

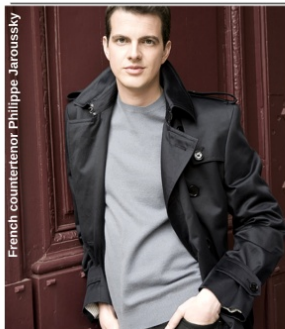
Self-Marketing Strategies

for the 21st Century Musician

presented by Christine Erlander Beard

Sixth edition: April 2021

Success in Music Starts with Training



French counter-tenor Philippe Jaroussky

Successful Musicians Deliver

It's not enough to tell the world how great you are, why you should be hired for the job, and why you should be considered above anyone else. First and foremost, you really DO have to be a top musician in your field and be able to deliver on your promises before you can successfully market yourself.

This does not mean you already have to be world famous! It simply means that you must train, network, take advantage of opportunities, and build the skills necessary to compete against the world's best musicians. Keep in mind that EVERYONE who is auditioning for that orchestra job or opera company or interviewing for a university position is at the top of his/her field. And so must you be, too!

Marketing is about creating an image to make you get noticed *beyond* the music.

WARNING: DIVA ALERT!
Attitude is Another Key to Success



WORDS = POWER

Choose Your Words Wisely

Writing Dynamic Artist Bios

Writing artist bios can be almost a science. Consider these tips to help you write a bio that will stand out from the crowd.

- Research: Know your audience and your field. Use the language of your audience in your bio.
- Focus: Write your bio in a way that is easy to read and understand.
- Use a professional: Hire a professional writer to help you write a bio that will stand out from the crowd.

Resume & the Curriculum Vitae

As taught in my 20 years of experience, your resume and CV are your most important documents. Here are some tips to help you write a resume and CV that will stand out from the crowd.

- Focus: Write your resume and CV in a way that is easy to read and understand.
- Use a professional: Hire a professional writer to help you write a resume and CV that will stand out from the crowd.

Male Musicians & Artistic Imagery

Sex Icon or Serious Artist...Must You Choose?



David Byrne, Rickie Lee Jones, Peter Dinklage, and other musicians who have successfully balanced sex icon and serious artist.

Carving Out Your 'Niche'

Specialization or Pigeon Hole?

pizzicato specialist **arranger**
chamber musician
flute choir director **pedagogue**
flute soloist **clinician**
flute soloist **researcher**
flute soloist **writer**

"Don't be Afraid of Risk; Instead, be Afraid of Opportunity Missed."

Don't Wait for Opportunity to Knock

Knock on Opportunity's Door...or Just Kick It Down!



Friendships & Collaborations in the 'Biz'

Networking Includes Helping Each Other Succeed

Why Should You Care About Anyone Else?

- Your colleagues are going to be your allies in the biz.
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- Your colleagues are going to be your allies in the biz.

Keeping Up with Trends & Managing Social Media

Be open-minded to new platforms, but be wary of short-lived trends

1. Building your fan base through social media is all the best thing for your business. A social media strategy is essential for any musician who wants to succeed in the 21st century.

- Focus: Write your social media strategy in a way that is easy to read and understand.
- Use a professional: Hire a professional writer to help you write a social media strategy that will stand out from the crowd.

FACEBOOK: 2.8 Billion Monthly Active Users

Americans spend 1 of every 7 minutes on the site*



*Source: Facebook, 2014. Facebook is a registered trademark of Facebook Inc.

What's Your Story???

The Artist Website: Getting Up Close & Personal

Having a website is essential for any musician who wants to succeed in the 21st century. Here are some tips to help you write a website that will stand out from the crowd.

- Focus: Write your website in a way that is easy to read and understand.
- Use a professional: Hire a professional writer to help you write a website that will stand out from the crowd.

Style: Make a Lasting Impression

Match your image & brand across all done & apps

website | social media pages | business cards | flyers | CD & album | merchandise

QUESTIONS?

Thank you to the New York Flute Club for inviting me to participate in the virtual NY Flute Fair this year!

LINKS & RESOURCES

Articles & websites about music marketing topics

2020: The Century Musician
The 2020 Century Musician is a new book by Christine Erlander Beard. It is a guide for musicians who want to succeed in the 21st century. It covers topics such as marketing, networking, and social media.

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Creating an Artist Image

Identifying & Marketing the Brand of YOU

Who are you as an artist?

- What do I want my audience to hear?
- How do I want my audience to see me?
- What type of music do I perform?
- Who is my target audience?
- How do my marketing and research efforts fit into my artist image?
- Do I want to be a professional or a hobbyist?

Social Media: One Giant Step for Mankind

Word-of-Mouth Advertising Meets Technology

WOHOO!!!

- Email replaces cold calls & having to schmooze in person
- Sharing sample sound/video files, resumes, & other documents is EASY
- Rejection - & even no response - is easier to handle

Breaking 'Traditions' in Classical Music

Is Sexual Imagery & Fashion Contradicting Serious Artistry?



www.christiebeard.net

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Choose Your Word

Writing Dynamic Artist

Writing about oneself can be somewhat intimidating. Here are some tips on how to start:

- Look at examples of other artists in your field to spawn ideas
- "Borrow" bits of descriptions from examples you like, but make it your own voice
- Focus on details important to your target audience
- Try writing in the 3rd person to feel like you're bragging
- Use a thesaurus to avoid repetition
- Never fabricate - be honest

Male Musician
Sex Icon or Seri

WARNING: DIVA ALERT!

Attitude is Another Key to Success



WORDS = POWER

Choose Your Words Wisely



Writing Dynamic Artist Bios

Writing about oneself can be difficult & somewhat intimidating. Here are some tips on how to start:

- Look at examples of other artists in your field to spawn ideas
- "Borrow" bits of descriptive language from examples you like, but use your own voice
- Focus on details important to you & also to your target audience
- Try writing in the 3rd person to avoid feeling like you're bragging
- Use a thesaurus to avoid redundancy
- Never fabricate - be honest!



Resume & the Curriculum Vitae

It's helpful to keep 2-3 current versions of your resume &/or C.V. on your computer for quick turnaround.

- Update often!
- Peruse examples for formatting ideas
- Make information clear & concise; do not make readers have to search
- List items in chronological order, most recent first
- Tailor your resume to each specific job opportunity
- The C.V. is all-inclusive
- Never fabricate - be honest!

ORIGINAL STUDENT BIO:

My name is Mary [REDACTED]. I am originally from Battle Creek, NE, but moved to Omaha, NE to attend the University of Nebraska at Omaha. I am currently in the studio of Dr. Christine Beard as a junior flute performance major. As of this year I am a member of the university's Chamber Orchestra and a member of the UNO flute choir where I play bass flute. I am also a member of a group called Broken Consorts with the renaissance flute.

REVISED BIO:

Having developed a strong affection for Baroque music and historical flutes early in her career, Mary [REDACTED] serves as the core flutist in Nebraska's early music ensemble, *Broken Consorts*. She also plays bass flute in Omaha's Heartland Community Flute Choir with whom she performed at the 2014 National Flute Association Convention in Chicago, IL. A native of Battle Creek, Nebraska, Miss [REDACTED] is the Flute Sales Specialist at Schmitt Music and a junior music performance major at the University of Nebraska at Omaha (UNO) where she is a student of Dr. Christine Erlander Beard. After graduation from UNO, she plans to pursue a Masters degree in Musicology.

ORIGINAL STUDENT BIO:

Brianna [REDACTED] is a flutist and flute instructor in Omaha, NE. She studies flute with Dr. Christine Beard at the **University of Omaha-Nebraska** where she is currently **persuing** her Bachelor's degree in flute performance. Brianna serves as **principle** in the UNO symphonic wind ensemble, and piccolo/3rd flute in the Heartland Philharmonic Orchestra. Brianna is also a member of the Heartland Community Flute Choir and Ensemble 768, a contemporary music group. Brianna is the flute instructor at Omaha School of Music and Dance and teaches privately as well.

REVISED BIO:

Flutist Brianna [REDACTED] is a dedicated music teacher serving the greater Omaha metro as the flute instructor at the Omaha School of Music and Dance, as well as for Markowsky Flute Studio. Brianna will make her concerto debut in April 2016 with the Heartland Philharmonic Orchestra (HPO) in a performance of Carl Reinecke's Concerto in D Major, Op. 283 under the direction of maestro Barry M. Ford. Currently piccolo/3rd flutist in HPO, Brianna is also a member of Omaha's contemporary music group Ensemble 768, serves as principal flute in the University of Nebraska at Omaha (UNO) Symphonic Wind Ensemble, and plays alto flute in Omaha's Heartland Community Flute Choir, the latter with which she performed at the 2014 National Flute Association Convention in Chicago, IL. A senior music performance major at UNO, [REDACTED] is a student of Dr. Christine Erlander Beard and has received additional instruction in masterclasses with Horacio Massone, Nicole Riner, Tammy Yonce and Sergio Pallottelli. After graduation from UNO, Brianna plans to pursue a Masters degree Music Business.

**"A negative mind will never give you
a positive life."**

Creating an Artist Image

Identifying & Marketing the Brand of 'YOU'

Who are you as an Artist?

- Who do I want my audience to see?
- How do I want society to see me?
- What type of music do I represent?
- Who is my target audience?
- How does programming strategy work into my artist image?
- How do my teaching and/or research interests fit into my artist image?
- Do I want to be a model/fashion reference for my audience/fans?





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Breaking 'Traditions' in Classical Music

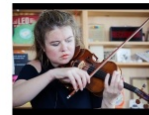
Is Sexual Imagery & Fashion Contradicting 'Serious Artistry'?

Australian-American lyric soprano Danielle Di Niese



American lyric-coloratura mezzo-soprano Joyce DiDonato

Canadian violinist Laura St. John



British trumpeter Alison Balsom



Japanese pianist Wuja Yang

Carving Specializ

piccolo special
chamber

soloist
flute choir direc
clini

MENTOR
FLUTIST
new music
entrepreneur



Male Musicians & Artistic Imagery

Sex Icon or Serious Artist...Must You Choose?



(L to R) French flutist Emmanuel Pahud; American choral composer/conductor Eric Whitacre;
Balkan classical guitarist Miloš Karadaglić

What's Your Story???

The Artist Website: Getting Up Close & Personal

Building a website is neither complicated nor expensive:

- There are many FREE web hosting sites from which to choose (I use **Wix** for my website)
- Register a personalized domain name so people can easily remember your site address
- Keep the Main Menu options to a minimum & keep the site easy to navigate
- Make sure information is well-organized and easy to find
- Add photos to break up long blocks of text
- Choose soundfiles & videos that represent your best work
 - Avoid using annoying gimmicks such as Autoplay
- Avoid typos; have a trusted friend/colleague proofread for you if needed!
- Make sure your site looks the same on all major web browsers
- Make sure the your site is mobile-friendly (thus, avoid Flash-based programs)
- Provide adequate contact information
 - Do not force visitors to register to use your site or they may never come back
- Make sure every page on your website is searchable on all major search engines
- If you list external links on your site, set them to open in a new window
- Link your website to all of your social networking pages (and vice-versa)

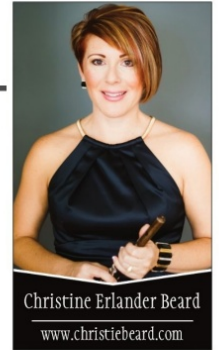


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Style: Make a Lasting Impression

Match your image & brand across all docs & apps



website | social media pages | business cards | flyers | C.V. & resume | letterhead

Carving Out Your 'Niche'

Specialization or 'Pigeon Hole'?

piccolo specialist **arranger**
chamber musician
soloist **EDUCATOR**
flute choir director **pedagogue**
clinician
MENTOR **conductor**
FLUTIST **researcher**
new music specialist
entrepreneur **writer**





**"Don't be Afraid of Risk; Instead, be
Afraid of Opportunity Missed."**

Don't Wait for Opportunity to Knock

Knock on Opportunity's Door...or Just Kick It Down!



Newberry's Victorian Cornet Band (2014)

Friendships & Collaborations in the 'Biz'

Networking Includes Helping Each Other Succeed

Why Should You Care About Anyone Else?

- Your colleagues are going to be your peers & critics in the future.
- How you represent yourself NOW can affect your image & employment opportunities.
- When your friends get jobs, you might be invited to do a gig.
- Working with **composers** is important to the future of our craft & our industry.
- Life & music are much more enjoyable if you can share it with friends!



(L) With UK flutist-composer Matt Smith



(R) With Toronto-based flutist Christopher Lee

Social Media: One Giant Step for Mankind

Word-of-Mouth Advertising Meets Technology



WOOHOO!!!



- Email replaces cold calls & having to schmooze in person
 - Sharing sample sound/video files, resumes, & other documents is EASY
- Rejection - & even no response - is easier to handle

FACEBOOK: 2.8 Billion Monthly Active Users

Americans spend 1 of every 5 minutes on the site*



**Stats at the end of the first quarter of 2021, as reported by Statista.com*

Tips for Effective Self-Promotion on Facebook

Facebook is a great forum through which to keep up with your friends and family, but it's also a perfect platform to market yourself and land gigs...IF you use it intelligently.

- Well before you're really established in your career, create an artist/band page that is independent from your personal page.
- Select your posts carefully for content, image and tone that support your image.
- Post at least 1 business-related update once per day.
- Take 5-10 min a day to respond to all personal comments or messages.
- Update your profile or header pic once a week.
- Sync to other social networks to avoid duplicating work (which saves you time for practicing!)

Keeping Up with Trends & Managing Social Media

Be open-minded to new platforms, but be wary of short-lived trends



1. Building your fan base through email is still the best bang for your buck. A recent article in DIYmusician/CDbaby claims that for every \$1 spent on email marketing, you get \$44 back!
2. Consider your target audience and the numbers you may (or may not) reach before choosing to pay for extra promotion for posts on sites like Facebook.
3. Link all social media sites together for a stronger presence (and don't forget to use effective hashtags!)
4. The most popular social media sites for musicians include Facebook, Twitter, Snapchat, Instagram & YouTube. (Soundcloud, Vine, Periscope, Musical.ly also make the Top 10).
5. Always consider your image, brand and audience when investing time in and adding yet another social media platform to your To Do List.

LINKS & RESOURCES

Articles & websites about music marketing topics

21CM: 21st Century Musician

<http://21cm.org>

An online, professional resource created expressly to help serious musicians thrive, not just survive, in today's modern musical landscape. The site combines a magazine focused on people, organizations, projects and innovations with live events and educational tools.

Artist Development Network: "Why is Image So Important?"

<http://artistdevelopmentnetwork.com/image/>

Corymbus: "Connection and Perfection: Social Media in Classical Music." July 2016

<http://corymbus.co.uk/connection-and-perfection-social-media-in-classical-music/>

Classical-Music.com (BBC): "Jenni Murray Slams Sexism in Music: Woman's Hour Presenter Despairs at the Portrayal of Women." June 2013

www.classical-music.com/news/jenni-murray-slams-sexism-music

DIY Musician:

<http://diymusician.cdbaby.com>

Greg Sandow: "How to write a press release." July 2016

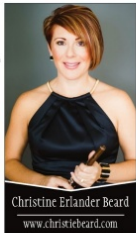
www.artsjournal.com/sandow/2016/07/how-to-write-a-press-release.html

NPR: "Selling Sex And Symphonies: The Image of Women in Classical Music." July 2010

www.npr.org/sections/therecord/2010/07/28/128831530/selling-sex-and-symphonies-the-image-of-women-in-classical-music

MusicBizAcademy.com [Clinician note: no new articles have been posted since 2013]

Website contains articles covering numerous topics including Product Development; Career Development, Building a Fan Base & Networking; Promotion; Publicity; Gigging & Performance; and more.



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Helpful Websites, Applications and Programs for Musicians

compiled by Christine Beard

Website Platforms*

Wix

Weebly

GoDaddy

...and so many more!

No matter what platform you decide to use, be sure to register a **unique domain name to make finding you and your site easy!*

Social Media Sites

- **Facebook** – Still the #1 social media networking site on the web. Yes, it can be frustrating (and time consuming), but IMO it's worth the hassle and aggravation to make (and keep) my contacts. At least 60% of my gigs come to me thorough FB! Be sure to link up to your other apps for maximum impact.
- **Instagram** – This is where more of the younger generations hang out. It's every bit as powerful as Facebook, just without the timeline aspect. Post anything and everything, and link to FB for maximum coverage. Don't forget to use hashtags!
- **Twitter** – share info, short updates, photos and links. Link it with FB for maximum coverage and avoid having to post twice. Don't forget to use hashtags!
- **Instagram** – this can also be categorized under photo apps, but it's also a great social tool to share stories, events, and create a real-time *buzz* about your activities.
- **LinkedIn** – more of a professional business networking site, but a presence is still warranted even for creative artists. The connections compared to FB can be different and just as valid (ask me about my recent conversation with Bjork's manager who reached out to me in LinkedIn!) Just be sure to link it with Twitter to avoid having to double post.
- **Buffer** – Site that helps to manage and schedule social media posts

Music Sharing/Recording

- **YouTube**
- **Soundcloud**
- **iTunes**
- **iMovie**
- **GarageBand**
- **Acapella** – have some fun while making chamber music with yourself or with friends. Free version limits you to 1 minute of music up to 4 tracks; paid version is unlimited time up to 10 tracks
- **Tunable** – it's a tuner, a metronome, etc., but also has a great recording feature with unlimited track time
- **Livestream** (through Facebook) – broadcast your concerts in real time! Great for out-of-town family, friends and fans who want to keep up with you
- **Bandcamp** – upload audio tracks that you can sell to your fans; also has a tour schedule app feature

Schedule / Tour Dates

- **Bandisintown** (syncs beautifully with the Wix website platform)
- **Reverb Nation**
- **Group Muse**

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Email Marketing

- **Mail Chimp** (<https://mailchimp.com>)
- Campaign Monitor (www.campaignmonitor.com)

Promo Material – Design

- **Canva** (free and paid versions)
- **VistaPrint** (free to design; pay to print, but it's cheaper than FedEx/Kinko's)
- **PowerPoint** – surprise! PP is more than just for lectures. Create posters and documents and save as PDF files perfect for enlarging and printing.
- WordPress
- Adobe Creative Suite (www.adobe.com/creativecloud.html)
Includes the following apps: Photoshop (photo editing), Lightroom (photo editing), Spark (social graphics/webpages/video stories), AdobeXD, Illustrator (vector graphics), InDesign (page design/layout), PremierePro (video production/editing), and AcrobatPro. Students and teachers are eligible for a 60% discount for their products which brings the price down to \$19.99/month

Photo Sharing/Editing

- **Perfect365** – professional looking touchup tools for photos
- **Layout** – combine up to 9 photos into 1 single collage
- **Pinterest** – create a board to share your travels, your events, and your creations

Graphics

- Word Swag
- Studio Superimpose

Document Generating/Converting/Sharing

- **Genius Scan** - phone app to take photos and convert them to PDF files; great for music uploading/sharing
- **Dropbox**
- **Box**
- **Google Drive**

Items in **BOLD** are ones that I use for my own marketing projects and social media. Others on this list have been recommended to me by friends and colleagues I trust but ones I have not yet had time to explore thoroughly to see what they can do (either different or better than the ones I already use).

There are literally hundreds of apps and programs out there you can use; this list is simply meant as a resource to help you get started. Feel free to add your own favorites to the list!

HELPFUL LINKS, EVENTS, & ARTICLES

21CM: 21st Century Musician

<http://21cm.org>

An online, professional resource created expressly to help serious musicians thrive, not just survive, in today's modern musical landscape. The site combines a magazine focused on people, organizations, projects and innovations with live events and educational tools. 21CM also hosts an in-person, week-long summer seminar – highly recommended!

Artist Development Network

"Why is Image So Important?"

<http://artistdevelopmentnetwork.com/image/>

Corymbus

"Connection & Perfection: Social Media in Classical Music." July 2016

<http://corymbus.co.uk/connection-and-perfection-social-media-in-classical-music/>

Chamber Music America

www.chamber-music.org/programs/conference

The CMA conference takes place in NYC every January. CMA is a great event for learning about networking, marketing, and for meeting experts and professionals in the music industry.

Classical-Music.com (BBC)

"Jenni Murray Slams Sexism in Music: Woman's Hour Presenter Despairs at the Portrayal of Women." June 2013

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ME: Music Entrepreneur Conference

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