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'Use Your Buzz To Play The Guitar'

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experience. They might even volunteer their time in return for being part of a cool project. Just be ready to put up with a few commitment issues. If you have the patience, you can find great creative partners and assistants when contacting students or interns.

A Mentor

Being in touch regularly with a good mentor is nothing short of a gift. It can feel like a massive weight has been lifted from your shoulders when you finally have someone in your corner. Your mentor could be a teacher, or someone that you know that works in the industry. Sometimes you approach the person after specifically seeking out the help of a mentor, though it often happens naturally as you meet someone that you resonate with in the industry. Organizations such as the Music Managers Forum have mentorship schemes available and I strongly suggest that you have a look into it. Another option is music coaching which is a service that I provide to clients, as I love to teach as well as play music.

A Music Industry Professional

Trying to do everything yourself can cause much frustration and pain. It is funny how many people are afraid of getting a teacher. This fear often springs from previous bad experiences, but just because you had a bad teacher in the past doesn't mean that all teachers are bad. Having a good teacher can mean learning valuable lessons in an instant, which could have otherwise taken 20 years. In the same way, reaching out to a professional in the music industry can be a big help and time-saver for you. You may get 10 rejections, but one 'Yes, I will help you', can mean a massive boost in enthusiasm and momentum. Putting yourself in the environment of the music business can also open your awareness to both the good and bad that is out there, and ultimately – you don't get if you don't ask. Have a think about where you are spending your time and money, and if some of that could be invested in professional help or counsel, then I strongly suggest heading in that direction.



JUST THE TWO OF US - Why finding a partner can help (pt2)

In Part one of this column I talked about why it's great to have a friendly partner in music. This time lets look at whom you could work with in partnership.

Friends/Family – e.g Sharon and Ozzy

Although listening to friends or family can be limiting, it can also be a good place to start should that friend or family member have relevant experience. Working inside a professional relationship with a loved one, such as the artist/manager relationship of Ozzy and Sharon Osbourne can prove to be successful, though it can go the other way – so one should pay attention and be aware of how to work together without wrecking the relationship outside of work. If you are starting out, some of your friends might like to help to promote your music. You can build a street team with loyal friends, or enlist the help of an artist friend to help with your logo.

Industry Acquaintances

When you have been a musician for a while, it can start to feel as though there are either those that are starting out and can't help you, or those that are too busy for you and wouldn't want to work with you. In this case, look to other solo artists or bands who are passionate and doing it for themselves. These are the people that will grow to be an active part of the industry with you, so get together and support each other. It's amazing how much more momentum and spirit you can feel when you get creative together with other people.

An Intern/Student

How many times have you heard the stories about interns working hard to eventually manage or run a label. People like to hire those that they know can do the job, and often those that are starting out in professional organizations still have the passion and commitment towards helping underground artists. If you need help with your music, do not discount those that aren't perceived as being at the top of the ladder. We all have something great that we can contribute. For help with your projects you might look to students at music schools who wish to get a bit of work

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