

THE MUSIC INDUSTRY AND YOU

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NETWORKING

WHAT IS IT?

Networking is about meeting people who can help you in your career.

These people don't have to be 'more important' than you, or even more skilled or experienced. They might be other musicians, managers, promoters, agents, producers, film makers.

They might be people who are working in the music industry, or people like you who are on New Deal for Musicians.

Networking involves:

- understanding who you need to get to know and why
- finding out where can you get to meet these people
- getting better at communicating with people
- using networks to help you find work

WHY DO I NEED TO KNOW ABOUT THIS?

"It's not what you know, it's who you know" might be a well used phrase, but in an industry where there are few 'job adverts', it helps to know other people.

Music is a social industry and it relies largely on inter-personal and communication skills - it isn't just about being a good musician, writer or performer (although that obviously helps!).

The more people you meet who are involved with music, the more you learn from each other and make the vital contacts you need for success.

Look through the tips and case studies on any website, book or magazine and they will all refer to the people who they met who were able to move their career on.

YOU MUST HAND IN YOUR WORK BY _____ TO _____



HOW LONG
should this assignment take?

Every person works at his / her own pace.
As a guide, this should take you 5 hours to read and research and another 1 hour to write your answers and discuss them with your tutor.



HOW
will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your MOLP's own guidance.



WHAT
do I do now?

Read the TASKS section below.
Then read the NOTES AND GUIDANCE section.
Carry out the TASKS.

TASKS

1 Who do you know already?

Write down everyone you know who is involved in music in some way or other. (Name of person and what do they do).
Don't include your close friends or band members (if you are in a band or in partnership with another writer or DJ).
Start with musicians, then go onto technical people and business people.

<p>NAME</p> <p>What do they do?</p> <p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>
<p>6</p>	<p>7</p>	<p>8</p>	<p>9</p>	<p>10</p>
<p>11</p>	<p>12</p>	<p>13</p>	<p>14</p>	<p>15</p>
<p>16</p>	<p>17</p>	<p>18</p>	<p>19</p>	<p>20</p>

If you can only fill about 5 boxes, you urgently need to do some networking! If you can fill up all 20 boxes quite quickly, then you are already networked and are in a good position to build on your success. A good quality network can be dozens if not hundreds of people.

2 Who do you need to get to know?

Write down the people who are missing from your list and who you need to network with...

1	2	3	4	5
----------	----------	----------	----------	----------

3 Where can you find contacts?

3 a

Talk to another musician, programmer or DJ about music, try to find out if you have any mutual friends. For instance, if they are a drummer they will probably know other bass players, who you might know as well. This is a good way of breaking the ice and discovering whether that person is already part of your network.

Write down the names and contact details of 3 other people who they have told you about

1. Name
Contact number
What they do

2. Name
Contact number
What they do

3. Name
Contact number
What they do

3 b

Find out about any local music networking events through your Music Industry Consultant. There will probably be at least one event near you in the next 12 months.

Write the details of the events here – and make sure you attend!

1. Event
Venue
Date

2. Event
Venue
Date

3. Event
Venue
Date



Make sure you attend and make as many contacts as possible. Remember to bring demos of your music if it's relevant. Try ringing up the PRS or the Musicians Union for details of any events.

4 Use the Internet to make new contacts

4 a

Through the Internet, make contact with 2 people who share your passion and interest for music and also share your goals for making a career in the music industry. Exchange at least 3 ideas of how you could help each other to collectively work towards your goal. Make a note of that information here or print out the information.

4

4 b

Through the Internet, make contact with two agencies / managers / promoters / businesses who may be able to help your music career. It's up to you what you ask them! Talk to your MQLP tutor and print out your findings or write them down here.

4 c

Through the Internet, establish your own online contact point so other people can contact you. This might be:

e-mail address
Web site
Forum or other web presence

What is your online contact point?

5 Create an action plan which will build your network of useful contacts. (Here are a few examples to get you going, fill in the rest. Use more paper.)

WHAT TYPE of contact	HOW?
Manager	1. Ask other musicians about managers they know 2. Look in the MMF contacts list (Music Managers forum)
Live venue	1. Look in the local paper for gig listings 2. Ring your regional Musicians Union rep

6 What skills do you need to network?

What personal skills do you need to network better? Fill in the boxes.

SKILL NEEDED	HOW I'm going to do this
example Improve telephone confidence	Phone 5 venues with a list of questions

WHO DO YOU KNOW ALREADY?

Make sure you recognise the value and potential of all the people you already know:

- Have you worked with other bands / DJs / musicians / programmers to promote your music together? Can they introduce you to anyone else?
- What can your contacts tell you about what works (and doesn't work) for them?
- Do your contacts know enough about your music, what your plans and ambitions are?

WHO DO YOU NEED TO GET TO KNOW?

The music industry contains many types of people in different roles. It is important to identify the people who can help you.

Once you have met someone, you need to quickly establish whether they are a potential music contact for you.

- Do they have a role within music, or related to music such as press, media, PR?
- Do they know other people in the music industry who could be of benefit to you?

WHAT GAPS ARE THERE IN YOUR LIST OF PEOPLE YOU ALREADY KNOW?

- Is everyone a guitarist or singer or DJ?
- Is everyone a musician?
- Are there technical people like engineers and producers in your list?
- Are there managers, promoters and agents in your list?

Your key contacts

Amongst all the contacts you make there will be one or two people who are very important elements in the successful development of your career - musicians in a band, or a manager, agent or promoter. They need to be someone that you can trust and confide in - people that want to help build your career.

➤ Most other workbooks include information about how to get to know people who will be useful to you. Look at WORKBOOK 6, 7 and 8 in particular.

WHERE CAN YOU NETWORK?

The area that you live in may have a small music network, or it may be a city with lots of networks. You need to find out the different groups of people involved in these networks, especially ones that can have an impact on your career. Talk to your MOLP and MIC about how the music networks operate in your region.

How many times has someone said to you:

Do you know a good drummer?

Where is the best recording studio?

Where is the best club night?

Most information flow is down to **word of mouth** and you are part of that networking process.

You can use the network to its best effect by being fully inside it and knowing as many people as possible.

THESE ARE PLACES WHERE YOU MIGHT GET TO MEET PEOPLE WHO CAN HELP YOU:

Gigs, events, rehearsal rooms, studios, colleges, venues, MOLPs, MICs, local music networks, social events, lectures, cultural industries events in your area, potential employers and work placement employers

THIS IS HOW YOU MIGHT LOOK FOR THOSE PEOPLE AND PLACES:

On the Internet, using chat rooms, message boards, forums, blogs.

In your town, looking at notice boards, posters, adverts in local press and at supermarkets, going to gigs, pubs, sessions, open mic events, concerts, music shops.

Using sources of information, yellow pages, phone books, business directories, people you already know, publications and newspapers such as Loot, local press, national press, TV & radio.



TIP

Social events like conferences, gigs and workshops / lessons are good for this.

You should have some business cards ready to give out at events.

Have your CV and portfolio ready to follow up any contact as soon as possible. This demonstrates a willingness and enthusiasm on your part, and shows that you are quick to react. Have your CV and/or portfolio ready in three different formats: fax, e-mail, hard copy.

➤ WORKBOOK 2 shows you how to prepare a CV.

NETWORKING SKILLS

<p>1 Be confident of your own worth</p>	<p>2 Communicate well with all sorts of different people</p>	<p>3 Ask the right questions and give the right answers</p>	<p>4 Give a good impression of yourself</p>
<p>Self-belief goes a long way, but arrogance only gets you so far.</p>	<p>Practice makes perfect.</p>	<p>Knowing what you want (your action plan from chapter 3) is the answer.</p>	<p>The way you act, dress and use body language is important.</p>
<p>5 Be yourself</p>	<p>6 Share your network with others</p>	<p>7 Listen carefully, don't just talk</p>	
<p>People will soon find you out if you're faking it - be yourself. If you are polite and easy to get on with, it's not a problem. If you try to pretend you know more, you may end up making silly mistakes and that could cause problems.</p>	<p>People will give you more help if you can help them. 'Always be nice to people when you are on the way up as you will meet them when you are on the way down again'.</p>	<p>Always show an interest in what the other person is doing, rather than talk about yourself all the time.</p>	

If you are good at networking:

- When you meet new people, they often stay in touch with you.
- People ring you up about opportunities that come up, even if it's months later.
- People ring you up that you don't even know, because a friend has recommended you.

You need to develop your networking skills if:

- You seem to be meeting lots of people but no one is staying in contact with you.
- You find it difficult to meet new people.
- When you talk to people, the wrong words seem to come out.



You need to have some way of people catching you!
A phone number and/or an e-mail address are best.

If you haven't got an e-mail address already, then visit one of these websites and sign up for free.
It's easy to do and you can check your mail on any Internet linked computer, such as at your MOLP or library.
www.mail.yahoo.com
www.hotmail.com

BUILDING YOUR NETWORK USING INFORMATION TECHNOLOGY

WEBSITES

There are approximately 495 million people online (Nielsen Netratings - www.nielsen-netratings.com). A high proportion of surfers use the Internet to make new friends, make business acquaintances, or for want of a better phrase, network. There are many ways to meet new people online but the most popular are the use of website forums, chat rooms, newsgroups and e-mail.

The Internet is the ideal platform for introducing yourself to potential friends, new band members, managers, agencies or anyone who you get on with.

The big question is 'how do you do this'? Well it's very easy but like most things in life, there are a few ground rules you need to stick to before you join any website forum, chat rooms or newsgroups.

THE GOLDEN RULES

1. Always read the rules and regulations for posting on that particular form or chat room. Stick to those guidelines when using the forum or chat room
2. Always, absolutely always without fail read as many postings by a wide selection of users as possible. This will give you a good idea about the type of language used (many people use abbreviated expressions to save typing time), the general nature of the forum, room or group (aggressive, derogatory, friendly, knowledgeable, boring, useful etc) and a little insight into the characters of the people posting messages. Sometime, you can get a good idea of who you think you would get on with best before you have even communicated with them.
3. Never ever get into a heated argument on any Internet based communication tool. If someone is provoking you then they are not worth communicating with and this type of communication only creates animosity with other users who may then not want to speak with you.
4. Never interrupt a mid flow conversation. This is a tricky one because online conversations may have days or even weeks in between responses from one person to another. However, when you read through the postings you will be able to gauge how to initiate a conversation or introduce yourself and whether or not it is accepted practice to do so in the middle of a topic.
5. If you have something you want to discuss with an individual member you can either invite them to a individual chat, or ask them if they would like to communicate through email or set up a new topic in the forum and invite them to join in.
6. Never blatantly promote yourself or any products you are trying to sell on any forum, chat room or newsgroup. This of course depends upon the nature of the forum and chat room as some invite and encourage promotion. However, as a general rule of thumb, never ever use Newsgroups as a promotion tool. This is seen as an act of blatant misuse and you will more than likely be banned immediately.
7. Remember that use of capital letters means you are shouting.

ABOUT WEBSITE FORUMS

Forums are message boards where you can leave a message and wait for someone to respond.

A website forum (sometimes called a message board) is a forum attached to a website. It's a bit like an electronic notice board. You can read messages others have left and the responses made to those messages. Or, you can start your own new topic and ask people to respond to that, or you can respond to other users messages. There can be hundreds of different topics on a large forum.

Forums are usually set up for the sole purpose to try and build an online community associated with that website. Some forums allow guests (anyone) to make a posting (leave a message or respond to a message). Others let guests read messages but not respond to any message unless you sign up to become a member (this is nearly always free and just involves you giving your name, e-mail address and some sort of nick name for use on the forum as very few people use their real name) and some forums insist you sign up before you can read or respond to postings.

If you cannot find any topics that are suitable for what you would like to discuss, you can start your own new topic. There is usually an option for you to be emailed (automatically) when someone responds to a posting you have left so you don't need to keep going back and checking the forum. If no one responds to your post, be persistent and keep trying, but bear in mind that your question has to be relevant to that forum and the type of topics being posted.

Forum examples

www.live365.com/community/
Live365 Internet Radio
- thousands of free online radio stations

<http://musicians.about.com/mpboards.htm>
Global musicians forum

www.ukbands.net/forum.php
UK Bands Artists Music Fans & Music Industry
Promotion and Resources

ABOUT CHAT ROOMS

Chat rooms are a live area on a website where people are generally online having an active conversation with someone at that very moment.

The main benefit of chat rooms is that you can have a live chat with someone and get an immediate response because they have to be online at the same time as you to join in the chat. This is also the main disadvantage as it may not always be convenient to be online the same time as someone else. The other disadvantage is the general confusion that can be present when more than 4 or 5 people are in the same chat room at once (because a few conversations can be going on and it can be frustrating trying to type quickly to keep up).

Generally speaking, websites that have forums usually have chat rooms also for people that want to chat in real time (the term chat can be confusing, this doesn't mean you actually chat, it means you type).

ABOUT NEWSGROUPS

The most common way of accessing Newsgroups is through an e-mail client like Microsoft Outlook Express or Microsoft Entourage. There are specific Newsgroup readers that you can download (try www.download.com) and use for just reading and responding to Newsgroup postings. You can also access certain Newsgroups through your browser such as Google's Newsgroups (groups.google.com).

Newsgroups are a vast source of information and a great way of making direct contact with people that share your interests and passions, but because of the nature of this communication platform it can be worthwhile carefully researching your chosen Newsgroup before you ask to join in. They can also be a little tricky to get used to.

A full explanation of Newsgroups is beyond the scope of this document, but you can find out more information online at <http://groups.google.com> or you could try searching the Internet for a "Newsgroup beginners guide".

If you would like to set up your e-mail client to read Newsgroups you'll need to search the Internet for instructions on how to do this for your e-mail client. For example, if you are using Microsoft Outlook Express, then you could type the following into a search engine "Microsoft outlook express reading newsgroups".

ABOUT BLOGS

Blogs are a way of setting up your own web page in the form of a personal diary where you can leave a daily or weekly account of what you've been up to or whatever you want. They have been around since about 1998 and every year become more and more popular. Visitors to your website blog can comment on your postings or link to them or email you directly if you have an email address. Blogs do not suit everyone but if you are an emerging band they are a great way for fans to keep in touch.

Best of all you need absolutely no technical experience to set up a blog and it's free. A complete explanation and set of instructions are beyond the scope of this book, but everything you need to know can be read here (www.blogger.com).

Good luck with your blog!

SUMMARY

Learning to use this new communication tools can be frustrating and even a little nerve racking for the Internet newby, but persistence pays off and in time you can make some life long friends and very valuable contacts. Remember, practice makes perfect.

WANT TO KNOW MORE?

LINKS

New Deal for Musicians has no responsibility for or control of the following sites. The inclusion of any site does not necessarily imply New Deal for Musicians approval of the site. To access any of the sites please type in the address into a browser or search using keywords from the name of the link.

www.dfes.gov.uk/ukonlinecentres Find Internet access that's close to you.

GENRE BASED SITES / NETWORKING

- www.jazzservices.org.uk**
Jazz Services
The national service organisation for jazz in the UK. Contains free fact sheets on subjects such as manufacturing CDs, marketing your gig plus lots of jazz information and news, including gig listings.
- www.banditnewsletter.com**
Bandit. A+R subscription site and publication.
- www.songlink.com**
Opportunities for networking.
- www.ukdj.org**
An Organisation for DJs based in the UK. Sections on local charts, DJ rosters and offering commercial services such as marketing
There are music and creative industries networks across the UK – search the Internet using keywords 'music', 'network' 'creative industries' 'UK' or your own keywords.
- www.tgcsp.org.uk**
Thames Gateway Creative Skills Partnership. Resources and links for individuals and organisations involved in the business of creative learning and enterprise, based in London but many links are applicable UK wide.
- www.manchester-music.org.uk**
Manchester City Music Network works to strengthen and develop the infrastructure of the music industry in Manchester and offers training.

- www.artsnetworks.net**
support organisations list across UK, quite limited but worth a look
- www.cids.co.uk**
interactive portal for creative industries businesses in Manchester.



These are only a few examples!
The best way to find websites which work for you is to search yourself. Use the information in chapter 2 to help you do this!

MUSIC WEBZINES (ONLINE - MAGAZINES)

- www.djzone.net**
webzine for the professional DJ.
- www.metalliville.com**
Metalliville. Artist interviews, CD and show reviews, and general information about the heavy metal scene in the UK.
- www.rawroots.co.uk**
Raw Roots. Dedicated to underground and independent hip hop in the U.K. and across the globe.
- www.fly.co.uk**
Fly Magazine. Jazz, hip hop, R&B, dance and indie music from around the world.
- www.bigmouth.co.uk**
Bigmouth. U.K. music information with tour dates, music events, and artist information.
- www.danceportalglobal.com**
DancePortalGlobal. global dance music and clubbing events. includes listings, reviews, competitions, and audio/video webcasts.
- www.thesituation.co.uk**
The Situation. Features U.S. and U.K. garage, rap, and soul music news including interviews, videos, reviews, and more.
- www.fusedmagazine.com**
Fused Magazine. Covering the cream of the underground music scene in the U.K. Features record, club, video, film, and event reviews and interviews.

BOOKS

- Musicians Bible 2002 : Complete Guide to the Music Business**
Collis, John
Publisher : Penguin Books
ISBN : 0140295682
- Networking in the Music Business**
Kimpel, Dan, Sally Englefried (Editor)
Publisher : Artistpro.com
ISBN : 0872887278
- Music Week – Music Week Directory 2004**
Publisher : CMP Information
ISBN : 0863825532
- MCR: Music – The Unsigned Guide, North West**
Stephen D.M. Loukes, Lee F. Donnelly
Publisher : mcr: music
ISBN : 0954460103

MORE TASKS

- 1 Read WORKBOOK 6 – CHAPTER 2, WORKBOOK 7 – CHAPTER 1 and WORKBOOK 8 – CHAPTER 1. Who do you need to add to your network?
- 2 Join at least 2 newsgroups or forums which are relevant to you.
- 3 Write up your 'little black book' of contacts. Ask people for theirs and offer yours. Don't keep those scraps of paper and business cards without making a note somewhere else as well.
- 4 Find a 'soulmate' who will go places with you so you don't feel alone... but not allow you to just talk to them all night.
- 5 Travel to your nearest networking session run by:
MU / MMF / or local music organisations. Examples include goNORTH, In the City and come away with a load of contacts to follow up.
- 6 Broaden your horizons by going to meetings with people on the periphery – film makers; visual artists; drama based organisations;
- 7 Go to support sessions organised by network organisations e.g. MCMN, PANDA, CIDS, etc
Get help from your MIC or MOLP to find out the network organisations in your area.
- 8 Investigate networks through business link. (www.businesslink.org.uk)
- 9 Build your networking skills – enrol on a course in interpersonal skills, communication, psychology, sign language or painting portraits – all new networking experiences help.

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NEW DEAL FOR MUSICIANS THE MUSIC INDUSTRY AND YOU

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Sound Advice

MU Musicians' Union

MPG Music Producers Guild

AIM Association of Independent Music

PRS Performing Right Society

MCPS Mechanical - Copyright Protection Society

MMF Music Managers Forum

BPI British Phonographic Industry

MPA Music Publishers Association

PPL / VPL Phonographic Performance Limited / Video Performance Limited

MIA Music Industries Association

PAMRA Performing Artists' Media Rights Association

BBC Radio 1

British Music Rights

British Academy of Composers and Songwriters

