

BUSINESS STEP-BY-STEP

STEP ONE: GETTING STARTED

Support your local scene ...and it will support you.

Learn the industry. It's a good idea to know how the music industry works so you can make good business decisions.

Prioritise your music. If you have something people are getting excited about, the music industry will find you.

Work smart, not hard. Know where you should concentrate your energy and money. Commercial radio may not want metal music, but a documentary about alternative culture or a company that sells motorbikes may.

Get into good administration habits – the earlier the better. Your music may be your most valuable asset but you'll get more out of it if you're informed and organised.

STEP TWO: BREAKING THROUGH

Independence is not a handicap. Many current household names were independent acts for years before they hit the big time.

Self-promote until you can't. Publicity is essential to making it in the music business, but hiring a publicist is one of the most expensive investments.

Join forces with a publishing company. Publishing companies help your music to be used more in more ways, and therefore generate more royalties for you. But:

Don't sign anything you don't understand. Copyright is valuable and it's important you know how to protect it. It's well worth hiring a manager or lawyer to read through and negotiate any deals you may be offered.

STEP THREE: RUNNING YOUR BUSINESS

Consider each deal on its own merit. Have a thorough understanding of each deal before you decide to sign it – contracts vary hugely!

Be sustainable: Put income from royalties and ticket/merch sales back into the band and use publishing advances strategically

Hire with discretion. Work with people you trust, and ideally those who are fans of your music.

Have functional relationships: Balance being friendly with being professional for productive dealings. Respect is a two-way street.

Know what you want and communicate it clearly. If you know what you want done, you're better able to check that it gets done. If you can communicate clearly, other people are better able to do what you're paying them to do.