's values don't match the values it claims to embrace, then employees will become cynical. For instance, the CEO of a hospital system claimed that one of his primary values was to respect every employee. Meanwhile, he tolerated surgeons who used abusive language with nurses. He also laid off a large number of employees in a careless, callous way. Based on these actions, he wasn't upholding the values he claimed that he wanted his brand to have.

Think about the top five values that you want to see in your brand. Use the accompanying list of sample values for ideas, as well as the examples that follow.

Later on in this process, you will have the opportunity to get advice from others about how accurate and authentic your list of values for the brand really is. If there are disconnects, you have the opportunity to make sure that your brand's stated values more closely match how things actually happen – perhaps starting with your own leadership.

What are your personal non-negotiable values that define how you work and advance your career? How do your actions compare to the values you say are important? How close is the fit between your personal values and those of your brand?

### **Unique Value Position/Edge**

Successful people and brands have an edge, or a defined Unique Value Position. What talents and skills do you have that are valuable? How does your brand define its edge in the marketplace? What are your unique strengths?

What talents and skills do you have that set you apart from others in your niche/genre? If you were going to be the best in the world in some area, what would it be? How do you use these talents to help your brand do what it does best?

### **Choose Key Initiatives**

Most of us have too many projects to complete with the resources and time we have available. Worse, many of our projects do not directly and powerfully contribute to our strategic direction, long-term vision, and performance goals.

For instance, the CEO of a professional service firm had a single performance goal: Build a \$1 billion brand through acquisitions. When he counted the projects that he supported or led, he found to his amazement that he spent his time on over 50 projects! These projects ranged from new product development to new employee orientation and compensation management – not to mention client work.

After realizing that few of his projects were directly helping him achieve his vision, he refocused his attention on three initiatives: Identifying acquisition targets, evaluating acquisition targets, and completing successful acquisitions. He delegated or postponed everything else. As a result, he focused his time much more effectively and also helped develop other leaders in his company.

Most of us can focus on about three projects at a time, maybe five on the outside. Which three to five projects, whether new initiatives or ongoing, will help you the most to achieve your strategy, long-term vision, and performance metrics?

**Initiatives.** What are the top three to five initiatives that help your brand grow, add more value to your audience, and achieve its performance metrics?

Many Artists and Creators take on projects that bear little relationship to their strategy, mission, or performance metrics. By carefully choosing a few initiatives with the highest impact, you can manage your time and improve results.

**Performance metrics.** Ultimately, you are paid to perform. However, it is not always easy to define what performance means for your career and for the brand. In this section, you choose key metrics that tell you whether you are doing a great job, and whether your brand is moving forward. That way, you can easily communicate what you need to do, and what you need others to do.

### **Define Performance for Your brand**

You earn the right to lead based partly on your ability to perform and get results. By having a clear understanding of the results you must get, you can remain grounded. When crises hit, when competing priorities pull you in different directions, you can always focus by returning to your performance goals.

Performance goals are specific and measurable, and have a deadline. For instance, “Improve fan loyalty” is vague, can’t be measured, and lacks a deadline. On the other hand, “Increase



sales from each of our top 3 selling products by 20 percent over the next year,” meets all three criteria.

How do you define performance for your brand? Your definition of performance should boil down to no more than five objectives, and ideally fewer than that. If you pick more than five, you will have a hard time focusing your efforts.

If you are the CEO/Leader, you set goals for the whole brand and, at the same time, must make sure that everyone else has goals for their areas of responsibility that support these goals. If you are not at the top of the brand, make sure that your goals support the overall goals of the whole brand.

Choosing a few performance metrics is hard to do. It requires discipline and making tough decisions about your priorities. To choose, think about the following question:

What are the three to five most important criteria for your brand’s success? Put another way: What are the areas of performance that, if you are not achieving them, make you worry about the health of your business?

Given your answers, complete the following:

### **Performance metrics**

What specific, measurable results define success for your career? How closely connected are the metrics you need to achieve in your career to the results you need to achieve in your brand?

### Initiatives

What are the top three to five initiatives you need to do to advance your career, achieve your vision and mission, and/or further develop your edge?

Examples of the performance goals of a theater school’s Executive Director:

Your brand’s Top Three to Five Performance Goals:

Enroll 700 students this year.

Sell 2,500 tickets for each of our 10 performances this year.

By June 30, recruit 10 high schools to offer our programs.

**Team Building/Professional relationships.** Leaders get results by working with other people. Therefore, having strong professional relationships with the right people determines a

large part of your success. This piece of the Music Business Toolkit asks you to identify the key people you need on your side in order to succeed.

Who/what skillsets do you need to cover all your roles and responsibilities? Which relationships are keys to your professional success? Which relationships are keys to your personal success? How do these compare to the relationships needed for success in your current role?

**Development.** Even leaders at the top of their careers continuously evolve, learn, and improve. They build on strengths, adopt more effective behaviors, and learn new skills and knowledge. This part of the Dashboard challenges you to choose the few areas where professional development will lead directly to improved results. Which initiatives and next steps will challenge you the most and help you develop most effectively? Which of your strengths can you build on to be more successful? Which behaviors do you need to change or adopt?

Which skills and knowledge do you need to acquire? Which attitudes do you need to change or adopt?

And lastly, a quick word about goal setting to make sure you are on the right track.

Goals must be planned, written, and tracked. Goals should be hard, but not too hard. They should stretch you, make you better, and make you grow. They should drive your business into the direction you need it to go.

### **What Kind of Goals to Set**

When most people think of goals they think of money or traffic (which in turn equals money). Goals are usually based around growth, however, there is more to business growth than monetary gain. There is also growth in knowledge, leadership, community, skillset, etc. To set goals as an artist, think about what is important to your business. Think about things such as new tools, new skills, new team members, new connections, etc. What goals and categories will further develop your artist development, music business and team?

Think of the goals for your business. From there you can make goals for yourself and your team members. This ensures that individual team member goals will align your team's activities to your business goals.

### **Examples - Good Goals vs Bad Goals**

Here are a few examples to get you started. I've contrasted bad and good to show you what not to do.

- Bad – I want more clients.

- Good – Add 2 new clients per month.
- Bad – more newsletter subscribers.
- Good – 1500 new subscribers within the next 12 months.
- Bad – make new contacts.
- Good – make 10 new contacts on LinkedIn per month.
- Bad – Increase traffic.
- Good – Increase traffic by 50% in the next 6 months.
- Bad – Increase sales.
- Good – Increase sales by 20% by dd/mm/yy.
- Bad – learn more.
- Good – Take \_\_\_ course to learn \_\_\_ by dd/mm/yy.

Goals should include items that affect all areas of your business including financial, personal development, business strategy, quality, etc. How many goals you have depends on your brand and your drive.

8-10 goals for a 12 month period should be fine. You can also set your goals for every 3-6 months. After trying one method you might need to make adjustments to better suit your company's needs. You don't want to create so few goals that they don't impact your business, or so many goals that you can't meet them. They should include both long term and short term goals.

Once you've created your goals, develop a plan to show how you will accomplish them.

### **Managing Your Goals**

Managing your goals is just like managing any project. A good goal management system will also let you track milestones for each goal and alert you of your progress. Here is a list of tracking methods and tools to help keep you moving in the right direction.

### **What by when?**

Just like typical goals, I try to follow the GTD method to my year-end personal planning. I will... {do what?} {by when} and the {next action step} is. With a {monthly/quarterly review area} and {final review}.

Example: I will put \$5,500 in my IRA for 2015 contribution by April 15 (tax time). Next step: Transfer money from my savings account to my IRA account.

A more fun example: I will list my condo on HomeAway or [AirBnB](#) by June 1. Next step: Look at current studio listings in Portland for ideas.

An even more fun example: I will take a cooking class in 2015. Next step: Look at class options and schedule at Sur la Table.

While I used to only do a quarterly review of where I'm at on my goals, I found that it was way too easy to have three months go by and forget about my "priorities". So now I jump into Google Calendar (my calendar app of choice), and set a recurring calendar appointment for

the last Sunday of every month. This way, I actually look at my goals on a monthly basis and can gauge where I'm at or if my goal needs readjusting.

## A word from the Music Business Architect

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My mission, and our fundamental assertion (that's been proven) is that we can really have our cake and eat it too. That Artists, doing what they love-is the next step in the evolution of culture and commerce. Bridging the gap between art and commerce is based on human connection and value creation, thus all that's needed for any artist to do what they love full-time on their own terms is some group of fans that value and support them doing it. Period.

We think that is what the world, the universe, this life in fact *wants us to do*. Not go to work at a job we dislike to be able to afford the ability to squeeze some time in for creating things we love and that matter in the world to other people.

Of course it takes focused, committed work but it is practical, achievable, and has been done many times by people less talented, passionate, or good looking than you.

The name of the new game in the modern music business is to attract and develop meaningful relationships with your fans and allow the technology and resources to help you do that in an entirely unique, creative way that of course adds *more value* and connection with your fans and community on an individual level, (than the indirect communication based traditional music business) but ALSO grants you greater freedom and creative control to wholly express your stories and yourself, your "brand," more comprehensively, more completely.

If you get the harmony of the technology, the content, and the integrated communication of it right, you can have the best of all worlds.

The modern music industry is essentially about just having MORE FUN, with greater control, more freedom, and more tools in your toolbox.

It's about building and operating your own content business based on the principles and lifestyle factors that you choose.

Booyaa.

# The Modern Music Business

There is a lot of old and outdated advice out there. It is advice that used to work, and in many cases-can still work for some people, some of the time. I am not writing this to contradict or instigate, nor am i interested in any sort of new vs old kind of contest. But let's take a look at a couple of the pervasive myths and idea-memes that may run around your think-box with or without supervision.

## In The Modern Music Industry:

- You do not need to regularly perform live.
- You do not need to live in a major music city like LA, New York, or Nashville.
- You do not need a bunch of money to get started.
- You do not need to possess or display genius levels of talent.
- You do not need thousands of facebook likes or even thousands of email subscribers to make a full-time living doing what you love, on your own terms.
- You do not need to be exceptionally tech savvy or interested in digital gadgets and gizmos.
- You do not need to have exclusive inner circle connections to "pull strings" for you.
- You do not need to be particularly good looking or fit into some pre-approved mold in terms of appearance or personality.
- You do not even need *earth shattering* or even fantastic songs...!

I can hear a collective gasp from the crowd as I even dare utter such blasphemous ideas. Of course great songs are what it's all about for most of us, but the statement remains valid.

In the modern music business, there are only two required components for success.

These two components are the bare minimum building blocks for a successful career as an artist or musician in the modern world.

A. You need to love what you do, and...

B. You need an audience that loves and supports it.

That's all folks! Simple formula, works everytime.

But simple, ain't the same as easy.

**Today, you do NOT NEED...**

- a vc or "investor"
- a record label.
- a publisher.
- a publicist.
- a manager.
- an art gallery.
- an agent.
- an seo or social media company.
- someone to handle the "sales and marketing" for you.
- You do not even need to TOUR.

The traditional music industry was based on indirect communication where the fans remained distanced from the Artists-who created and performed for pennies on *their* dollar, which kept the machine going. (with all it's superfluous, inefficient financial and political overhead)

The Modern Music Industry is about all of us. The New GAME is actually about the music. The experience. The connection and most importantly it's about the working class musician. It's about the empowerment of the MUSIC MAKERS and their FANS, and it takes us back in time a bit to the roots of a more connected local culture and community.

## **The Current State of Artists and Musicians in the Modern Music Business**

*The Modern Music Industry is here...*

*Ok. Great!*

*So... What exactly are Artists supposed to do, not do, or do differently-in result?*

How can you find definitive answers that are going to be specifically accurate for you?

The Music Industry evolved, and it's time that Artists evolved with it. An Artist's Job description has certainly evolved, but how exactly does our new industry landscape change what we actually need to focus on, how we prioritize, and the way we build our careers in specific?

Over the last several years, the modern music business has really come into it's own and made some major upgrades, though-in our experience it still seems that artists and musicians are the last to get the message.

What should we be doing on a day to day, week to week basis-and how can we find a highly productive workflow that integrates these added roles and responsibilities into building a long term career doing what we love, on our own terms?

The rules and the landscape have changed. Fundamentally. forever... but what does that really mean for you?

What should you actually be spending your limited time and resources on?

Sure there are an endless array of new tools and technologies available, but do you confidently feel you know how to use them?

Can you cohesively integrate them into an effective strategy, agnostic of any specific tool or service?

Do you know how to use them to grow your career, and build your fan base? Are you getting technology to work FOR you so you can spend more time doing the things you enjoy most like creating and connecting?

Since 2004 I've been working on the answer to that. Hundreds of students and many Private Clients at all levels-along with my own personal experience as an Artist has brought me to a solution that answers all the above. It's been an Artistic project that has spanned over a decade now and the resulting solution is something I had to build for me and my own career first, and am now proud to share with you.

**I am Jamie Leger, and I will teach you how to take your music career to the next level.**

Over the last 10 years I have created, honed, and refined a systematic approach, a proven set of rules, philosophies, and principles that we teach and that I personally live my life and career by; It is a framework that will help you navigate, understand, and progress in your career as an artist, and help you take your game to the next level in the modern music industry.

I've laid down a blueprint for how you can succeed in the new game and i'd like to share it with you in this summarized initial version of the Modern Musicians Manifesto.

Although artists are evolving faster than ever, there's still a gap. Despite all the improvements and external upgrades-most of the artists we've seen and worked with have yet to fully embrace what we've learned is key in adapting to these new developments. In my experience, the majority of Artists are either trying to apply traditional strategies and ideas to a radically different industry, or are getting old/outdated advice.

The music business evolved. The landscape changed as well as the playing field, yet the approach and the mindset for how that translates into business model and behavior change-remains somewhat primitive and polarizing, at least from what we've seen with hundreds of students and clients at all levels.

Closing those gaps, solving those problems at a causal level requires an understanding and optimization of the 5 factors of success or failure. Mindset, Strategy, Skills, Environment, and Focus.

It requires a new way of thinking & strategy for growing your career. We are completely operating new vehicles. Everything was built upon foundations that are no longer relevant, and in many cases no longer exist. I want to help you change the way you think about growing your career, so that you can fully recognize and understand the opportunities in whatever your chosen course as an artist, for the rest of your life and legacy.



This book, and all my training-has been a labor of love. The central focus on simplifying the best of what's working-as we've seen across many verticals of content creators, giving you usable, proven models, delivering practical, real world strategies and insight that you can immediately apply to your Artistic Careers growth and development.

I want to transform the way you think about growing your career in the modern music business.

I'm going to challenge your very definition for *success* in the modern music industry. I will teach you how to build loyal long-term fans, and help you show up for your audience like no one else competing for their attention is.

I'm going to help you determine what earning true success really means for you, and give you a proven path to create it.

These techniques, if you apply them, will increase the quality of new fans you generate, the effectiveness of how you develop your career, as well as the lifestyle freedom and multiple revenue streams you enjoy in result.

My central focus is on empowering the independent artist to grow their career more effectively than a major label could or would... In other words, to show you that you can learn to do this like a pro, make the upgrades and take your career to the next level as an artist in the modern music business, with little more than you have right now.

### **A little more background to set the stage**

In 2012 I wrote the Independent Artist Launch Plan as well as the Musicpreneur Manifesto where I hashed out the individual characteristics and principles that made the difference between those succeeding as Artists in the Modern world, and those who aren't quite connecting all the dots yet. Feedback was incredible and people seemed to value it.

In the Modern Artists State of the Union training series, I dove deep into uncovering the **core problems and challenges** that are hurting artists and hindering their growth. To this day I don't think a more comprehensive examination and definition of the *causal*-core issues, as well as the *surface level symptoms* that entangles and stagnates an artist's growth-exists anywhere.

In the Artists Declaration of Independence I explained how the world, and specifically, how the music industry-has forever evolved, and what that means as it particularly relates to you-and the way you go about growing your career. (\*Business model, and the rules of the game.) How Artists declare and claim their independence in the modern music industry.

**In January 2013** We released a special 'beta' program for dedicated Artists and Musicians in the modern world. The response was fantastic, and we're extremely proud to have helped so many great people within our community!

Over the last 2 years we've closely monitored and listened to all of your feedback to further dial in the specific problem areas and corresponding solutions for Artists like you looking to start, launch, or grow a full-time music business on their own terms.

Unable to find the comprehensive guide that focuses on delivering that and a rock solid blueprint, a complete system designed with a cohesive framework that integrates everything we've learned over the last decade, (one which is specifically designed for Artists and Musicians in the modern music industry) we set out to create it for you. We've since spent a *considerable* amount of time and effort, and after working with hundreds of students and clients of all types and career level, along with much trial and error in my own Career as an Artist... I think we've achieved just that.

Through much 1-1 coaching, consulting, listening, tweaking, and refining we created this blueprint.

The conversation and response have proven the need for some further clarity, definition, and specialized training on taking your music career to the next level in the modern music industry via leveraging the new tools and technology more effectively, starting with a proven strategy that requires the least amount of cash or resources to any artist get started with almost immediately.

Over the years we've been able to improve upon, strengthen and more effectively design our system to better serve and deliver exactly the training and guidance you need to succeed as an Artist now and for the rest of your career.

If you apply the material, learn and understand the rules of the new game, I will help you to overcome project overload, overwhelm and confusion. You will have the raw ingredients and knowledge to rise above the Noise, and follow a **Proven Path to a Sustainable Career Doing What You Love, on your terms.**

I'm Jamie Leger, Founder of Artists Academy, Editor-in-Chief of Modern Musician Magazine, and Creator of the Music Business Blueprint. On behalf of us all, I want to welcome you to our community.

**Today, you are the leader of your artistic career, the master of your destiny, and the designer of your lifestyle.**

This is simultaneously good *and* bad news.

Gatekeepers are no longer necessary choke-points, and “manifest destiny” has never had a more tangible, realistic resonance than it does-right here-right now today. In the modern world we get to pick ourselves. Artists operate at the nucleus of their music business, assembling the tools and team around their core passion, and have managed to cut out the middleman...

Well, almost.

**So what’s the problem?**

Well, why do 93% of all albums released by independent artists in a year sell less than 1,000 copies?

As intelligent and talented as artists and musicians are, we still have to connect the dots on a practical level for ourselves, and that requires an honest assessment of our strengths and weaknesses, tuning in to what the real causes and obstacles are, and stepping up our Game.

The most successful Artists, legends that you may look up to, musical geniuses and the most accomplished, connected, developed, experienced-players of the game constantly look for ways to improve themselves and their skills. They still encounter obstacles, still fall into one or more of the **Creative Growth Traps** from time to time, but they *do* something about it proactively.

**A Gift and A Curse**

You are the CEO of your Career.

Instead of going out and getting a job we don’t like, or choosing a career because we didn’t think we could truly do the thing we loved most... is over.

Think about what you might be doing, how you might be living, what you’d be doing to make a living just 100 years ago-instead of reading this manifesto printed in digital data translated through the screen you’re staring at.

That’s the good news.

But wait, there’s more...

## **YOU are the CEO of your Music Business.**

...and, uh, how do we do that!?

That's the bad news.

The transformation from the traditional music business, to the modern music business brought with it some new paradigms. A new set of rules. A fundamentally different architecture with new opportunities.

It's a new ball-game.

### **With great power comes great responsibility**

In order to enjoy the *added* opportunities of the brave new music business, we must first accept the *added* responsibilities of being a Musician in the Modern World.

There's inherently new skills to develop, new tools and technologies to learn, and for many, (maybe even you and I) there are some unhelpful psychological scripts that could use an upgrade as well.

Whether you are completely DIY, or build a team to pull all these pieces of the puzzle together... Success in the new music business, the publishing industry, and any content based business in the new economy-is now a combination of the learned development of one's artistic craft, in addition to their entrepreneurial savvy, and overall creative integration... that super skill of personal resourcefulness.

All the information and all the tools are accessible to almost anyone... There is no shortage of quality content available, nor is there a barrier to learn exactly how to use them.

It's time to get more creative with the tools, with your content, with the experiences you design, and the lifestyle you create-doing what you love, on your own terms.

### **Commit to the journey and the process**

Like any other fruitful career you'd build, it requires lots of work. But for those willing to do it, fortunately there are now proven, step-by-step pathways to get there. This is one of them.

Though a comprehensive, individualized assessment and career blueprints is the direct path, (and we help draw up unique blueprints that are tailor made for each artist's unique career)

there is a core set of principles and factors for success. Rules of the new Game. They are the reasons for success or failure as we've seen across a diverse group of artists and content creators.

The fundamental difference between the traditional musician and the modern musician comes down to an internal value system that underpins the very structure and operating principles of how they grow their career.

Modern Musicians believe that their security, their freedom, their fulfillment, their sense of peace and purpose comes from and remains within their control.

### **The opportunity is unlimited and increasingly expansive**

In more places than I can count on all my fingers and toes, any artist can connect with *the* perfect, precisely targeted supporter, maven, backer, and True fan profile-for in many cases ZERO dollars, and in other cases for measurable pennies per click. Easily, instantly, all through the power of these always on, always connected inter-webs we share.

Traffic, in every size and shape... To any destination... Of every color and creed... Every race and religion... Every... You get the idea...

It's right below your fingertips...

It's all there.

Quick question...

Are you ready to pull the trigger?

If I were to turn the spigget on and send a fresh new stream of visitors and exposure over to you-would you know what to do with them? Would you feel like you have the systems and infrastructure in place to build lasting relationships and loyal super fans with the tens of thousands of potential new fans I could send you starting tomorrow?

Are you ready to spend money to run a campaign and put yourself out in front of new potentials in order to acquire new fans?

How much does it cost you to acquire a new fan currently?

Often times we believe that it's just a matter of more exposure, if we could just reach more people, but typically there are steps that have to be taken first. These steps however, are sequential and orderly, and if taken will make you ready in all the ways that you should be.

## **The tools and resources are there.**

The next step is in more effectively utilizing the tools to build and design creative ways where fans can uniquely engage with you, at a level that they choose, to go down a path of experiences with you and your band-that's right for them.

On the flip side, it's where you can structure engagement with your fans, at a level that you choose, based on your own preferences-to more intimately share the journey of your career with those that support you.

The next level is in truly embracing and integrating technology to do the cool things it can-like build relationships, sell and deliver your content automatically, find new opportunities to pitch, place, perform, as well as new players to collaborate with all over the world.

Ultimately more effective use of the tools-will allow you to spend more time on your *Core Focus Activities*, what we call your **Main Moves**.

Instantly, with as little as a smartphone and a few web service accounts you not only hold a sophisticated set of career growth tools, training, and resources, but you have access to an entire pool of global talent and support awaiting your inspirational rousing for joining your team and growing your brand.

The modern music business is omnipresent, globally connected, yet fueled by the same driving chemicals that have glued us together since the beginning of human-kind.

At a time when the human attention span loses to the fruit fly at a mere 8 seconds, despite our technological evolution, meaningful emotional connection, has never been in greater demand. This is where you come in as an Artist. The grassroots career development philosophy we teach and advocate is the most effective way we've found that will bond Artists to their fans, and leverage the tools and technology to enable and support greater levels of service and connection.

It's a terrible fact that Artists and Bands with all the right moves in every other area will go on tour, play large festivals or concerts, gain lots of well deserved press or exposure, and WASTE 80-90% of the real opportunity from their big events and new releases. As positive and optimistic a person as i am, i don't know of another way to say that most musicians i see frivolously squander the vast majority of that traffic simply because they haven't learned, or aren't embracing everything you will be learning in this book. They needlessly make one of the Career Growth Mistakes, fall into one of the many Creative Growth Traps, and it costs both them and their fans.

It's time we all upped our Game. It's time for artists to take things to the next level.

If you reflect on, adopt, and implement what i'm going to teach you in these pages, I will help you accept the added responsibilities, and most importantly embrace the new opportunities of the modern music business!

*Who this is for:*

I need not convince you to hear or answer your calling, or to make the art you are here to add into the world...

I am not here to teach you how to find your passion or train you how to make your music...

I cannot promise you'll make millions of dollars or have a fancy house on the hill...

But none of these reasons are why you are here.

Creating and sharing your content is not an option for you.

It is like breathing.

It is what makes you feel alive, and it is the natural expression of who you are.

You are here because you have music to share, stories to tell, connections to make, and an unwavering commitment to building, launching, or growing a full-time career doing what you love in the modern music industry.

This threshold has washed out all but the few who are left here with us...

So let's continue.

Again, I want to change the way you think about growing your career in the modern music industry.

While pundits and the rest of the industry continue to debate streaming services and royalty rates, everyone battles for social tallies and vanity metrics, let me steer you into where the majority of artists we see and work with are *not* focusing, and which we think you'll see is the greater opportunity, as a pro-active musician-for building a thriving long term career, rather than winning the war for more likes and page views-in an increasingly attention scarce new world.

## **First let's understand where we are, and how far we've come.**

In as few as the last several years the Modern Music Industry has reached a foundational maturation level and exciting practical reality for Artists and Musicians at every level.

The revolution has ushered in a dizzying assortment of new technologies which have changed the way music is created, bought, sold, promoted, distributed, marketed and experienced.

While there is an extensive list of books, blogs, articles, and interviews that break down the opportunities, implications, and consequences of the industries evolution from a number of different perspectives on both the Artists side, and the massively growing industry of supporting service providers... This is a concentrated *field manual*, and it's purpose is not to repeat much of what you already know. It is intended to close the gap between where we've learned and seen the majority of Artists are right now, and where those on the leading edge, the successful modern musicians who've mastered the new Rules of the GAME are.

### Let's run down the short list of modern music industry game changers.

Let's sum hundreds of thousands of years in cultural and technological evolution up to:

- Available tools and resources to create, produce, publish broadcast quality music for less than \$1,500 to and from virtually any place in the world.
- Available tools and resources to market, distribute and promote your content to and from anywhere in the world and build a loyal fan base that supports you through a direct relationship of mutual benefit for very low, or in some cases, no monetary investment cost.
- Available option on the menu of life = a career path and lifestyle built on doing what you love, on your terms, based on how well you do the things you'll learn in this book.

In the Modern Music Industry virtually anyone can produce, syndicate, and broadcast their message to a target audience at a cost accessible to anyone with the drive and resourcefulness to do so.

The modern music industry birthed the Artists Revolution which has put the artists and musicians back in control. It has empowered the shift of command back into the hands of the people. The Artists, AND their fans.



## **The Modern Artists Revolution**

Revolution's catalyze evolution. Revolution ends in evolution.

*The Artists Revolution = The modern movement we are experiencing as artists and musicians embrace a fundamental transference of power, back into the hands of the people, the Artists AND their fans.*

Technology has leveled the playing field for all artists and musicians, as well as enabled more valuable direct connection and conversation with the fans and followers that support them.

Creativity and inspiration are the true drivers for Artists in modern world, and the palette of experiential expression now extends beyond vinyl, CD, or digital data.

The products and services that an artist can create and deliver to their fans are now limited only by the imagination. The tools of the Modern Project Studio now enable a sophisticated array of always on, always available communication formats and distribution channels designed to deliver your content (digital, physical, experiential) to anyone, virtually anywhere or anytime.

The enhanced creative capacity and resources to create your content, to more deeply connect, to more authentically engage with, and more directly communicate with those looking for your art, who'd value your stories and artistic expression; that's the opportunity that is the Artists Revolution, born on the environmental infrastructure that is the modern music business.

The Artists Revolution empowers anyone who's called to do it, the ability to create and share their content with those that value it, full-time, on their own terms.

Artists own and operate what's called a content business. They create, communicate, and distribute content. Content businesses are lifestyle businesses, and unlike startups or brick and mortar companies, they can be grown on little more than an internet connected laptop and an imagination.

The practical capability to be themselves, and share their unique music, stories, and experience with the audience that supports them. This is the job description of artists and content creators in the modern world.

That's the foundation of the new game. This is how we realize our full potential as content creators in the new economy, and how musicians went from flapping on the hood, strapped to

the windshield of their own businesses, to having found their way into the drivers seat, in control of their music business, becoming skilled Operators of their own career.

The Artists Revolution is driven by a new set of rules. This new Game is how we put the heart and soul back into music. Back into it's valued place in culture, and reconnect with it's tribal, grassroots origin. The world isn't getting bigger, it is getting smaller, and the evolution from a mass produced, watered down product created via committee-to a more authentic, grassroots level connection is the name of the ***new G.A.M.E.***

## **The Modern Musician**

There are only two types of Artists and Musicians in the modern world.

The first believes, hopes, relies, waits for someone to swing down from the sky and like a genie, instantly create the success, fame, and good fortune they've vaguely dreamt of...

They generically imagine a distant goal of big-time pop success, performing for 100,000 people at madison square garden. Piles of money, fame, lights and things that shine.

They don't think about it much more than that. They don't exactly know why they want that, nor do they have an idea of how they'll get there.

They fall for what we call the Magic Carpet Myth-and secretly pray that the hand of god-or even the goodwill fairy disguised in a designer suit will swoop down, take care of business for them, and free them to a care-free fate where they don't have to do anything more than what they are doing now.

The second type of musician believes that the success or failure of their career remains in their own hands. They hustle and prepare, set realistic goals, build a plan and CREATE opportunities! When they achieve their success-they aren't surprised, and enjoy a greater sense of victory and satisfaction knowing that it is something that can't be taken away from them. Their success was merely the result of deliberate consistent action towards a clear and realistic target.

Some people think life happens TO them, and some think they make can their life happen.

Though there isn't anything particularly "wrong" with either approach, I encourage you to question many of the assumptions, beliefs, and ideas that you may have about your "job" as a Musician in our new economy, and what it will actually take to achieve your dream career on a very practical level-in our evolved economic landscape.

The Artists Revolution has birthed the next evolution of artist and musician, the Modern Musician. Artists and Musicians in the Modern World who play the game at a different level. Who understand the rules of the *new* game to grow their music career in the music industry, who have developed the right mindset, who've developed their Entrepreneurial skill-set and mastery over their tools. The Tools of the Modern Project Studio.

They easily recognize opportunity everywhere they go, have complete control of their destiny, their musical content, and the income they create with their content business. Who've

declared their independence as Artists/Musicians in the Modern World, over the lifestyles they design, and the projects they choose to take. I am one of them. And there are thousands of Modern Artists and Musicians all over the planet who've embraced a core set of principles (knowingly or not) and find themselves on the leading edge of culture and communication in our global community.

Today, any artist or musician willing to do the work can build and sustain a full-time career doing what they love, on their own terms. It is not fairy dust to say that pursuing your dreams as an artist is more practical and achievable than ever before.

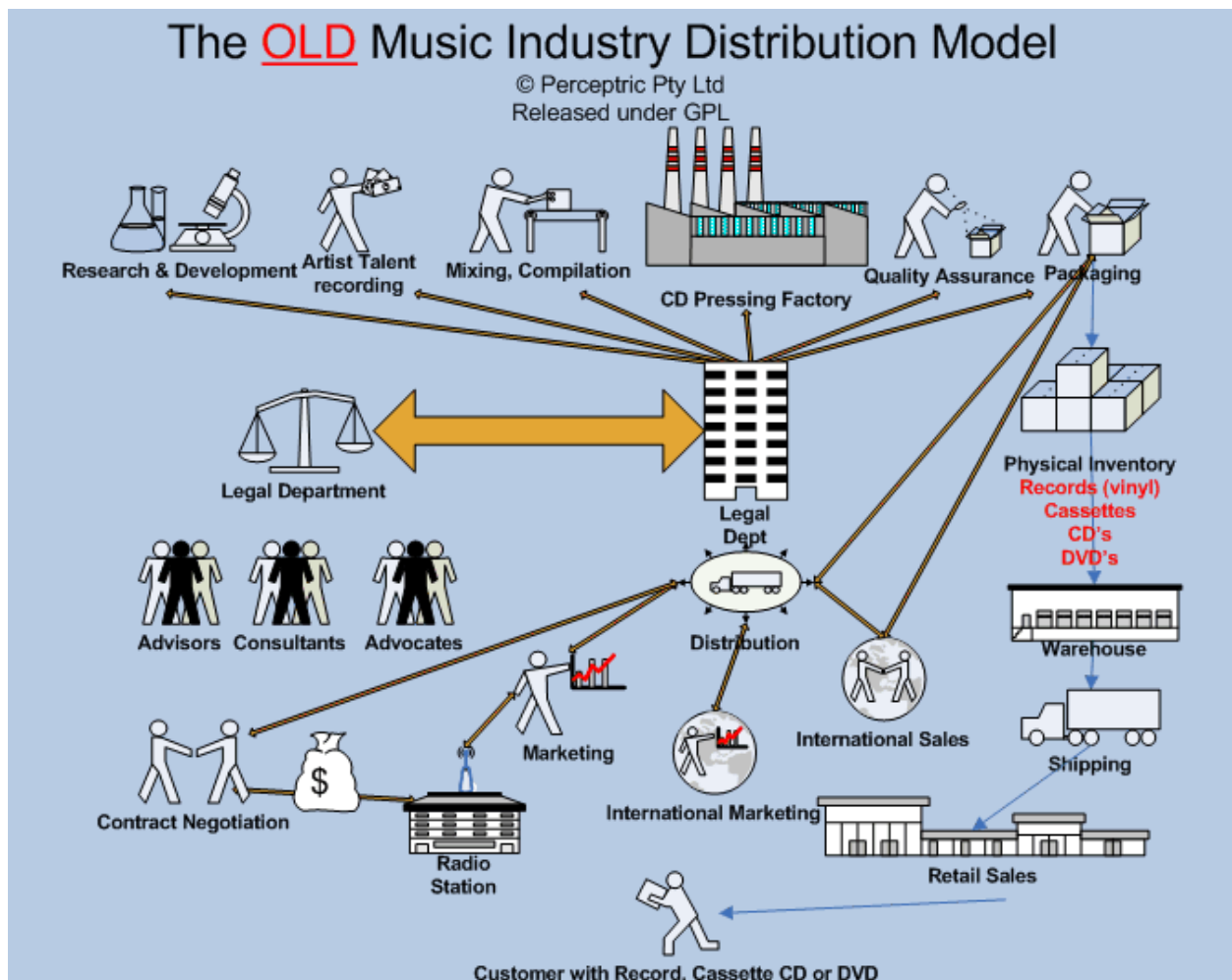
*Musicians in the modern music business have both the resources and the capacity to create a full-time living, doing what they love, on their own terms.*

# This is the **Grassroots Authenticated Music Experience.**

The traditional music industry was based on indirect communication where the fans remained distanced from the Artists-who created and performed for pennies on *their* dollar, which kept the machine going. (with all it's superfluous, inefficient financial and political overhead)

## **The evolution of the Traditional Music Business into the Modern Music Business**

See, The Traditional Music Business used to look something like this:

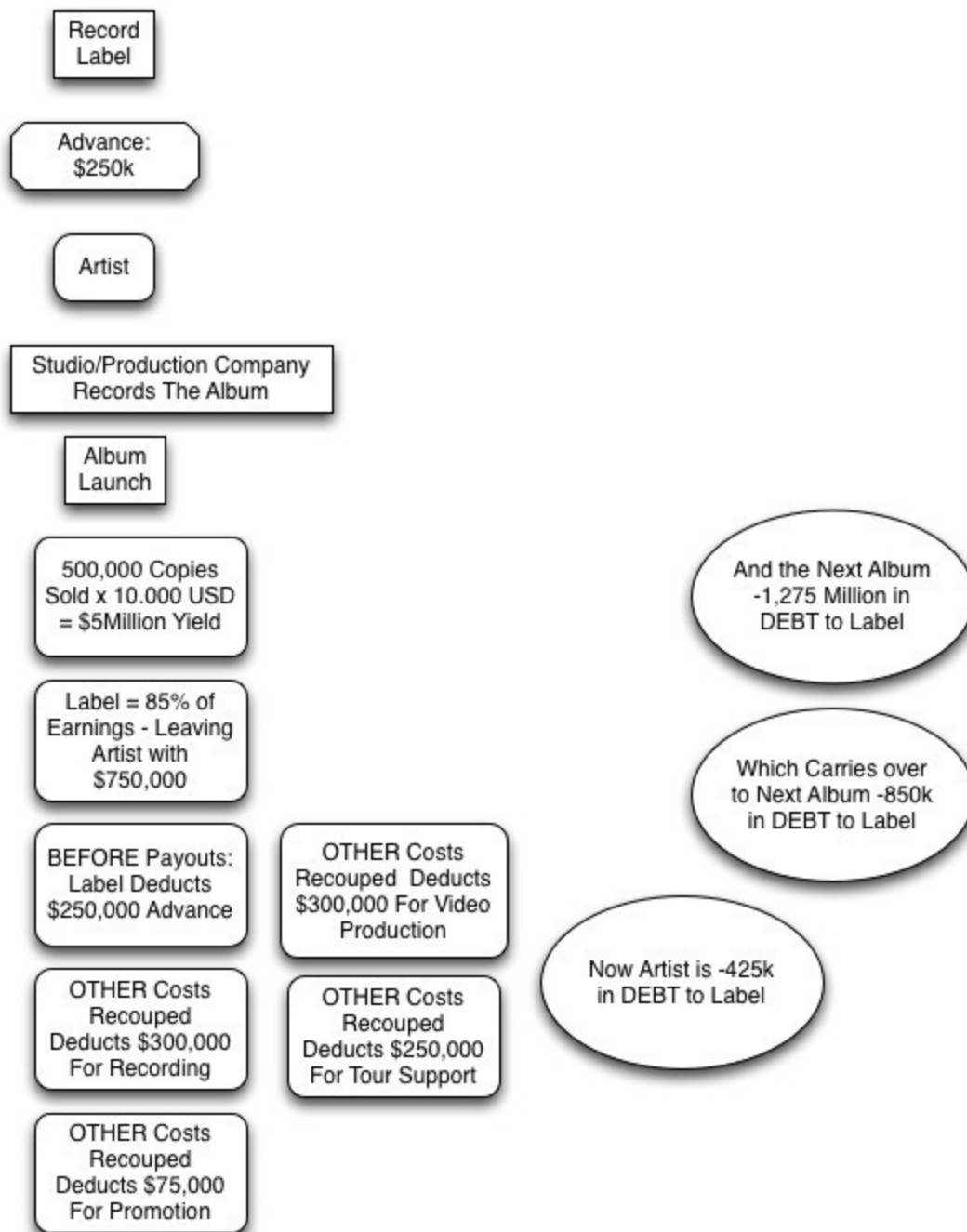


Complex supply and distribution chains, lots of moving parts, expensive, slow, fully staffed buildings and departments, polarizing, dumbed down branding, image-crafting and

manufacturing for mass audiences using traditional, ultra-costly marketing and distribution strategies that depended upon a mass amount of product being sold to cover expenses and make a profit.

The business model that still perpetuates with varying degrees of inefficiency is just no longer necessary. The Game-changing reality for Artists and Musicians in the modern music industry, is that we now have exactly what we need to declare our independence and regain the power over, and freedom in OUR industry.

An Artists Business Model used to look like this:



Despite selling millions of albums many Artists STILL to this day end up in debt, OWING the label money-instead of profiting from it.

In the traditional Music Industry virtually all musicians weren't picked by a label and are invisible nonentities.

Of those who are picked, 98 percent fail in the marketplace.

Of the remaining 2 percent, less than half a percent ever receive a single royalty check as a result of their recorded music. Ever.

So we have a world where the odds of being signed are close to zero and the odds of getting a check as a result of your sales, even if you are signed, is even closer to zero.

### **In the modern music industry**

A musician who sells two (two!) copies of a song on iTunes makes more money than she would have earned from a record label for selling an entire CD for seventeen dollars.

There are more musicians making more music being heard by more people and earning more money than ever before.

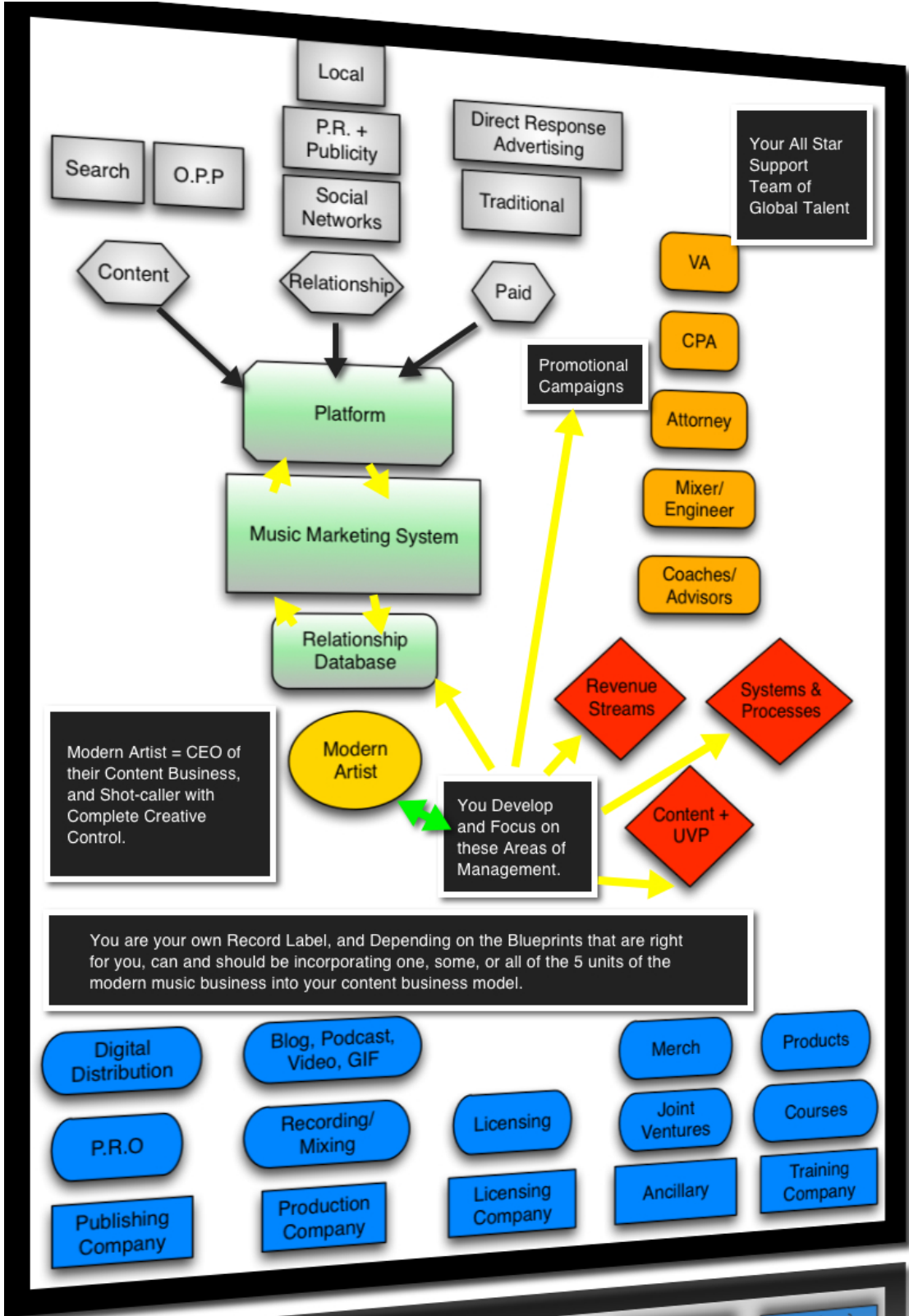
Still, 93% of Independent Artists sell less than 1000 albums a year, so we've all got some more work to do.

The Modern Music Industry flips the old model on it's head, and works it's way up from the bottom to the top, instead of the other way around.

The Modern Music Industry is about all of us. The New GAME is actually about the music. The experience. The connection and most importantly it's about the working class musician. It's about the empowerment of the MUSIC MAKERS and their FANS, and it takes us back in time a bit to the roots of a more connected local culture and community.

The business model for Modern Musicians and other intelligent content creators in the modern world looks like this





Notice that there are 5 units of the Content Business that you should explore for adding or maxing your total net income with your content, skills, and brand.

## **The Modern Music Business Model Canvas**

In the traditional music industry, Artists were essentially strapped onto the hood of an oversized SUV called a record label. Big labels were and are still essentially gas-guzzling Venture Capitalist-like machines that operate on a profit and loss bottom line. The mechanics aren't inherently "evil," they, like any Artist are in business... Just like there are good and bad people, there are certainly good and bad labels, good and bad deals, and everything in between... I'm not arguing their ethical or moral intent. This would lead us into a whole different discussion, but while we're here, let's briefly review this from our entrepreneurial perspective for a moment.

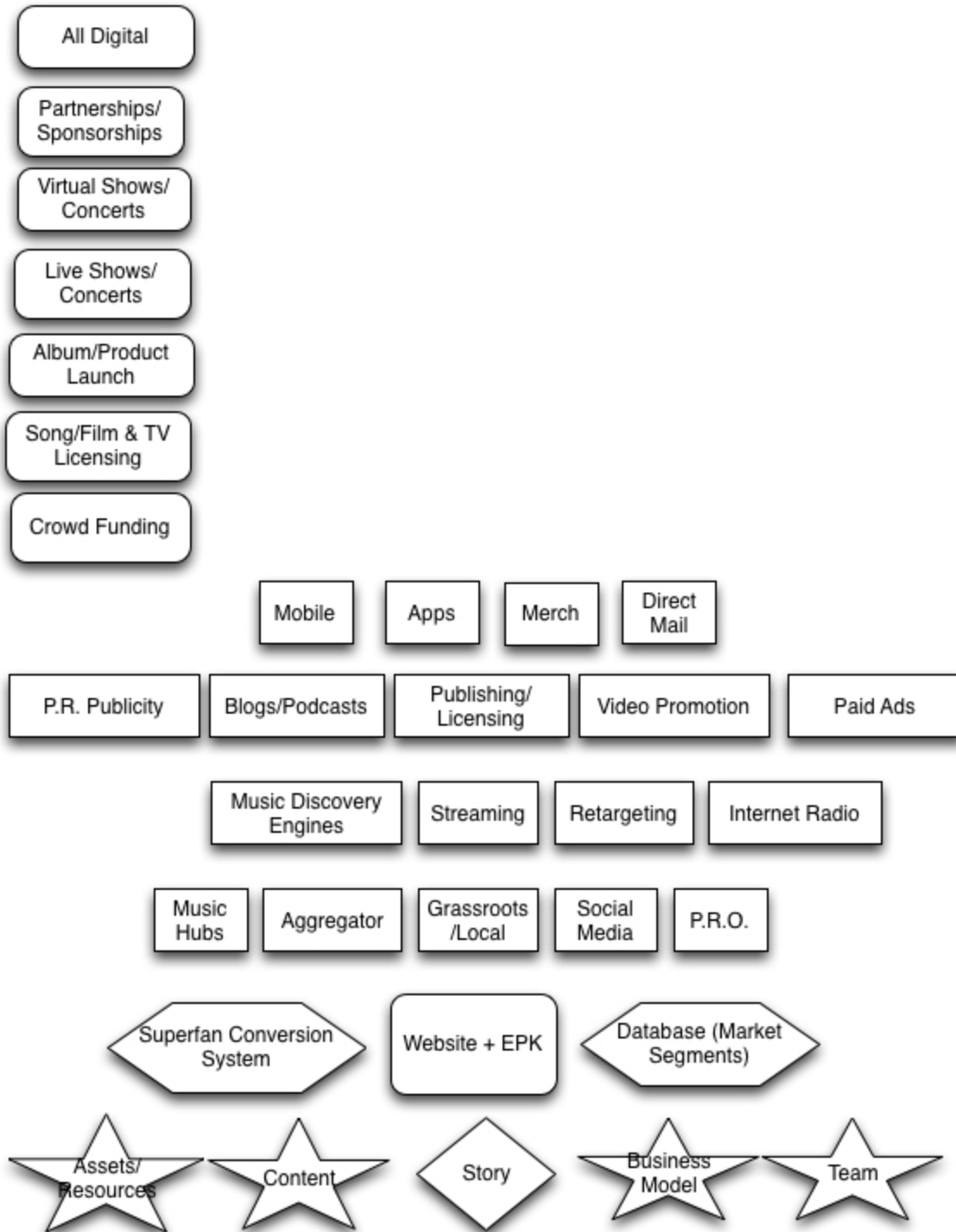
Labels essentially stole the upside out from under the Artist, and then refused to invest in the development of them, while simultaneously ignoring the biggest growth opportunity for their marketplace... Ever. This leaves most Artists with a sour taste in their mouth, now forced to fend for themselves... and since business is business, it does feel a bit karmic to see how things turned out. From a business standpoint, the major label record deal that many Artists and Musicians vaguely see as the goal, is simply an inefficient, outdated way of thinking, and typically a bad business bet. Modern Musicians start with building a core fan base from the ground up.

They develop their GAME. This is how they set themselves up for long-term success. This is the name of the GAME. (Grassroots Authentic Music Empowerment)

Modern Musicians don't have a one sized fits all business model, the traditional music business model and the one-sized fits all deal are a thing of the past. To reiterate, your particular business model is a custom fit combination of your team, traffic strategies (on and offline), revenue streams, fee structure, lifestyle, and operating principles to include your personal and artistic values... We'll go over this a couple more times throughout the book.

You need to have a *custom fit* GAME plan at least. In the Academy we equip artists with a complete growth system including a Monthly and Weekly Roadmap, a G.P.S. (Goal Positioning System) Tracker, as well as 1-1 support, consulting, and accountability.

The Business Model Canvas for Artists in the modern world consists of a unique array of the following...



The Modern Music Business leveled the playing field and tool and service providers continued to evolve as did the Artists-and now we have a technological and creative utopia. Literally the realistic capacity to create our personal version of paradise, doing what we love, on our own terms.

Here is the multiple income sphere of the Modern Music Business **for Artists and Creators**



Even 1,000 True Fans-in many cases, is more than you'd need ...

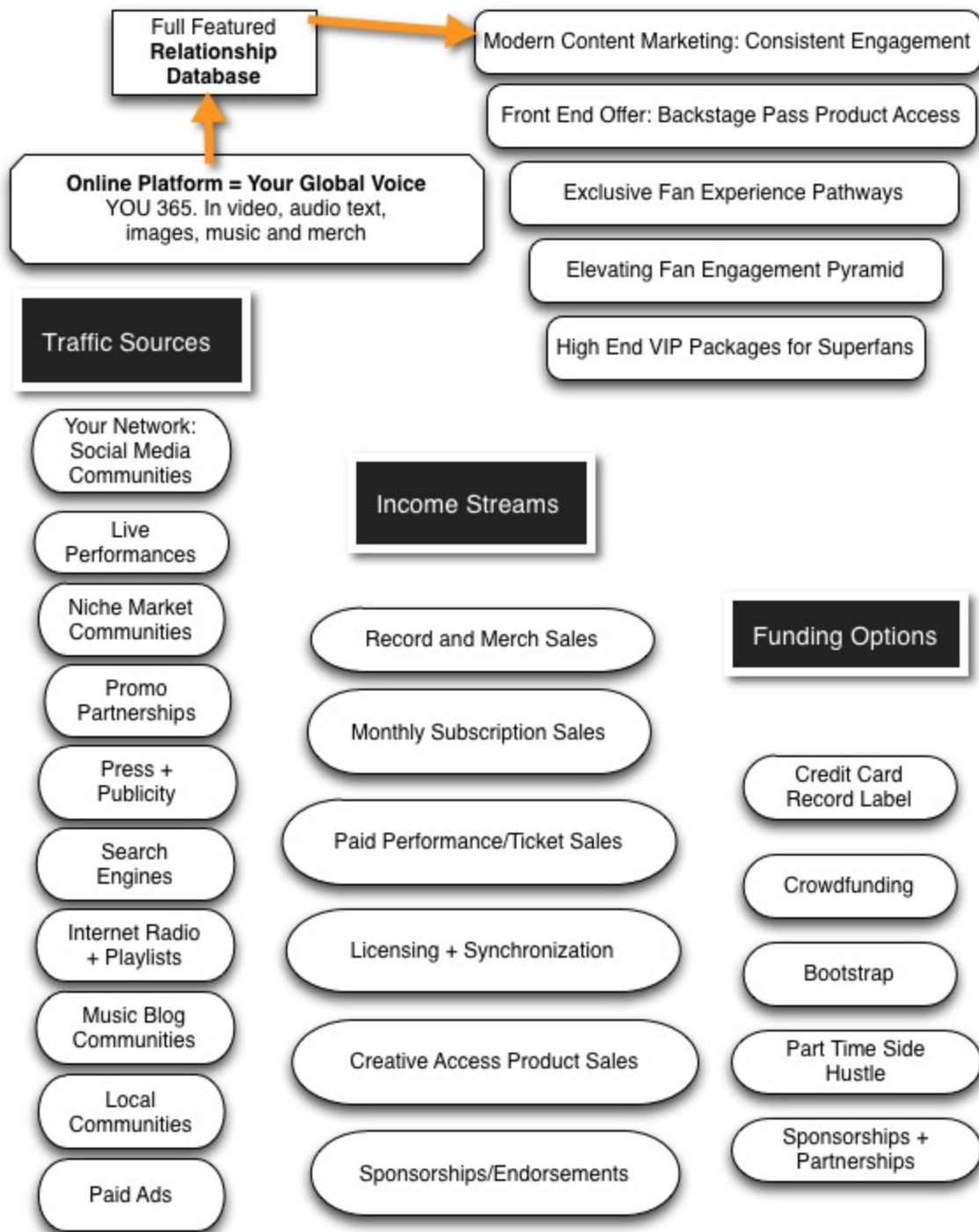
Several hundred avid supporters that you build a relationship with, actively engage, and take along your journey is more than sufficient to make a full-time living, given you follow some proven principles, and overcome your bundle of inevitable obstacles.

The evolution of industry, knowledge, and technology boils our business model down into a custom fit combination of cashflow/funding sources, revenue streams, traffic strategies, operating principles, FEE structure and lifestyle...

Modern Musicians are somewhat evolved in how they view the growth of their career as they hand pick the right selection for them, so they can remain authentic in their artistry and also take care of their entrepreneurial responsibilities, so they can build and enjoy the lifestyle they desire.

Though it's far from a cakewalk to do, the job description is simply to continuously develop your content as well as your fanbase.

Artists operate at the nucleus, as Independent CEO's of their own Career, operating their own Content Business:



The true aim for Modern Musicians is not in passively pleasing the anonymous masses by compromising the integrity or freshness of your content to reach the lowest common denominator. The Modern Music Business is about authentic connection and the ability to TRULY connect and prosper via passionate tribal communities as well as leverage the

technology that helps connect and empower us all to do what we love. To do work we love that matters to the tribe we choose. To create the lifestyle and the career that we want.

## The Evolution of The Modern Music Business

Traditional Music  
Business

Modern Music  
Business

Machine Centric - Mass production,  
marketing and distribution to faceless  
fans

Artist Centric - Print on demand, start  
local and really connect first, Artist  
Centric team support

Artists are the drivers, the operators of their careers, and the nucleus of their teams.

Large teams, big budget, clunky,  
inefficient, top down career  
development

Small Team, agile, targeted,  
grassroots career development

Grassroots career development, complete artist development.

Label to Consumer - B2C

Artist to Fan - Direct 2 Fan

Now it's all direct to fan engagement, and there is little ways that someone can do that for you as authentically as you can do yourself via conversation with your fans.

Traditional Music Marketing

Modern Content Marketing

Today it's not just music and live shows... It's all kinds of communication formats and distribution channels.

Multiple Department Label Operations

Multiple Division Content Businesses

5 units of content business.

Big Fame and Stardom -  
Manufactured, 1 Dimensional  
Branding

Grassroots Authenticated - Organic -  
True success as specifically defined  
by you in all 3 dimensions of your  
career. 3D Branding.

**What's needed is 3Dimensional Brand Building.**

The fundamental way we look at the music industry needs a complete system reset.

Large office organizations with huge  
overhead + complicated operational  
systems

Modern Project Studios + Career  
Operating System

The new Game is about what we call Complete Artist Development. Building a 3Dimensional Brand via Grassroots Career Development.

But let's back up a bit to frame these terms I just threw at you.

To be successful in the **new game**, clarity and focus are required as a starting point.

Let's start with looking at what success really is...



## **Success is scientific.**

I want to transform the way you think about “success” and the way you grow your career in the modern music business.

Success is not a mystery that happens to some, and doesn't happen to others. It is scientific. It is all required properties needed to fulfill an intended purpose.

Success is simply the accomplishment of an undertaking with a defined objective. It is the fulfillment of an aim or purpose.

Success is no more relative to cash or things than it is to feeling or being or doing. It is the fulfillment of all required properties. It's scientific.

If your objective was to build a chair... What would it take to be successful?

It may seem complex at first, but it's not that all that hard to comprehend if you give it a moment to sink in.

The definition of success in building a chair would be, like everything, subjective. Success would inherently and could only be achieved given the definition of the properties required to make it so-first.

If my defined objective was anything to sit on that would keep me from falling over, than a stool with at least three or four legs that stood upright would get the job done just fine...

If however, I wanted a high back rocking chair made out of oak that didn't squeak... Well then I'd have a whole different set of requirements needed to be fulfilled before I was successful.

Make sense?

## **3D Success = True Success**

There isn't a way for you to be successful unless you know what that looks like for you.

The properties must be defined.

As the content business architect I naturally think in blueprints... But however you would like to define or view the required elements of your careers success is what you should use.

In the Academy we teach and advocate what we call Complete Artist Development.

This simply means that our approach to training and helping grow musicians careers is built around helping you develop and align your career across all the dimensions (there are 3 of them) involved in truly becoming an Artist equipped for success in the modern world. These dimensions are inextricably linked.

Complete Artist Development is the growth of your 3Dimensional Brand. The Artistic, your craft is one dimension, but there are two others as well... Your Entrepreneurial, which is the business dimension of your career, and then lastly the development of you as a person.

There are easy to forget about aren't they? But it makes sense right? You can only keep making your art-to the capacity that you can make your business work. Plus you can only grow your career to the capacity that you are capable of leading yourself and others.

All three of these dimensions culminate into what we call a 3D Brand, or your Content Business. Your career of creating and sharing your content for a living can only truly thrive long-term, sustainably, if all three dimensions are developed and strong.

3D success what we refer to as True Success because it is success that doesn't happen at the expense of something else. None of the 3 dimensions are sacrificed. For example how many artists or musicians do you know that are incredible at their craft, yet struggle in keeping their business dimension profitable? Or how many of your favorite rock stars with incredible talent as well as outrageous financial success-sacrifice their health and wellness-or key relationships in the process?

The success in the new Game is about career growth that is 3Dimensional. That positively expands in all directions, for all concerned, does so without any downside.

Though the specific areas of performance metrics you measure may vary, in the Academy we help Modern Musicians focus on and develop all the required properties below.

### The three dimensions

#### **Role 1: The artistic - the public profile - extrinsic**

- Practice
- Production
- Performance
- Process
- Profile

#### **Role 2: The entrepreneurial - the content business owner - systemic**

- Platform

- Product
- Publishing
- Promotion
- Profits

### **Role 3: The self - the leader - intrinsic**

- Vision + Purpose
- Core Values
- Lifestyle + Career Operating Principles
- Responsibilities
- Accountability

It is a more comprehensive approach to developing and growing your career, but it has some distinct benefits as well as solves some very real issues we are seeing across the global community of artists and musicians.

What are those benefits, and what are those issues you might ask?

Well, the number 1 threat for an artists career growth from the entrepreneurial dimension isn't available opportunity, or resources, it is obscurity. It is with getting and keeping the fickle, finite commodity called attention.

Over saturation, over-load, over abundance of options for almost every single member of your possible audience is a very real threat to your career at this moment, and likely for the rest of your life. People have pressing, urgent, varying degrees of momentary problems that need occupy the majority of their day. They have to work all day, they're taking night classes, they've got to pick up their kids from daycare and they have to get those permission slips in by tomorrow...

I'm not saying that all of your possible audience are parents with busy schedules, but remember this... People have full lives they are busy living... As much as we like to think the world and our potential fans are eagerly awaiting the next thing we do, the fact is that people are busy doing stuff.

They are living their lives and trying to make the most out of what they have. The majority of people aren't actively seeking new entertainment sources. It's not a necessity, and they are bombarded with more messages vying for their precious attention than any other time in history.

This is the disconnect between the laws of commerce and the beautiful things you are doing and creating and trying to share with the people who would care.

It's such a difficult thing for me to explain to people. There is a gap that requires us to bridge for our potential fans and audience. To this statement-I always get the *yes indeed I understand* head shake, but that still needs to be followed up with certain new behaviors for results to change. If we don't take the actions or develop the skills, then the gap will remain.

Unless you do something about it.

It starts with mindset. This is why I harp so much on wanting to change the way you think about growing your career in the modern music business. Because your mindsets are the key factor for success or failure. There are 5 of these factors, what we call the factors for success, and in the Music Business Blueprint - Video course (which will be launching for free shortly) I'll go in detail and cover all of them. (Look for that content coming soon)

So, although we don't have time to go into a full and comprehensive lesson for how to bridge that gap in this manifesto, the best way I can sum it up without leaving anything out is this:

You have to authentically connect with your possible fans, develop real relationships with them and add value to their lives in a more meaningful way.

That's easier said than done of course, but what that entails is going deeper within, getting to the heart of your story and your mission statement. It means identifying your Unique Value Position and connecting the dots for your audience to find, engage, and fall in love with you.

It means that you have to find out who really loves what you are doing, you have to determine what they love about it and why they love it. This way you can actively bridge the gap between you both and build your tribe full of those people. This is how you can build a loyal community that loves and supports you to continue doing what you love.

The formula we've developed that sums up how to actually do that is this..

In order to build a full-time living doing what you love, on your own terms in the modern music business, you need a loyal audience that loves what, why, and how you do what you do.

It requires more than people loving your music alone. It requires a deeper level of connection, of meaning, of experience. It requires people love your content, your WHAT, but that they also love your WHY (your reasons for doing it), and your HOW, (the experience they receive and how you do it) that's the breakthrough that will make you show up in 3d to your potential fans amidst a world of black and white messages.

From their, you have really just only begun the conversation, but now you have their attention.

Embracing these additional roles will allow you to see and act on the added opportunities all around you. It will allow you to add more value to your fans, to your career, and to your life.

That is simple. But that doesn't mean that it's easy. It is definitely not. It requires lots of work. But it is absolutely worth it.

This requires a more effective strategy than most artists are currently building their career with. The most effective strategy that we've found to do that is the proven strategy i'll be teaching you throughout this book. What we will refer to as your GAME.

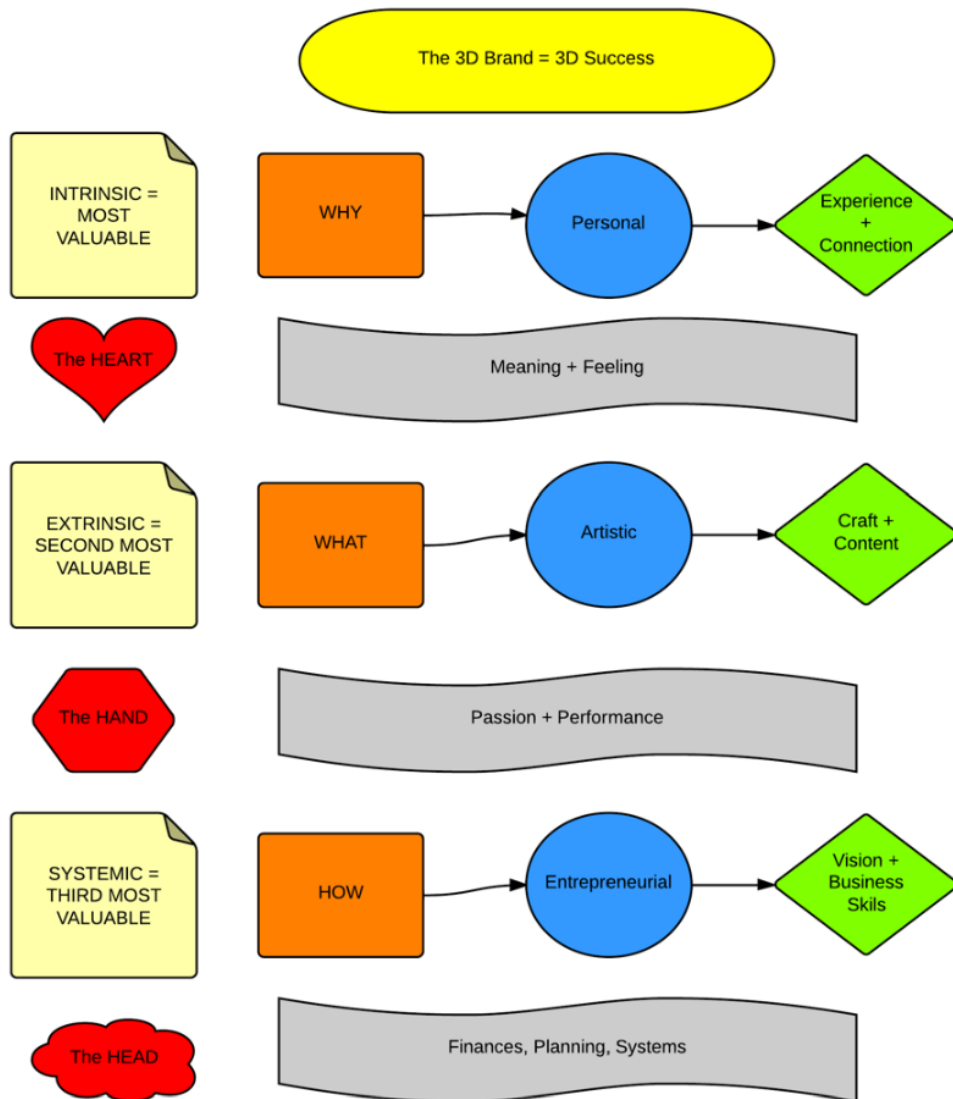
Your Game is how well you manage and develop the 3 dimensions of your career. A career growth strategy that involves all three dimensions, all three roles. It is, as you'll be getting more and more familiar with, how you develop 3D success. (True Success because it is achieved without coming at the expense of something else... Artistic integrity, your health, relationships, finances, etc.)

This might seem complex, but taking your career to the next level requires a greater degree of effectiveness. A greater level of precision to the properties of your success, in turn elevates the level of value you will add to your audience and thus the level of value you can generate for your content business. I.E. Profits, placements, deals, new venues, etc.

# Initial Briefing and Introduction To The GAME

If our definition of success is to build and grow a 3Dimensional Brand, a long-term, thriving career creating our content-then the way we'd have to approach growing our music business would need a couple refinements, in order to fulfill the desired purpose right?

One of the essential elements we focus on is helping Artists achieve their personal and musical goals-as well as their career goals. We want to focus on much more than just how to earn a "few extra dollars," or add a group of new fans and industry contacts into their Relationship Database... We train our students to develop a 3Dimensional Brand. One that creates and grows in 3D success. This is defined success from all three perspectives of your Brand. Artistically, Entrepreneurially, and Personally. Intrinsically, extrinsically, and systemically. This is exponential growth. It starts in the thinking process.



You are not just growing a fan base, you are growing a community. You are not just increasing your income, you are adding more value and gaining greater control of your lifestyle.

Through every project, campaign, promotion, or release you deliver a little more of your story, make meaningful connections with those who matter in your world, while simultaneously growing as a person too.

With any kind of Content Business, these three dimensions are inextricably linked. What's needed to develop in all three areas, to achieve 3dimensional success, is a Roadmap and Proven Pathway for doing so. It's purpose is to guide you to a practical, achievable goal or

result, while keeping you focused on the task at hand. Keeping you focused on the road ahead and enjoying the process of getting there.

In the Academy, your Roadmap is apart of what we call your **Music Business Blueprints**.

These are custom designed “blueprints” that are tailor made for you and your career and come complete with a long term Game Plan, a Content Strategy, GPS (Goal Positioning System) Tracking + Accountability.

Your Career, and your workflow, are a lot like a puzzle with many different pieces that all connect together. By finding or creating a workflow and environment that is designed to connect these individual components together, you both structure your creativity, as well as increase your productivity.

### **Switching from one of your perspectives to another**

See, for just about all of us, CREATING isn't the hard part...

The challenge most Artists are having-we've found is in actually growing the career, and/or Fan base. The problem isn't usually the Artistic Dimension, rather, in the Entrepreneurial Dimension. This is the perspective that once you shift your attention to might whisper some things to you like... Dont neglect or forget about me! Gee, kinda slacking? You got the skills, now it's time to grow!

Your Career, and the development of it-is what we call your GAME. Eventually you will find the ART of your GAME, understand and integrate how every part of your career works together.

### **Core Operating Principle - The Purpose of the GAME**

To simplify and clarify the name of the game and summarize how to become a player the new GAME... We can look at the core operating principle.

Instead of vague dreams of one day finding stardom, Modern Musicians develop their S.T.A.R.S. {Story/self/3Dbrand, Team, Assets (content, income streams, skills, expertise, platform), Resources (time, money, people), and Systems}.



They do that by covering all their corners, (on-person, platform/business operating system, on-stage, merch booth, trunk, street team) and growing a loyal fan base that supports them doing what they love.

The primary objective is to grow their Music Business by focusing on their Main Moves, so that they can enjoy long-term freedom and fulfillment doing what they love-on their own terms.

In the old world, the Traditional Music Industry, the massive amalgamation of manpower, tools, technology, touch points, and overhead now reduces down to little more than an internet connected home recording studio with a few web service accounts.

I'm of course not intending to equate any joe-blow with wordpress, garageband, and a mailchimp account-to having the same degree of resources as a giant corporate machine... but in terms of infrastructural capacity for operating as a Professional Artist/Musician in the Modern Music Business, that is just about all you need to start out with. The rest is just a matter of creativity, drive, and resourcefulness.

As you begin to see your career more and more from 3 distinct yet integrated perspectives, you'll develop your ability to see the operational blueprints behind your career, and the constructs that connect and string them together. The economics and the practical elements are what you'll see from the *Entrepreneurial* Dimension.

As you've learned, the modern music industry is an evolved version of the traditional music industry and it requires new skills, a new game plan, and that starts with a fresh perspective.

### **Grassroots Career Development starts with authentic connection.**

The channels, tools, technologies, and services that were once reserved for only those chosen few, are now available to all of us. The major label middlemen, slinging 360 deals with seductive advances-are no longer a necessary evil, and certainly not the route we recommend any artist starts out with. We are going to show you how to build your music business better than a label could, or would.

Rather than top down, high risk, heavy financial and emotional investments, the career growth strategy we champion in the Modern Music Business is low risk, Grassroots, bottoms up.

Organically growing from the ground up-more profoundly impacting your fan base via closer emotional connection, deeper, more authentic communication, and direct, shared experiences for both you and them.

This is the *new* Game. And the strategy we've found most effective over the last 10 years.

## **In The Modern Music Industry: Music is a both a Service, AND a product.**

Music is primarily a Service to an audience. That means you not only create products, but you SERVE an audience. The operative word being service. Which now requires the understanding and clear identification of who you are serving with what you are creating. Thank you Todd Rundgren for demonstrating that so clearly.

So how do we measure and track the progress and growth of our careers? How to measure your success and build a long term career?

How many people would miss what you do if you stopped?

How does what you're doing make you feel, and how many people care about what you are creating?

Every fan interaction is an important piece of contact when your fans truly become a part of the journey throughout your career.

These are The New Rules of The GAME.

The **G**rassroots **A**uthenticated **M**usic **E**xperience.

10 steps to build a thriving, full-time career as a musician in the modern music industry.

Though this manifesto is a standalone body of work that you can study, reference and use to grow your career, it is also accompanied by a comprehensive training system designed to plug you in, turn you up, and implement proven strategies step-by-step to make the breakthroughs, develop the new skills, build more true fans/a core fan base of paying fans, and take your career to the next level with the customized support and accountability to make it last.

## **Independent careers, on our own terms.**

You do not need to become the next Bieber or Beyonce to truly live your dreams do you?

There are thousands of Modern Artists all over the globe who at this very moment enjoy being the true creators of their content, their career, and their lifestyle. It takes work, but it is a realistic path that any Artist can now achieve if they dedicate themselves to doing the work necessary.

Nowadays, your career IS the development and production of your content. It IS the cultivation and growth of your Tribe. Full-or Part time, from anywhere in the world, any artist or

musician committed to doing the work can earn a comfortable full-time living doing what they love, on their own terms.

An Artist's job is to develop and create their content, and connect that content with the audience that will support them to continue to do it.

### **What are we all racing for? where is the top? what is the top?**

The goal for Modern Musicians is not in pleasing the anonymous masses by compromising the integrity or freshness of your message to reach the lowest common denominator. The Modern Music Business is about authentic connection and the ability to TRULY connect and prosper via passionate tribal communities and the technology that helps connect and empower us all to do what we love. To do work we love, creating music, that matters to the tribe we choose. To create the lifestyle and the career that we want.

You do not need to be super talented or super good-looking, or young-to be successful in music today... This is the Modern Music Industry... We are not dancing on a stage for peanuts and applause-putting our tokens into an executives pocket.

Breaking Through in the Modern Music Business doesn't mean reaching a critical mass of semi-interested fans that may or may not buy your single because they heard it on the radio and thought it was cool. It's about really reaching and developing a CORE base of true fans that truly support you doing what you love, on your own terms.

***-Breaking through in the Modern Music Industry = Reaching a CORE base of true fans that support you doing what you love, on your own terms. Grassroots Authenticated Music Experience.***

This is literally the name of the new GAME.

The Modern Music Industry is not about Billboard charts, shady contracts, payola, and 6 figure radio campaigns.

It's not about complex, expensive supply and distribution chains...

The Modern Music Business is about the authentic branding of you, INC.

It's about direct to fan communication and the community that YOU develop and build.

The content business you operate as the CEO!

The world is not getting bigger, it's getting smaller. The true aim for Modern Musicians is not in passively pleasing the anonymous masses by compromising the integrity or freshness of your message to reach the lowest common denominator. The Modern Music Business is about authentic connection and the ability to TRULY connect and prosper via passionate tribal communities and leverage the technology that helps connect and empower us all to do what we love. To do work we love that matters to the tribe we choose. To create the lifestyle and the career that we want.

### **How do you build your tribe in the Modern Music Business?**

As you've begun to learn, Modern Music Marketing is about direct, meaningful connection and experience, and includes multi-media content including music and the experience of your brand - to engage, deliver value, and interact with your audience in order to build a relationship and entice them to go to the next level with you and what you're doing.

Much much more to follow including how to apply this stuff at a practical level.

If you wouldn't mind, shoot me a quick email me at [jamie@jamieleger.com](mailto:jamie@jamieleger.com) and share with me your honest opinions, thoughts, and comments... I'd be very interested to hear from you, and your input will help me do the best job i can of equipping you with the best material and training i can.

Stay Fresh,

**Jamie Leger**

*The Music Business Architect for Artists & Creators*

Proudly Helping Hundreds of Modern Musicians liberate the music business, declare their artistic independence, and earn a full-time living doing what they love-on their own terms.

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