Contents

	Introduction	1
	Live Music as a Creative Industry 4 Your Value 7 Making Your Performances Memorable 8 Finding Your Place in the World 8 The Voices in this Book 10 Note 10	
SECTION 1 Creating Memorable Performances 11		
1	What Makes a Performance Memorable?	13
	The Gig as Experience 14 Historical Music Experiences 22 Further Reading 30 Chapter Summary 30 Notes 30	
2	Creating Memorable Live Performances Types of Performances 32 Preparing for and Playing a Performance 37 Showmanship Versus Technique 46	32
	Songwriting 50 Further Reading 51 Chapter Summary 51 Note 51	

viii Contents

3 The Role of Personal Practice in Preparing for Your Performance 52

Individual Practice 53 Further Reading 65 Chapter Summary 65 Notes 65

4 Rehearsing in a Group

Philosophies of Music Rehearsal 68 Rehearsing the Music 71 Rehearsing the Performance 74 Further Reading 77 Chapter Summary 77 Notes 78

5 Your Audience

Considering Your Audience in Performance 80 Engaging With Your Audience in Performance 81 Developing Your Audience 84 The Hard Word 89 Further Reading 90 Chapter Summary 90 Notes 91

6 Working as a Musician

Different Musical Roles in a Band 92 Communicating on Stage 97 Conflict in the Band 99 Working With Other Artists 101 100 Chapter Summary 102 Notes 102

SECTION 2 Making the Money: The Business of the Live Music Industry 103

7	The Players in the Live Music Industry	105
	The People that Run the Industry 106	
	Hypothetical Event 116	
	Chapter Summary 118	
	Note 118	

79

67

92

8	Earning an Income in the Live Music Industry
	Sources of Income in Live Music 120

Contracts 125 Running a Live Music Business 130 Further Reading 134 Chapter Summary 134 Notes 135

9 Planning Your Product

Branding 137 Your Name 140 Writing Your Biography 141 Further Reading 142 Chapter Summary 143 Notes 143

10 Technology and Live Performance

Amplifying Technologies 145 Technologies to Enhance the Experience 152 Further Reading 157 Chapter Summary 157

11 Getting the Gigs: Promotion, Travel, Contracts, and Talking Business

How to Promote Your Act 158 Recordings 163 Getting Gigs 166 Touring 169 Further Reading 172 Chapter Summary 172

12 The Unwritten Rules of Music Performance

If Being a Musician Is Rough, Should I Even Be a Musician? 174
If Money Is Your Reason for Being a Musician, Go Be a Corporate Banker 176
Your Audience Is Your Income 176
Always Be Respectful of Everyone Associated With Your Performance 176
Be Prepared to Work. And I Mean Really Work! 177 136

144

158

174

x Contents

You Will, at Some Stage, Play Godawful Gigs 177 Things Will Go Wrong 178 If You Get Lost, Shut Up and Listen! 178 Other Artists Will Act Dishonestly 179 Most Revenue in Venues Comes From Alcohol Sales 180 Many (Not All) Venue Managers Don't Really Know What They're Doing 180 Look After Your Health 181 Drunk or Stoned Musicians Fail 184 Doing What You Love Isn't Always What It's Cracked Up to Be 184 Live Music Is a High-Risk Business 184 Always Have a Fallback 184 Music Performance Anxiety 185 Finally: Live Music Is the Best, Most Joyous Business You Can Be In 186 Note 186

Conclusion	187
Glossary	191
Bibliography	193
Index	197