

How to be a musician and survive - a crash course

By

Adam Baruch

My personal experience with the music business goes back about 50 years, quite a stretch of time in any respect. It spans many aspects of the industry as my life always evolved around music one way or another, first as a journalist and critic, later as a writer and reviewer, broadcaster, photographer, label executive, record producer, festival organizer, label owner, music distribution company owner, on-line music business owner, web developer, etc.

I'd like to share these experiences with young people, who are on the verge of entering the world of professional careers as musicians, hoping that they would benefit from my experiences. Music is an Art, but life mandates that a musician has to develop a set of survival skills, which are an essential ingredient in the battle called life in order to achieve their goals and become an independent, self-supportive member of the society in addition to being an Artist.

The course consists of several lectures / sessions, which outline the main areas, all outside the actual music studies, which every musician should be aware of as part of his life strategy. These are:

1. The rise and fall of the Music Industry and its state in the digital age, Internet and beyond.
2. Copyrights, contracts and other legal mumble jumble, which protects you from getting ripped of.
3. How to make an album without taking a second mortgage and then get your investment back.
4. How to make people aware of the fact that you exist, i.e. how to penetrate the old and new media.
5. How to earn a living, i.e. playing live (clubs, festivals), teaching, getting grants and sponsorships.

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