

Business and Marketing

Objectives: By the end of the session students should be able to..

- Identify career pathways they are interested in pursuing, and ways to engage in them as students
- Differentiate between taxes, retirement funds, and insurance for freelancers vs. employees
- Utilize a google doc or spreadsheet to keep track of accomplishments and performances
- Employ writing copy strategies on social media and website platforms

Materials

- Guided notes sheet (btnworkshop.com)
- Slideshow (btnworkshop.com) and projector
- Student electronic devices
- Writing utensils

Welcome to the session and duet (15 min)

- Play
- Introduce co-presenters
- Check students' homework from last session (Auditions for other programs)
- Cadence: Why is business and marketing important
 - Allows audiences and venues to find you
 - Knowing how finances work will help you make smart financial decisions and influence what gigs you take

Career pathways (20 min)

- A career in music typically a lot of freelance jobs instead of a standing 9-5
 - military bands and musical tours are exceptions
- Other possible income streams
 - wedding bands/cover bands, pit orchestra work, private teaching/building a private studio, arranging, writing, and transcription work
- **Activity: Play would you rather with the musical income streams and have students move to different sides of the room and discuss which type of gig they would rather do with each other**
- After the activity, ask students to talk about whether or not they've tried these professions and local opportunities for them to try them
- Q&A

Finances (20 min)

- Angie: How to write a contract and invoice (provide a sample contract and invoice)
 - Contracts are typically for high paying gigs where you'd want a contingency plan if something happens day of
 - Invoices are used more frequently
 - **Activity: Have students take the sample invoice, add it to their drive, and change the basic information to customize the template for themselves.**
- Cadence: Freelance Taxes (brief)
 - W2 (standard-employment) vs 1099
 - 1099 you pay all your taxes as opposed to your employer paying half
 - Be aware, be ready, and keep track (even if employers don't send a 1099)
 - Keep track of your musical expenses for deductibles
- Angie: Retirement and Roth IRAs
 - No 401ks so Roth IRA and IRA are the primary retirement options options
 - The sooner you start, the better
- Angie: Health insurance
 - More expensive than in traditional work
 - Obamacare (up in the air currently)
- Q&A

Self-promotion tools (30 min)

- Important so that people can find you, but not as much for getting gigs
- Business cards and Non-school email
- Cadence: Resumes (brief)
 - Provide sample
 - Not used a lot as a freelance musician and should be specific to the job
 - What the difference between college vs. professional resume
 - Wording!
 - Mention guest artists' name
 - Find a way to keep track of your musical accomplishments
 - **Activity: Make a spreadsheet or google docs and write down all of your musical accomplishments so far and the year they occurred**
- Angie: Website
 - Waiting might be best in terms of buying a domain name or a website building site
- Angie: Social media
 - Facebook, Instagram, and Youtube; not really tiktok
 - Keep content professional if it's a music-specific page and consider having separate accounts
- Cadence: Video of your playing and headshots or CD
- Angie: Writing copy
 - Bio/promotional writing, how to approach?
 - Look at examples
- Q&A
- **Activity: write a bio (5-10 min)**
 - **Have students write a bio based on an example and be sure to walk around to give students individual help with the wording**

Book giveaway (5 min)

- Practical stuff for survival