

## MUSIC RESOURCES

### Embracing the 'e' word (entrepreneurship)

Many artists avoid the term entrepreneur, deeming it too business-like, but the root of the word 'entrepreneur' is simply 'to take action', and the ability to take decisive, appropriate action is critical to launching your career. The classic entrepreneur employs high levels of creativity, innovation, energy, and a willingness to take risks: all attributes frequently seen in musicians. The core values and attributes of an entrepreneur frame vital skills and attitudes for 21st century musicians.

The mere act of creating a musical product and distributing it through live or recorded performance makes you a small business with numerous rights and responsibilities. The massive changes in music distribution and promotion caused by advances in the Internet and technology have drastically complicated both the opportunities and the challenges of running your musical life.

Musicians need to learn the basics of managing a small business in order to make knowledgeable decisions about our musical 'product'. This includes the avoidance of unsavoury managers, distributors or bookers who have only their own best interests in mind. The ability to take personal responsibility for your musical career is in itself an entrepreneurial mindset.

Entrepreneurial and business skills combined with personal awareness can help prepare you for a successful transition from student to professional. Ask some key questions:

1. What motivates you to study, create, teach and/or perform music?

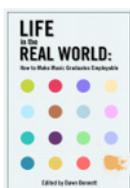
---

---

---

---

---



This resource comes from *Life in the Real World: How to Make Music Graduates Employable*, published by Common Ground in 2012. Purchasers of the book are permitted to download all of the tools and resources.

If you have yet to purchase the book, please order it from [here](#).

This resource was contributed by Janis Weller (McNally Smith College of Music) and Dawn Bennett (Bond University).

This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. You can view a copy of the license [here](#).

[www.developingemployability.edu.au](http://www.developingemployability.edu.au) | [contact@developingemployability.edu.au](mailto:contact@developingemployability.edu.au)

2. Can you motivate yourself to create and implement a career plan?

---

---

---

---

3. How do you respond when you don't win an audition or get work for which you applied?

---

---

---

---

4. Do you prefer variety or routine in your daily schedule?

---

---

---

---

5. Do you like practising better than performing, or vice versa?

---

---

---

---

Reflecting on your personal goals and motivations in relation to the world around you is a critical step in the process. To delve into this issue in greater detail, jump straight to the [Musician's Lifestyle Quiz](#).