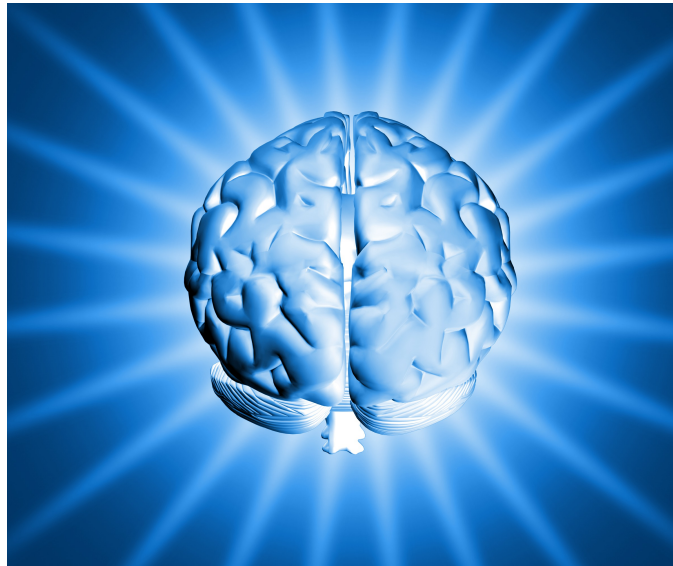


The MusicPreneur

Dawn of The Artist + Entrepreneur



Manifesto

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The Artist 2.0

Artist | ärtist|

Noun

- a person who produces paintings or drawings as a profession or hobby.
 - a person who practices any of the various creative arts, such as a sculptor, novelist, poet, or filmmaker.
 - a person skilled at a particular task or occupation : a surgeon who is an artist with the scalpel.
- a performer, such as a singer, actor, or dancer.

Entrepreneur | äntre pr no r ; - n r |

Noun

- a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
- a promoter in the entertainment industry.

Artist + Entrepreneur = MusicPreneur

Whether or not your particular perception of this world allows you to see the opportunities that surround you, possibility is everywhere. Yet there is a polarity between two very distant camps; those who are finding success at every turn, thrilled to be where they are... and, those who're still working on it.

But let's make one thing clear, EVERYONE has both the ability and the right to experience that for themselves. The question is, why don't they? Why don't you?

We've heard about the YouTube sensations like Karmin and Pomplamoose, we see the DIY success stories from independent artists and bands who've found their way to freedom and fulfillment from touring to licensing to sponsorships to clever merch sales via social media...

But are these case studies really just an anomaly?

What makes them the *exception* rather than the rule?

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What's different between THESE artists, musicians, songwriters, CREATORS.... and **you**?

While there may be an element of luck involved, I don't think luck was the deciding factor.

After studying many of these independent success stories, as well as others in many surrounding verticals, I recognized that it was always less about THEIR individual situations and the particulars involved, and it was much more important to distinguish the common threads.

The things that ANYONE can adopt, embrace, implement, which underly any of the specific case studies.

Over the last decade I've been able to correlate and deduce a simple set of FACTORS that when implemented cohesively-form the basis for everything you need to succeed in the New Music Industry and our NEW Economy.

I recognize that this is a bold statement, but in my experience-NOT adhering to these simple (though not *easy*) factors account for the larger cause of sabotage, symptoms, stagnation and our current situation within the Independent Music Community.

An entire book could easily be written on this subject, but the consolidation of these KEY principles can be broken down into the following core components.

1. **Mindset** 2. **Strategy** and 3. **An Effective Plan**

Throughout this report we'll cover WHAT you need to know, WHY you need to understand this, and because you're awesome I'll even offer you some free resources so you can begin to INTEGRATE each of these factors into your own mentality and overall music **business** approach.

Sound ok to you?

Cool.

So I'd imagine by now you may be somewhat curious as to who I am, and where I'm coming from; if not altogether-hands crossed skeptical about the questions and statements I've slung at your think box thus far...

So before we dive into the factors-let me quickly give you some background into my perspective to make this message and my narrative more clearly understood.

- ◆ **I'm Jamie Leger – I'm an Artist & an Entrepreneur.** *I create things, make things, and sometimes even break things... So i've also gotten good at solving problems.*
- ◆ **Carry On My Wayward Son** – *Over the last 10 years I've traveled a very "non-traditional" path. One that has led me through some pretty epic challenges and also allowed me to stumble across some major breakthroughs as well.*

I'll try to keep this as brief and as relevant to the context as possible because it's not really about me, and I understand your time is valuable.

I've spent the last 10 years making music, running a business, producing and marketing content online and I've purposefully and intentionally developed a number of specific skills to make my dreams a reality.

I've designed, built, and have been producing my own songs as a singer songwriter in my home recording studio since 2004. I've also built a few high traffic content sites (hundreds of thousands of visitors) and have been writing articles that have been published by hundreds of authority publications.

After a decade of successful *Content Marketing* as a DIY Artist and Content Creator, and 3 years of specialized coaching and consulting for Expert, Artist, and Personal Brands, (Modern *Content Creators*) I've built a lifestyle business that allows me to enjoy serving my clients and audience during the day, and create my own music as well at night.

I've had the privilege of working with 100's of clients and students at every level and have a very organic footing on the current state of our community and the surrounding artist and creative marketplaces.

I basically get to test, learn, apply and share what works at the ground level across a range of interrelated communities and all forms of CREATORS-doing amazing stuff in the modern world.

I was reluctant, and am still a bit hesitant to make such a public statement as I'm doing in this manifesto because of the way the ideas may be interpreted or judged, and since it's never been about getting public attention for me-i've always and only ever been about helping artists and

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other DIY'ers like myself as a hobby... For free. Out of interest and service on the side. I've kept a pretty low profile. But I was compelled to reach out, rattle a few cages, and hopefully inspire or otherwise draw the best out of you with this open letter to our community.

Just to be clear, at the time of this writing I've never made a dime off ANY independent artist. And I've done so intentionally, for a number of personal reasons.

My approach has been a bit more expansive and abundant, as I see the experts and thought leaders that I'm blessed to coach and consult as being on a continuum-where the majority of the principles and strategies I teach can be applied just as effectively for artists and musicians, as they can be for experts, authors, comedians, consultants... etc.

I've artistically designed a lifestyle that allows me to run a sustainable business, as well as get to share the insights, concepts, tactics, and strategies that are working in our digital economy with YOU, for FREE. You can thank me later. ;)

Besides, who are we kidding, *you 'ain't got no lute'* to spend anyway! :-> LOL

I am now in a unique position to be able to be completely immersed in this stuff from all angles, all the time. The amount of input, feedback and insight I get from multiple creative industries through being in direct conversation with my audience, clients, and students-from first, second and third hand experience-is incredible.

In addition to the 10 years on my own and well over the 10,000 hour limit in learning, applying, and studying the greatest in the world at each particular skill I wanted to develop, I test and try each new idea on my own as well (i'm not just teaching people, I practice what I preach.) In result, it's my honor to be able to share the most cutting edge, advanced, and PROVEN strategies, tactics, tips, and insights with you!

I've been plugging away at this for years and years, went to hell and back, (Well close, Combat in Baghdad) and I am excited yet exhausted as I deliver this to you today. It's been a long time coming.

The DIY-Independent Artist State of The Union



The initial bang of the post-industrial age brought with it the ultimate economical game-changer, and the most significant transformation to commerce in the history of the world.

Though our application of the tools and technologies we hold remains largely primitive, the opportunity is almost infinite and will continue to evolve.

The future of entertainment, education, skills development, and value creation in the new economy is innovation and specialized content.

----*It's not* mass production, "general practitioners," or mediocrity...

---*It connects* souls, impacts people, and allows EVERYONE to have a front row seat.

--*It's the unparalleled* experience and communication of Direct-2-Fan.

As pioneers in this brave new landscape, we have BOTH the opportunity and resources to fully express, create, connect, empower, inspire, and deliver the content; to tell the stories, and impact our audience in a way that's never before been possible throughout all of human history.

In our new world, the INTANGIBLE assets have become the most valuable form of currency-because **attention** is one of the most limited resources, thus OBSCURITY has become the elephant in the room.

But it is why for the first time in history-CREATORS, are not only the leaders, but the farmers, manufacturers and distributors of value.

Let's back up and go over that one more time...

In the NEW economy it's not "CONTENT is king..." It's the Content CREATORS who are king!



Everyone instantly became a publisher-and NICHE blogs, SPECIALIZED content became in many cases more valuable than traditional newspapers.

...But, again... EVERYONE instantly became publishers...

All barriers to the Production of ANY kind of content almost *instantly evaporated*, as did the dominance of traditional media, publishing/production companies, and even the big bad record labels.

The last 15 years have seen the rapid evolution of not only digital technologies like the internet, but have also laid the groundwork for the NEXT generation of artists, musicians, songwriters, producers, composers, and industry professionals in the new music business.

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The NEW Music Industry is already here. The *tools* are already here. What's NOT needed is another music app or some new startup technology company... What IS needed is that we *learn how to use the tools* and do our job better.



Communication and connectivity born of creativity - using the FULL palette of tools available to create value, art, freedom, AND fulfillment...

Better Content. Better lives. Better everything. It's good to be alive TODAY 'ain't it?

"Thank God you're making the artist savvy about the biz side, but not sacrificing their heartfelt honesty in their product! Keep up the good work!"

Betty Curtis

The Internet Forced The Music Industry & BUSINESS To Evolve

Early *dot-commers* burst onto the scene pioneering and even creating new business models.

Along with it, sort of on the side - in the shadow of the Yahoo's, Ebay, and Amazon-came a savvy new class of marketers who understood and exploited the opportunities to leverage all of the beautiful advantages that an MODERN business could be.

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Minimal effort, maximum output, automated processes, auto-pilot income, freedom of lifestyle, marketing mastery. Awesome!

That was all well and good, a marvel of ingenuity, leverage of businesses greatest leverage point... Marketing. THIS was good. This was progress. The internet reshaped the entire landscape of both the music industry and BUSINESS at large.

But the residual effect spawned countless *me-too marketers* as well as *get rich quick* seeker-who've pioneered and perpetuate the "copy and paste," "plugin profits," push-button bananza that springs to mind for most people when they hear the words "internet marketing..."

The bottom line is that despite the mess of fools messing up your perception on what's Involved... that make you cringe at the pop ups and outrageous headlines... You need to get your tail up to date and understand how to market and build your platform online.

The marketing and distribution channels became accessible to virtually everyone and the mass market has been splintered into thousands of tiny markets often referred to as *niches*. The shallow breadth of the mass market, turned into a marginal yet passionate depth of the **tribal** marketplace.

As Everything is wired up, the tools are now available, the networks continue to connect every corner of the planet, and over the last 10 years the infrastructure has been created to enable the tipping point for the New Economy, and the Dawn of the MusicPreneur.

Look, the distribution channels, communication formats, and resources suddenly showed up and global connectivity became available to everyone. The internet and digital communications technology rewrote every rule and every paradigm we'd been taught about school and business up until that point.

The NEW economy is built on HIGH VALUE CONTENT and Solutions, the TRUEST FORM of meaningful currency.

...O ya, that thing YOU do!



"I even print some of your writings and put them on my fridge... You should sell fridge magnets."

Dabin Lamm

Welcome To The NEW Economy

E-commerce technology changed the world of hardware and retail sales, and even BEST Buy-became Amazons showroom.

UNLESS you are Walmart, or want to be the low cost leader, it's not price, but brand loyalty that's the key to success in the New Economy.

Connection is in high demand, and trust has to be earned.

Here's why YOU are uniquely qualified to lead in the New Economy.

Businesses that are able to form *real bonds*, meaningful relationships, and earn brand loyalty are the brands that will thrive...

The New Economy is a world where brands that thrive are brands that are meaningful, that-stand for or represent something significant to their audience and customers. Why do you think “*sponsored content*” is such a popular model?

Emotional connection is the missing ingredient to brand loyalty. Brand loyalty is the key to success in business so long as you're not trying to compete solely on price.

Enter the “*social brand*,” and what YOU'VE been all along.

Brands that come to meet, to listen, to learn from their audience; to serve them transparently, to tell stories and create valuable content that is meaningful to them and to their lives are those who'll thrive in the new economy.

Creators, problem solvers, and MusicPreneurs will lead the way.

Trackin'?



YOU Are In Control!

Artists, songwriters, musicians, composers, producers, the supporting industry professionals and service providers all act as individual brands... Everyone essentially works together to provide the world with music, to make people feel, and to celebrate our humanity.

The biggest problem I continue to observe with my clients and students is that we as content CREATORS aren't fully embracing the additional roles and responsibilities in the MODERN world.



The NEW economy is now. It's created and controlled by YOU.

CREATORS are the leaders, farmers, and distributors of VALUE that will grow the economy, but more importantly, that the world NEEDS.

Your content heals. Your STORIES are what motivate, inspire, and ultimately illuminate the beautiful planet of ours.

You already understand that the internet changed the game. That the record labels aren't needed to define and obtain whatever success means to *you*...

And you understand the opportunities are real. The resources are there... People are, right now, at this very moment experiencing a feeling of endless freedom and fulfillment-doing what they love, for those that love what they do.

And you acknowledge that you can have YOUR unique version of that too, **right**?

So WHY do you continue to sell yourself short?

WHAT'S holding you back?

Are you CRAZY!?

...No. You're definitely not...

I'll bet my bringing this up, stating it in that way, has most likely already struck a chord with you-on some level?

The fact is, i'm NOT apart of the "*hand-waving* crowd."

I'm not apart of the "look at me, I did this, you're an idiot to not have figured out how ridiculously simple this is for yourself," crowd.

Don't worry about those people. They are hurting more than they're helping-and their lack of empathy signals an immaturity or inability to recognize the tremendous amount of unique variables at play in every situation.

No. My goal is not to minimize the very real obstacles ALL of us must traverse, rather to share with you some insight and perspective based on my experiences within our community, getting to know and address some of the biggest problems, symptoms, and causes that keep CREATORS from their KINGDOMS!

You are NOT alone.

The Symptoms...

Let me ask you something...

Do you think that your symptoms are unique?

I'm not talking about the underlying cause, which we'll talk about next... I'm talking about the surface level SYMPTOMS...

Now, I'm no psychic... Or am I...? But you are probably suffering from one of the following three things, if not *some* combination of them.

1. **Procrastination and Perfectionism** = You can't quite seem to get it all done, and can't quite reach that goal or finish that project. It's like there is a glass ceiling you can't seem to break-through. You may have developed some bad habits in behavior or your thinking patterns that lie at the root of the problem.

and/or

2. **Overwhelm and Overload** = You feel like there an element of unnecessary complexity, where you get stuck in paralysis, can't get started, and when you do-you don't know where to start.

and/or

3. **Loss of Perspective** = You feel like you're on a treadmill, where everything is functioning and working, but you are so caught up in the day to day-mostly mundane activities that you aren't really getting anywhere... Somewhere along the way you've lost that firey passion of purpose and connection to your mission. You've become a bit *too* comfortable with where you are at, and in result you are not growing or scaling your brand the way you could be.

It's confusing because their are SOO many things... You don't exactly KNOW what you should be doing NEXT, you're not exactly CERTAIN what the priority *should* be, or even where you placed your lucky pick!

It's a gnawing sense of not quite being able to get all caught up, that there's so much to do that your powers of focus are diffused and you start spinning in a million directions when you start to think about it all...

It's deeply frustrating to see all the "me-too marketers" and get-rich-quick salesman making all the money that YOU'D actually put to good use, that YOU actually deserve to be making because YOU are ACTUALLY in service of the greater good. A contributor to us all... Committed and able to do things others CAN'T.

But you can still make music. Tell stories. Move people. You can always come back to doing what you do BEST.

Yet, you do know, there's a whole lot more out there. For you. That you could do, have, be, cause, effect, CREATE...

The mounting animosity and skepticism and flat out distrust for everything business related keeps you in a place you are familiar...

A cozy little place you call home... Let's call this your *comfort* zone.

The frustration, confusion, and associations you've created with all of the aforementioned may have even developed into a stronger unconscious force-that shows up as real feelings, voices of doubt, self-sabotage and other evil forms of resistance.

Time continues to tick, your reasons continue to grow, your excuses continue to surface, and before you know it-you find yourself so beaten down you could actually be considering COM-PROMISE-or giving into the self-deprivation of your dream, your gift to US, and your mission in this one precious LIFE.

But LISTEN UP.

You DON'T have to take that. These are tricks we play on ourselves, that we allow to happen, that silently fester and prey on that four letter a-hole no one invited to the party... F-E-A-R.

What I want to make clear to you, what I NEED you to **remember**, is that these are just the SYMPTOMS, you can and WILL take control of that which you CAN. I'm going to show you, and prove that for you... I PROMISE that you deserve it, and that you are **not** alone.

Now, if I could just get you take out your credit card and make 3 easy installments of \$997 I can deliver you the solution...

What? Did you think I was going to give it to you for FREE!?

...Ok Ok. That's a sick joke, and I don't mean to play with you like that, I just wanted to lighten the mood a bit as we were getting pretty heavy there for a second...

Again, we're in this together.

You wouldn't be reading this right now unless you rocked, and I wouldn't do that to you. And just so you know I HATE that approach to marketing.

The CAUSE Is The Real Problem.

The real problem is NOT the symptoms.

It's NOT fractured focus, spinning wheels, or never being able to get everything done.

Although you DON'T know where to turn, or who to trust, or what EXACTLY you're supposed to do...

Never mind you DO feel stuck in place, frustrated by things you can't control, and can't quite get caught up.

Their IS a solution.

Again, it's not going to COST you *anything* but a commitment and an open mind.

You CAN stop compulsively checking Facebook, Email, your Twitter, or cute cat videos on Youtube and immerse yourself in meaningful-high value work.

But first, what we need to do is look at the root cause for why you're not...

I'm not talking about confronting some demon, some physical or emotional trauma, or admitting that you are a lazy SOB... Please remember that NONE of that stuff has anything to do with YOU, anyway.

"God Bless you, Jamie!!

That was the answer I was looking for!! Thank you Thank you!! And I hope that your music career is going reallyyyy well too!!"

Tony Brown

In The 21st Century You Are BOTH Artist AND Entrepreneur

You are simply NOT embracing all of the added responsibilities that inherently come with all the NEW opportunities of being an Artist, Musician, Songwriter, or Producer in the **Modern** World.

You are not embracing what it means to be a MusicPreneur.

But most likely, no ones ever told you *exactly* what that means...

So let's get into that now.

Remember how I told you there was a certain set of factors that were the key determinants to you living your dream?

Well at the highest level, there are only two reasons why you don't have exactly what you are capable of creating for yourself...

Quite simply... it's the mentality, or the method.

It's either the psychology, or the methodology. What you're thinking or what you're doing...

More **specifically**, you are stumbling over one or more of the key factors we are just about to discuss.

These factors can be grouped into three categories...

The right MINDSET, the right STRATEGY, and an Effective Plan of Action.

Those who integrate what it means to be a MusicPreneur, embracing BOTH sides of their brain, and who become both Artist AND Entrepreneur- will find success no matter WHAT they do, while those who don't will be left behind. I hate for it to sound so fatal, but I know no other way to put it.

The game changed as did all the old rules. While most of us recognize this statement, I think



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we need to take better strides to educate and empower each other, share what's working, and learn to better use the tools at our disposal to fill the world with music.



The Key Is Clarity and Focus

What's needed-first and foremost, at the heart of any meaningful progress is obtaining a certain level of CLARITY and FOCUS.

As creatives, it's just too easy to meander...

As we talked about earlier, the music industry is tiny. It's been fragmented into smaller NICHES of tribal communities, and it's up to you to find, connect, and create with YOUR audience.

That's a beautiful thing.

We're all GLOBALLY connected, and the entire business exists in the palm of your hand, on demand.

But in this technology driven, mile a minute world we live in-the urgent need to readdress the basics is crucial. We can't forget the fundamentals... The fundamentals don't change.

You've got to back track in some cases but you *must* get **clear** on what it is you really want, on what you are really meant to do, on what you are really here to say and who you are really here to serve!

It's so glaringly simple, yes, but I think you'll agree that most people miss it. Ya?

Once you've pinned that down the best you can, (which doesn't need to be perfect, by the way ;-)) you've got to form an effective strategy and create an effective plan of action.

Again, the basics... You just need to learn how to apply them to the modern world as a Music-Preneur.

Johnny's Story + Lesson

Let me give you an example so I can try to eliminate as much of the generic disconnect between the words you are hearing-that you've probably heard a hundred times before, and the practical meanings associated with them-as possible.

Application can be difficult if you are not able to picture the details for how to plug this stuff into your life and career.

Johnny's playing a couple shows a month with his band at some local spots, he enjoys it, and he's getting around 20+ fans that consistently come to see them play.

His mailing list is several hundred strong as is his twitter following and Facebook fanpage.

When he goes to play shows he's usually making 5-10 CD sales and collecting around 15-20 new subscribers.

Johnny's been doing what he feels are the "right things" for a couple years, yet things haven't really taken off like he's imagined and he's not exactly sure why...

How can the power of our friends **clarity** and **focus** help him out?

Well first of all Johnny had never really gotten clear about exactly WHAT he was trying to say/achieve/accomplish/put out into the world in the first place... He just wanted to make music that moved people and that felt good. He wanted to make music that touched people in a unique way.

He'd never really thought about his ultimate Purpose, or Vision, or Mission, and certainly didn't like the idea of "setting goals." He'd felt resistance about having a "Strategy" and opposed to creating "Outcomes."

After some discussion and pointed questions he found that internally, intuitively, he felt that doing all that "goal setting stuff" somehow infringed upon his "go with the flow" spirit and value system of "just enjoying the moment."

What he soon learned was that he was actually doing himself a *disservice*-based on a misunderstanding of how this actually works. He began to crack the *aha smile* when he realized the benefits that true Clarity and Focus would have on every aspect of his career & life.

Go Johnny Go Go Go!

While johnny had some profound discoveries he was able to connect to the real reason he was sort of *stagnating* in the first place... He was afraid to step out of his comfort zone, and he didn't have a reason that compelled him to put himself out there.

He wasn't thinking practically, consciously, about what he COULD do; instead he was thinking restrictively about what he COULDN'T... Or WHY he shouldn't.

Through getting clear and focused on those 4 simple-yet profound questions, he sparked a whole new force of energy and passion for his music, for who he was talking to, why he loved doing it, and what he was actually saying!

He learned that he needed to think like an entrepreneur and develop the *entrepreneurial skillset*, because it was up to HIM to run HIS business. IF he wanted to call himself a PROFESSIONAL he needed to manage his brand like one.

Consequently he learned to enjoy marketing his message, he found he was actually pretty good at it when he got a bit creative and put some intention behind it. He began to cherish any and all interaction he had with his fans as a huge privilege, and they responded favorably as well!

The business and marketing aspects were a fun little game he got to play, which he was in TOTAL control of! His renewed enthusiasm sparked a slew of creative marketing and publicity ideas and everything poured out of him at his shows. This positive contagiousness snowballed into bigger and bigger turnouts, more and more sales, better venues, and a substantial online following that he cultivated and grew a lifelong relationship with.

He shifted from unconsciously desiring big long-term goals to focusing on conscious, small, pointed victories.

Instead of saying ONE DAY things will be like "x," or comparing himself and his career with others, he created a focused plan of action-with a bias towards measurable, practical, achievable outcomes. He set the game up so he could win based on continuous and consistent small victories.

His goals went from playing Madison Square Garden by Tuesday, to THREE very reasonable

initial goals that would help build a solid foundation and help him gain some noticeable momentum.

Goal #1

Johnny's primary goal was to become a self-sustaining professional-that could pay all his bills and manage his business. At first, he didn't even set a number, he just wanted to make more money coming in than was going out by the end of the year.

Goal #2

The second goal was to build a relationship with 1,000 new fans through his combined promotional efforts and turn a profit **or at least break even** with his upcoming album (even if thats just ONE dollar) by the end of the year.

Goal #3

His third goal was to develop the CONSISTENT habit of writing one compelling blog post and emailing his fan-base once every week. For the next 52 weeks.

Johnny found a savvy, strategic thinker who was good at marketing and worked with him to form a strategy and ground level action plan that bridged the gap between where he was, and where he wanted to be.

Johnny explored several additional streams of income that he could add to supplement his music, merch, and performance revenue. He learned about and began generating decent income through licensing and private lessons on the side.

He consulted with someone who knew what it took to follow through and get results, he learned about the importance of setting up the right environment, the impact of accountability, and how critical having good habits would be to meeting success at the end of the year.

Johnny was proactive, and he was prepared.

He had a mission, a strategy, and a solid plan.

Johnny smashed through those goals well before the end of the year and with a new-found confidence looked back on how far he'd come. Although he wasn't quite playing Madison Square Garden, something clicked and he finally got it. Johnny was set. He knew what it took to make anything he wanted in the world happen.

As he sat down to set the goals for the next year, he realized it was never about playing Madison Square Garden in the first place, but he was confident he could make that happen if that's what he decided he wanted to do.

Ironic?

No...

I've Got The Power! Duhn, duhn, da-da Duhn.

Johnny re-learned the power was always at his fingertips. HE was always in control. Johnny learned the unstoppable force of Clarity and Focus.

It's easy to get overloaded, overwhelmed, or to overcomplicate the sheer volume of tools, technology, tactics, conflicting advice...

It's too easy to listen to the voices and people around you who cause you to doubt your capability, or your possibilities, and your unique artistic expression that has never before nor will ever again exist...

But I **IMPLORE** you to resist the resistance. You are a **NOISEMAKER** you are a Modern Creator.

You tell the stories, question the patterns, create your ideals, prove what can be done, live your **FRICKIN DREAM!**

It's up to you.

I hope you've had at least one major insight from our conversation and have gleaned some wisdom that you can APPLY right away from Johnny's story. I encourage you to write this down and implement it as soon as possible.

The moral of the story is that a *slight* shift in perspective, answering some very simple questions, and putting those seeds to work in a practical way completely altered Johnny's career and what he's been able to accomplish in the world.

Johnny's now a thriving MusicPreneur, and there are *thousands more* roaming around the globe making people sing, dance, laugh, cringe, make love, and transforming lives through the power of the gifts they've been given.

They have no need for a traditional record deal-as they've woken up to the fact that was never their TRUE intention or goal ANYWAY. It wasn't fame or fortune they were *really* after! Their calling, their passion, and their purpose went deeper and through persistence they've been able to experience the holy grail of the modern world for us CREATORS...

ENDLESS Freedom AND Fulfillment Doing What They Love, for Those that Love What They Do!

Does that sound like a nice "idea" to you? Does that resonate with you?

Do you REALLY want to be Brittany Spears? Last I checked, she wasn't doing to well... But I haven't checked in a while.

These MusicPreneurs I've been telling you about... Ya know, their stories AREN'T much different from yours. They don't have much more "special ability or talent" than you do, nor do they have any more resources than you could get a hold of if you got clear and focused, formed the right strategy, and built a solid plan.

I look forward to getting that note from you one day sharing what you've been able to accomplish through some idea or insight I may have helped spark for you, or ANY kind of success you've been able to achieve for that matter!

"Your specialized coaching and consulting has been a gift that has changed my life. You have helped me build a sustainable business, optimize my web presence, learn the foundation for creatively marketing my content, AND finally launching my first original album... all in the space of just over one YEAR. Amazing. Thank You!"

Spencer Michaud

The KEY Success Factors For Modern MusicPreneurs

New Music Industry + The Lifestyle Brand + 21st Century Creator = The MusicPreneur

So let's dissect and go over these key factors and get clear on them because just like a good melody, *repetition* is key to learning and lasting change in habits and behavior.

The MusicPreneur integrates BOTH sides of the brain into an expansive, dynamic, limitless value creation and expression device.

Your Job is to Create Value and then CREATIVELY tell people about it, to build a loyal fan-base through the content marketing process, and build a profitable brand that allows you to experience endless freedom and fulfillment doing what you love, for those that love what you do.

*And also to always keep your eyes and ears open for any additional ways you can solve problems, add value, or develop meaningful solutions along the way.

I think the best way to do this is to think of yourself as building a LIFESTYLE brand-where you have MULTIPLE streams of income, make your own rules, and become your own boss.

The key thing is to DESIGN the exact kind of lifestyle you want, and then reverse engineer what it takes to make that a reality. Now, in the meantime-while you're working your plan, you aren't "waiting" for the distant future where you will supposedly then begin to "get there," but rather you are doing the same things you are training yourself to do now through conscious habits and clear focus.

Not so much just "act the part" now but DO the actual stuff to BECOME the person/artist/leader you want to.

If you identify the skills, form great habits, design your ideal lifestyle, and start doing ALL you can right now with what you got, then there's really no disconnect when more and more opportunities show up because you ALREADY have built a rock solid foundation-doing the right things...

Make sense?

Mindset: Attitude Is Crucial

Factor #1: Identify, Clarify, and Align Their Unique Value Positioning

The MusicPreneur gets *very clear* on their Unique Value and what they can contribute to the world.

MusicPreneurs realize that they are worth the VALUE they are able to provide in or to peoples lives. They don't act entitled, nor do they complain when things aren't fair-because they are too busy finding the solutions and CREATING more value.

They realize that they are the farmers and creators of value in the new economy, and their focus is on creating unique content and experiences-and always finding ways to add value to the world.

They don't get stuck in any mentality of distinguishing themselves by saying things like... "Well, i'm me, isn't that good enough?"

While you are uniquely valuable, no doubt... In the world of commerce, it certainly doesn't put bread in your beak. Sometimes you have to get brutally honest with yourself about what you are *really* able to bring to the table, it's not always pleasant-but you'll be better for it in the long run.

Factor #2: Shift From Limited To Expansive Thinking

The MusicPreneur shifts from *limited* to expansive thinking.

Those who were complaining about the Amanda Palmer thing-with not offering to pay the bands up front... We're NOT quite getting what it means to be a MusicPreneur.

All Amanda was doing was creating more value and opportunity, the responsibility fell SQUARELY and solely on the backs of those who were given the chance-to make the most out of the rare opportunity they were presented with.

This somehow turned into a “community debate” around how musicians are unfairly being exploited... As creative folks, we have a tendency to get carried away with opinions and “conceptual” arguments.

The fact is there are opportunities ALL AROUND us-we just have to pay attention and use our minds to focus on solutions-rather than problems.

NO, age doesn't really matter anymore. You don't have to be 16-25 and attractive. Seriously! You just need to shift the way you look at things a little.

Factor #3: Get Over The CREATORS Curse!

The MusicPreneur gets over the CREATORS Curse.

The Creators Curse is one of the most common problems I see, it is PLAGUING our community at current, and it's diagnosis usually starts with something like this... "Ya know Jamie, I'm just not really a "PROMOTIONAL" kind of person.

It's just not in *my personality* to DO any of that *Marketing or Sales* stuff..."

I sort of chuckle as I readdress this recurring little theme we all go back and forth with from time to time...

Marketing and sales are not evil. The problem has to do with your attitude and perceptions of what they mean. There are two forces at work in the CREATORS Curse, but at the core the problem seems to stem mostly from an “un-worthiness” which translates outward and mixes in with hard-wired programming around money and profits and business, o my.

This couldn't be a more deceptive little mind-virus and I aim to eliminate it's unconscious contagiousness as best as I can-because when you really think about it, it is ROBBING the world

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of much of the fruits you and many more of us could be producing for each other.

But on the surface, where most of us think the problem is-we are inherently creative and the idea of having to “sell ourselves” or being our own salesman-just don’t jive with us. But, of course, *we only want to be responsible for doing what we love!*

However there’s a flip side to this whole coin... Remember? Ya know that part about THOSE who love what you do!?

The whole premise of value creation implies that it is *valued* by an someone other than just our ego, our mom, and our dog. Our audience! Can’t forget that part or you won’t have a career...

Well, that part requires US to step out of our comfort zone and get our message out there!

Who can be excited about you or what you're doing if you're not?

You’ve heard that before, but look at things objectively for a minute...

Most people are NOT excited about what they are doing. You must be excited about what you are doing enough to the point where you are just about bursting at the seams!

The Creators Curse fills us with all kinds of shame and doubt around being compensated with what we deserve, and being self-promotional. This is a really deep-seated little virus for Creators-that has been wired into our brains throughout generations and generations of tradition and cultural beliefs.

We don’t have enough time here to get too far into it right here but I want you to really examine and be mindful of your thoughts and beliefs about this. Feel free to send me your stories, questions, and specific issues around this and I’ll do my best to address it in a Q+A session/training.

Essentially, it’s all come to the forefront in the modern world-it all just happened so suddenly and our brains need time to catch up. So many of us have struggled, or ARE currently struggling with this insidious little bugger at some level.

The fact is that marketing is just effective communication, and sales is the natural result of building a loyal audience that supports you. You have to first **Connect**, **Overdeliver**, **Receive**, and **Elevate** the relationship. That’s the CORE.

You **SHOULD** be excited to share your message, and it **IS** healthy to want to give your gifts to more people. There is no shame in it whatsoever, and if you are worried about asking your

audience to buy your music or support your projects-then you've clearly got the Creators Curse.

Your mindset needs to shift from money-shame and "selling," to value creation and delivery. You're not knocking on people's doors selling things people didn't ask for... You are connecting and building real relationships with people who raise their hand and want to support you. That's the foundation of how all of this works.

Let your audience support you!

"Hi Jamie – Glad to be here. Can't believe you do this all for free, you are a "Saint" to all us musicians – who have no money – and are trying..."

Bill Madison

Factor #4: Develop The Entrepreneurial Skill-set

MusicPreneurs Develop Their Entrepreneurial Skill-set.

They learn the fundamentals of business and understand how to run a profitable brand. They know how to track expenses, set a budget, practice critical thinking, and work their tail off for years and years without any one telling them to.

MusicPreneurs become both the Artist AND the Entrepreneur, synergizing both sides of their brain to create lasting freedom & fulfillment and the lifestyle they choose.

They FIND a way to make a living doing what they love. They are not fond of *compromise* and are willing to work their ass off instead of it.

Personally, I've found there is an inherent art to HOW you run your business as well, and I'm not sure there is a better way to express this-at a greater capacity than through a *lifestyle business-designed by an artist*.

Trackin’?

Factor #5: Obtain Clarity and Focus From The Start

MusicPreneurs are that rare 2% that obtain Clarity + Focus in and ON their careers.

It is central to their high achievement and the seeming *effortlessness* to a life of purpose and flow. I think I’ve harped on this point enough by now, but it’s the cornerstone of everything you are going to do in your life. It all starts with Purpose, Vision, Mission, and Goals.

Mindset, Strategy, and an Effective Plan.

I got your back, Jack.

It’s not as pie in the sky as you may think, the avenues and the resources are there. You may have to do things that are uncomfortable for sure, but any-things possible.

What’s your ideal project?

- Do you need/want corporate sponsorships?
- How would it cost to fund your project entirely?
- What would the ideal/dream situation be?
- What resources do you have access to right now that you are not utilizing, or not utilizing as effectively as you could.

Disciplined Focus

You have to focus on the highest leverage things. Period. Everyone has WAY too much to process. It is an unrealistic expectation that you are placing on yourself. You have to ELIMINATE

Things from your radar of “pay attention to’s...”

You have to do ALL you can where you are with what you got. Prove what you can do with everything you’ve already been given, and more will show up.

Constructive Imagination

As musicians and creative people we have an ability that most do not...

We can paint vivid, emotionally engaging illustrations with our minds, we can frame ideas, stories, concepts-in a uniquely valuable way that draws people in to listen, to learn, and to engage with...

But as you may know, this *can* be both a gift and a curse...

We can just as easily create *very negative* pictures and create very destructive emotional impressions in our minds.

This necessitates that you DO have to discipline your mind a bit more. Again, it’s just part of the responsibilities with the gift you’ve been given.

But there is TREMENDOUS power and beauty in this, and it is one of the most incredible facts about your reality.

Factor #6: Think Big, But Keep It Real.

MusicPreneurs think and dream BIG, but direct their energy and attention into the present moment. They understand the here and now is all there

ever is so they focus on mastering their actions in each moment.

The underlying theme that you want to install into your thinking is that it all starts with the NEXT step. No matter how big, no matter how exciting your major goals and lifetime dreams are-you need to focus all of that energy and enthusiasm into the single NEXT action.

Once you've set the mission or individual goal, then you create a project AROUND that goal so you can fill in all the details of what needs to happen to get there.

Turn your goals into PROJECTS.

Don't get me wrong, I am not saying that you shouldn't dream and imagine as big as you can... MusicPreneurs are MASSIVE thinkers, but a long-term vision can sometimes look like a scary and seemingly insurmountable obstacle to focus your energies effectively on the next step-in the only time you'll ever have... The *here* and NOW.

Design Your *Lifestyle* Brand

A MAJOR “Aha for me hit when I realized that what I really wanted was a **lifestyle** where I was free to do certain things-when and how I pleased. I wanted to experience my version of heaven on earth. Which for me was ENDLESS FREEDOM AND FULFILLMENT doing WHAT I LOVED, for those that loved what I do.

It really WASN'T to be the next Justin Bieber or Justin Timberlake, honestly. That's not the lifestyle I wanted, and It's just not ideal for me. I think there are probably a few real perks to that lifestyle, but I bet when you pull the curtains back you won't really find all that many...

You have to look at the LIFESTYLE you want to build, not just the one or two big “you made it” moments.

But you can CREATE and DESIGN whatever YOU desire, it's completely up to you my

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friend... I just think too many of us can slip into thinking that there's either BIG massive success with national radio play and Madison Square Garden... OR complete failure playing cover songs at the local diner... It's never as black or white as that.

The more I think about it, the more it even feels like a "canned dream." There's not much depth to it besides a few momentary thrills. I think there's so much MORE that we have to offer, that what we can and FINALLY have the resources to do is just too massive. The old model has evolved, I mean, we have 3 DIMENSIONAL *PRINTERS*!

It's time to live 3 DIMENSIONAL **LIVES**. Become 3 Dimensional BRANDS.

If you even UNCONSCIOUSLY find yourself entertaining the notion-that you need something or someone else to *validate* or give you "permission..." then I want you to picture a drill sergeants hat atop my ugly mug and screaming voice yelling-STOP THINKING LIKE THAT! Get Clear and Focused! What do you REALLY want, PRIVATE!?

You can certainly have that if you do in fact determine that's what you REALLY want, AND are willing to do whatever it takes to get it...

But that's such a limited and old-school way of thinking, and I hope to inspire you to think like a MusicPreneur in the MODERN world!

The main focus is that you place the emphasis on growing your brand in a completely unique way, built on your own individual values, purpose, and objectives; and the key to doing that is to really focus on each step and consciously construct the business and lifestyle that you want.

Start to live the life you want right now! Do as much as you can right now-with what you got.

It is the attention to detail that matters, and consequently causes one to focus on each step, particularly the NEXT step-as being AS important as the one thirty steps down the road. It forces you to ask the right questions because every move counts, even if that decision is simply to JUST KEEP MOVING.

"Wow...Jamie – what an awesome story!! I have found your articles extremely helpful, I actually READ your posts/emails. I really dig it, If you wouldn't mind keep sharing!"

Dan Oswald

Factor #7: Persist and Persevere.

MusicPreneurs have an uncanny willingness, a tenacity to stick it out and overcome any obstacle. To adapt and overcome. To persist and persevere.

This NEVER quit, ALWAYS *complete the mission* attitude is a hallmark characteristic of MusicPreneurs.

This is an attitude and an uncompromising stance on their values, their vision, and their purpose. You can't teach it really, but you can spot it, and it's a trait I already know you have within you. I encourage you to fight for what's rightfully yours and don't let *anything* stand in your way.

Don't let your OWN self/brain get in the way.

One of the most important things I learned from being a soldier, was a very simple notion, but it has had a profound effect on my core values in my work and in my life, and has proven to be an especially useful "mental tactic" or productivity tweak with regards to my digital workflow, as well as in my ability to always persevere.

The concept is very simple, so I'm not going to draw out a long and detailed story to preface it because I don't see the necessity.

Life and the mentality of a soldier can really all be boiled down into being able to act DESPITE, or IN-SPITE of any mental or physical obstacle and simply COMPLETE the mission...

Whatever that may be.

It is about focusing all of your energies and attention INTO a SINGULAR, often times *extremely basic* action, that is your objective.

I think at the most granular of levels-as a lowly grunt, (that was me) this explanation captures

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the most practical function of success as a soldier.

No matter what obstacle, be it real or imagined, and just keep putting one step in front of the other, and do whatever it takes to COMPLETE THE MISSION.

Use what you have, EVERYTHING you have, to the BEST of your abilities, to get the job done and achieve the objective. Persist, and you will complete the mission.

MusicPreneurs just keep taking the next step. Our creative minds can be both a blessing and a curse, but you are like “the programmer” in the last Matrix movie... Take responsibility.

There is ALWAYS - WAAAAYYY more reason NOT to do something that you are uncertain about or unfamiliar with, than to simply do the thing.

You have to train your mind to overcome all objections that it can throw at you as possibilities... This is the resistance.

You gotta get HUNGRY.

Now look i’m just driving right past all the B.S. and getting to the core things. You may not understand exactly right now, but the further you travel, the more this stuff will click and help. But you cannot know until you take those steps outside of your comfort zone.

If it sounds like i’m talking a lot about the “mental stuff” -that’s because I am. It’s the **root**. Everything starts there, and you need to learn how to utilize and control it, or it will control you. The crazy mysterious truth is that the mind is the most dominant factor at play in your success or lack thereof.

Structure & Environment

As I mentioned earlier, one of the keys is to not only “act the part now,” but do the things to BECOME it. To build the habits, develop the skills, and engineer the ideal lifestyle you want to live and start using EVERYTHING you have right now to do the best you can with what you got.

I think it's important to mention that your environment plays a big role in helping or hindering you. Remember, MusicPreneurs are not half-in, half-out kinda cats... We play and perform at our best, so we have to train and structure our environment to facilitate that. You can do this by setting up filters and an ideal environment for continuous peak performance.

You just have to train yourself to stay in this state of being, that takes work, and a lot of determination. Unfortunately I don't know a way around this, if you find one, please let me know. But if you don't have a structure in place, one that is built on a solid strategy, and of which you enjoy doing almost all of the things, you are going to have a hard time staying consistent to the level that is required to make massive amounts of momentum, which is required to grow into a professional and complete your mission.

Strategy

The New Music Industry consists of a number of Loyal Tribes and Communities centered around a band, brand, or message. Clarity and Focus is so critical because there aren't very many *nicely-paved roads* anymore...

Everything is relative. Success, as well the appropriate strategy for it's obtainment-is also relative.

It starts with a song, then the performance (live or recorded) - which delivers the experience for the listener who forms an opinion of it. That's the foundation. Everyone on both the music and the business side work to support that happening to greater or less effect. To deliver an experience to the audience.

Once that connection is made-that is your opportunity, rather, your responsibility-to engage and

form a meaningful bond. This relationship between your music, you, and your audience is the make or break factor that everything depends upon.

Your job is to form the strategy to marry all that good stuff together.

In order to form that strategy yourself, there are a few things you need to understand.

Factor #8: Learns How To Use The Modern Tools

MusicPreneurs realize that the technology doesn't have to be complex, it doesn't have to be overwhelming. There are an exciting-and amazing set of tools available and they learn how to use them. This pays off in multiple ways for the rest of their lives.

In order to execute any strategy you have to know the tools. D-2-Fan is the industry changing model that allows us to directly engage with our audience and fanbase in a number of ways including in-real-time.

The communication formats, the distribution channels, these are your CORE tools. You must learn how to use them to generate traffic, build and engage your audience, and create a community around your content.

Our industry is still in its infancy, I mean there are SO many solutions, SO many ways for us all to get involved and BUILD it up exactly the way we want!

The more savvy, the more opportunities you will be able to both SEE and act on. I've broken the tools down one by one in my bootcamp training series-I'll mention below. Again, if you will take the training, APPLY IT and get some results-I'll not only let you access the training for FREE, i'll feature you to the whole community once you do and you can share your story to help and inspire OTHERS as well!

There is too much partial, outdated, incomplete information out there. There are too many new tools that aren't being created around MUSICIANS and ARTISTS actual needs, too many flavor of the month apps coming out and not enough "how to use the ones we already got." All in all, there's too much NOISE. But I digress.

Factor #9: Form a MODERN Content Strategy

The MusicPreneur forms an *effective content strategy* and integrates the *content marketing process*.

Here's where we fly from the outer fringes and plunge straight into the modern world.

Though the buzzword bingo may have landed on a term you've likely heard tossed around recently, as a DIY Musician/Independent Artist, Content Marketing is an important concept you need to understand.

Further, forming an effective Content Strategy is the way savvy MusicPreneurs and DIY Creators of every type are going to build a loyal audience, a truly sustainable career, and a profitable brand in the modern world.

As the majority struggle (and understandably so) with the overwhelm and unavoidable frustration of trying to piece everything together, those that are going to emerge on top once the dust settles are those that understand the concepts I'm talking about here and will have built their brands foundation upon it.

Basically, there are only two direct approaches to selling your content online. (your music/art, products, merch) But there is a big difference between the approaches that are successful and those that are not.

1) Send cold traffic directly to an offer page where you ask for the sale. The end. BUY MY STUFF HERE!.... Which can work for a 99c download sometimes, but not much more.

or

2) Send targeted traffic to valuable content and build an engaged audience through adding further value and nurturing a relationship; and then at some point transform them into a loyal customer.

Route two is the name of the game. But it doesn't happen by accident. You have to shape a uniquely appealing experience for them to get to see what you're all about. With me so far?

Well, zoom out a bit and apply this same principle across all industries, and that is the role of "content marketing." The big brands make it sound all complicated, (which in some cases it CAN be) but it SIMPLY means using your content to engage and open a dialog with your customers and build a relationship, and eventually grow a loyal customer base who support what, why, and how you do what you do.

Which at this point won't require any selling or loud banging noises to get their attention. You understand this, and it's the same process on *or* off-line. You CONNECT with them-like at your live events, you WOW them by over-delivering and forming a positive impression. Now they are interested in you, and here's where you receive their permission to followup and build the relationship further.

Content Marketing is a term that encompasses the whole process of creating, publishing, and distributing content for the purpose of building a brand. It's how you build a brand online, and the Content Marketing Process-or the TWO-WAY conversation between you and your audience-is something I want you to understand for a number of reasons.

Content Strategy refers to the pre-production phase of goal setting and planning *any* new body of valuable content, in order to maximize its impact and effectiveness.

The *Content Marketing Process* just refers to the specific process an individual brand is implementing to create and market content for any kind of brand building or business campaign-such as an album launch.

All content that is created to truly add value to an audience and build a brand (with the exception of a purely personal blog with absolutely zero business objectives now or in the future) is essentially content marketing.

Amanda Palmer's blog still serves a business objective, because **she** is a brand.

The Content Marketing *Process* is ONGOING

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Content marketing is best thought of as a process. An ongoing conversation with your audience based on the creation and delivery of content that adds value to their lives.

You are actively engaged in the conversation with your audience and continuously developing the content and the value you are able to serve them with.

When we talk about a Content Marketing Campaign, we are talking about the specific results or outcomes you set for a given period of time, which starts with the OUTLAY of a Content Strategy.

Until you have reached a critical mass and have already built up your audience, the purpose of a campaign is to achieve a resulting outcome or objective.

The whole purpose of the content marketing process is to engage with your audience, connect and develop a genuine relationship by adding value to their lives, and through this process of interaction, listening, producing, you can continue to add more and more value to their lives and build a loyal tribe.

You are the story-teller AND you are the producer. As a MusicPreneur you are both the content creator-AND you are the publisher of the magazine.

Factor #10: Master 5 Core Functions

MusicPreneurs learn and master the 5 key functions and areas of management.

As you are now aware, OVERWHELM and CONFUSION is a problem of epidemic proportion. It holds so many people back from fully realizing their potential, sharing their gifts and message with those that need to receive them.

It drains energy and is causing all kinds of problems in society. I've spent a ridiculous amount of time and energy creating a COMPLETE framework that breaks down your core tasks and areas of management. It seems a bit simple at first, but it's meant to take the CONFUSION out of WHAT you need to focus on, and give you a rock solid mental construct to simplify things a bit.

Let me distill it down for you.

The FOUR “*wheels* of the vehicle” are...

1. **Production + Process**
2. **Positioning + Branding**
3. **Promotion + Partnerships**
4. **Performance + Profits**

Which “support the *frame*.”

5. **Platform + Audience (The Master Function)**

For example:

Until you have HIGH VALUE Content-which inherently implies that it is valuable to some group of people who would PAY you for it, you don't need to work on making your website prettier or setting up a new social media profile.

Your FIVE core functions are:

1. To Be Able to Develop, Create and Communicate High Value Content (**Production**)
2. To Define, align, and communicate your brands message & Unique Value Positioning (**Positioning**)
3. To Drive Targeted Traffic To a Sales Funnel That Works (**Promotion**)
4. To Profit, Test, Measure, and Improve all results through effective performance analysis.

(Performance)

=

5. To build and maintain a loyal audience that loves what, why, and how you do what you do.
(Platform) The Master Function and the KEY to success in the NEW Economy. You need to build your foundation solid and stable.

An Effective Plan: Master The Fundamentals

Again, it all starts with getting clear on your purpose, vision, mission, goals, forming a strategy and then building a solid plan.

I've actually built a plan that will teach you how to use the tools, master your functions, implement the content marketing process, and form your OWN custom content strategy. It's called [Content Academy](#) and it's [The Official Bootcamp For MusicPreneurs in the Modern World](#).

It is a specific action plan and roadmap to deeper learn exactly HOW to do all this stuff, as I cannot fit everything into this report.

And o ya, it's yours GRATIS!

[You can signup to the training program here-for a limited time.](#) Meaning, I'll have to cut it off once we've reached the limit that I feel I can effectively serve at one time.

In Conclusion

The New Music Industry + The Lifestyle Brand + 21st Century Creator = The MusicPreneur

That time in the evolution of history that we've been dreaming about as artists and creative professionals, is. now. The whole world, your global audience, and the New Music Industry is WIDE OPEN with possibilities, waiting for you to embrace it and contribute something AMAZING!

We are not really in a recession so much as we are in a state of economic change at a funda-

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mental level. Competition increased, as well as the requirements to rise above the noise.

We are now experiencing the very real shift of actually leaving one whole world of how the music business and business in general-used to be, and are almost completely setup in a new town with new rules and about as many opportunities as anyone can imagine.

MusicPreneurs are the Content CREATORS, the story-tellers, the noise makers in The Modern World. This is the new gold rush-only we don't have to look outside or plow through dirt... Although we must mine the unique gifts, experiences, and opportunities around us, just like a hundred years ago, you gotta dig, you gotta know what you are doing, and you have to do the work.

Our primary competency as a professional, outside of our craft, is content marketing.

Listening, developing, and harvesting high value content-building a brand and an that resonates with it... That is the VEHICLE, and an essential skill for MusicPreneurs in the modern world.

The tools are only as effective as your ability to use them. I think we can sort of take for granted sometimes just how awesome the power we have at our fingertips actually is... Think simple yet sophisticated. He who can control and discipline his attention, will find an audience that gives them theirs.

I often hear a lot of talk about what the next NEW “thing” is going to be... Some super technology or social network that instantly takes the world by storm. While continuous advancements in science and technology and the cure for cancer are all exciting, spending time thinking about flying cars is a fruitless exercise.

It's not MORE technology we need, it's the need to use the tools we have BETTER.

Think in terms of mastery.

The symptom is that most of us have very little strategy, no plan, (or one we don't stick to) and spin our wheels online unable to ever gain any real traction. The colossal video game we are playing distracts our attention with buzzing jackpot sounds from the pinball machine that is our attention span.

The *entry level requirement* to be successful is clarity and focus. You must embrace ALL that it means to be an Artist AND an Entrepreneur in the modern world, and once you do-you can write your own ticket.

The MusicPreneur Manifesto - Dawn of The Modern Artist + Entrepreneur

It's about mastery, depth, contribution, and most importantly doing WHAT you love, for those that love what you do. It takes work, but if you persist it will pay off.

Don't wait for something to happen in the future... Build a lifestyle, design your life down to the right habits, exercise conscious thinking patterns, and plan small victories with PRACTICAL outcomes. Think global, act local, and set yourself up to win. Do ALL you can-where you are-with what you got right NOW.

In a world of pitchfork and shovel salesman, where widgets and tools arm the hands of men who don't know how to use them, yet line the pockets of the men that sell them-I remind you that YOUR CREATIVITY is the DRIVER.

You are a CREATOR in the modern world-and at the forefront, the FREAKING CUTTING EDGE of human history and technology. and life is short. People still don't have clean water in Africa, and there are "starving kids in china... Randy!"

Nobody wants it more than you do. No one else CAN do the work... BUT we are in The Dawn of the Artist and Entrepreneur, and as more and more savvy artists, songwriters, and musicians start to include their marketing and promotional strategies as a PART of the expression of their message, their story, their music, we are going to see more and more MusicPreneurs striking gold and illuminating all that lurks JUST under the surface...

The flexibility and room for creativity for those who truly believe, and are ready, is enormously wide open for you to fill in with your imagination and work ethic.

Undeniably... Anyone with certain learn-able attributes and well developed talents with music that people enjoy listening to can build a fan-base as big and as creatively as one can imagine.

With that fan-base, you can seek funding, produce records, sell music, sell merch, make connections, and make money. It's been done. There is no mystery about this possibility.

But it's going to take you performing at your best. Consistently showing up and over-delivering. You have to work like an entrepreneur and put in those "working like it ain't nobodies business kinda hours," you have to work EVEN when you don't feel like it, and right when you feel like you have nothing left to give, you're broke, exhausted, frustrated, mad at the universe... You've got to suck it up and dig a little deeper... Give a little more.

It's like a game of chutes and ladders... You've gotta keep moving forward, avoid the traps that set you back, master the fundamentals, and try not to go insane in the process...

The MusicPreneur Manifesto - Dawn of The Modern Artist + Entrepreneur

I'm not going to tell you it's going to be easy, but if you really want it-the way I know you do, the way we NEED YOU TO, I'm here to say that you've got a shot.

From overwhelm, mis-prioritization, skepticism, conflicting information, fear, doubt, distraction... It goes on and on.

Look, the line between high value content and general noise is glaringly obvious, but much harder to create, and requires more savvy in utilizing the tools more effectively.

When in doubt be sure to review that your mindset, your strategy, and your plan are effectively designed and consistently adhered to.

The absolute BEST shortcut is to receive the most advanced training-built inside of a sophisticated yet simplified structure-with connect the dots guidance on how to truly use the tools of the Modern MusicPreneur and grow your brand with high value content that's leveraged to it's fullest potential.

To be apart of the next wave of MusicPreneurs, [I want to gift you with my \\$2,000 Content Masterclass, for free.](#) Because you're just awesome like that.

I want to remove all obstacles for you to receive the best training and support so that you can connect and contribute to us all in the way only *you* can.

I'd much rather give all the content away to the people who'll actually use it AND contribute real value to the global web, than the *biz-opp seekers* who'll pay for it, let it go to waste, and/or add to the noise.

You can get hooked up by going to the [**Content Marketing Bootcamp for Modern Content Creators.**](#)

Closing Thoughts

Let me leave you with one final fact.

The MusicPreneur Manifesto - Dawn of The Modern Artist + Entrepreneur

This is something Steven Pressfield talked about in his book “The War of Art,” but is something I’ve intuitively thought about for a long time, and it’s right on the money. Let it rock you to your core.

Anyway...

You wanna know your biggest fear...?

I’m talking about at the root of it all... The fear of all fears. The REAL fear...

It’s NOT failure, success, public speaking, it’s not even death, or disease, or loss of a loved one... Our BIGGEST fear is that you ARE, as capable, as brilliant, as limitless, as amazing as uniquely you... that you ARE as good, as talented, AS much of a genius-as you deep down always knew.

We creatives, and society in general-have shaped an attitude and a set of acceptable behaviors that doesn’t allow us to embrace our absolute awesomeness as human beings. We sorta stumble around a game of fake humility in fear of being judged and scorned because of what the “normal people” think and will say.

But in reality, there’s no real mystery. We are all capable geniuses and amazing souls. It’s changeless, regardless of if you believe it or not. I don’t care how cynical or skeptical you may think you are, this is fact.

Your lack of success, your continued success, or your fear of losing success, in one or any area should be seen as a sin. Because it is. Don’t let it ROB US of your gift.

*P.S. I’m not a big motivational guy, I spent a lot of years as a pissed off combat veteran that couldn’t catch a break... I’m not exactly Tony Robbins. But as you can tell I get a bit fired up about this topic-because so much of what I’d been taught, the views and beliefs I’d formed, and all the destructive thinking patterns kept me from, and no doubt keep YOU from living the way **you were supposed to**.

Be Your Best,

Jamie Leger

P.P.S.

The MusicPreneur Manifesto - Dawn of The Modern Artist + Entrepreneur

As I mentioned above, here are some additional resources that i'd encourage you to take advantage of immediately. They are all free, as my gift to you and to the rest of the community. Please consume them like they are PAID products-as I don't want to cheapen them... Content Academy took me 13 months in actual writing and production alone.

Ultimately, if you have a project you'd like to pitch/collaborate on, or are looking for private coaching or consulting, that is obviously paid work-but I'll give you an honest answer as to whether or not it'd be a good fit for both of us.

You can email me at Jamie@JamieLeger.com
Or Leave a Voicemail at 734.417.0227

[Claim Your Free Scholarship To Content Academy: The Official Bootcamp For Modern MusicPreneurs](#)

Also, the complete guide to Content Marketing and a step-by-step walkthrough to Forming Your OWN Content Strategy is available on my blog. <http://www.Jamieleger.com/blog>

The problem is that most of us still don't have a handle on the BASICS yet, still haven't fully adopted social media, don't know how to get traffic, build an audience online, or establish our unique voice that attracts and keeps fans talking about, sharing and BUYING your stuff within their networks of friends.

So the solution is to find someone who's widdled everything down and created a roadmap to teach you how to use the tools and formulate the best strategies to deliver your message and content to the world and build a loyal fan-base.

You can repay me by simply UTILIZING these hard earned lessons and training, making a splash and a name for yourself and then not forgetting about me!

Come back around the neighborhood and share with me YOUR story. That's what it's all about!

[Again, you can go and get my Masterclass on How To Build a Loyal Audience Online here for free.](#)

Now, there's one last thing I want to put out there for the community.

I can only take on a couple coaching and consulting clients at a time, so it's important that

I spend time finding a perfect match, I only take on projects that I believe in. I have yet to take on any artist or musician as a paid client-as I was only helping artists on the side out of interest and enjoyment up until now.

But further demand and inquiry has led me to leave a few spots open for a few meaningful and rewarding clients/projects as a coach and consultant.

SO for the next two weeks I'll be screening potential clients to help another fresh batch of awesome people-get to their next level and do awesome things in the world. It's going to be a lot of fun.

I'm not going to spend any time trying to "pitch you," because by now I think you understand who I am, what I do, and what my style is like. So If you think that this opportunity is meant for YOU, and you'd like to apply then contact me in the following ways.

You can email me at Jamie@JamieLeger.com
Or Leave a Voicemail at 734.417.0227

[Follow me on Twitter](#)

[Circle me on Google +](#)

Or send me any questions, comments, or feedback to Jamie@JamieLeger.com