

The Necessity and Demand for The Music-Business Mind

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When people think about pursuing the arts as a career, the first thought is usually, “Do I have the talent?” This is a relevant thought to possess when entering the arts field. The arts are full of highly talented people. Not only does this field require a lot of talent, but it also requires vast amounts of practice and drive. One cannot simply have talent and expect to be successful in the arts world. Even a prodigy in a selected art form still has to practice vast amounts on a daily basis. Practice is one of the main reasons why musicians in the arts tend to neglect other aspects of their craft. However, being involved in music is not simply being talented and practicing a craft. Simon Cann says in his book *Rocking Your Music Business*,

Usually the business was badly organized and everything fell apart, although rather unsurprisingly, while musicians walked away with nothing, the management and ‘business’ end of the operation always seemed to do alright.¹

There are many other facets that play a role in how well-rounded a musician is. Cann goes on to say, “Indeed, even well-respected and highly talented musicians ended up with proper jobs at some point in their career as there was no other way to support their commitments.”²

It is imperative that a musician not only study his craft, but also exercises and develops a music-business mind. For the purpose of this paper the definition of *The music-business mind* is the use and integration of business wisdom around you and in you to better reach and touch the lives of others with your Christ centered God-given talent. The music-business mind is necessary to harness and excel in the business side of music. *The music-business mind* includes marketing, ethics, pricing, and events. *The music-business mind* is sharing the gift of music with other

¹ Cann, Simon. 2009. *Rocking Your Music Business : Run Your Music Business at Home and on the Road*. Boston, MA: Course PTR, 2009. eBook Collection (EBSCOhost), EBSCOhost (accessed April 23, 2016).

² Ibid

people and being able to build a sustainable career from it. *The music-business mind* is using the resources and talents around oneself to increase the reach of a musician's talents to other people.

To defend and support the thesis statement of this paper. This paper will cover the usage of music and talents through the Bible, the importance of having Christian ethics integrated in a Christian business, and the new and rising business models of today's society.

A musician needs to act in accordance with the Bible and what it says with respect to how to use the talents God has given a person. The music-business mind is not simply for those who are good at music and business. Lee Wilson says in his book *Making it in the Music Business*,

Lots of performing groups don't understand that they are partnerships. They think that because they're musicians who name themselves something unserious, like The Mad Bombers, and because they have never signed any written partnership agreement, they somehow are immune to the boring dictates of business law that apply to more ordinary businesses. What they don't understand is that their state's partnership statute hovers over everyone within the boundaries of their state and depends to envelop anyone whose actions trigger its provisions whether or not the people affected notice that they have become bound by them.³

It is for everyone involved in music. God has placed the people around a musician for a reason. They are the help some musicians may require in order to get the word out and create a business. If a musician does not have the talent for business, then it is imperative that she find someone who is to help her reach her goals. If she does not, then she will be putting a gift God has given her to waste.

Throughout the entirety of the scripture, the Bible presents a theme of doing your best with the tasks God is giving man. Ecclesiastes 9:10, "Whatever your hand finds to do, do it with

³Wilson, Lee. *Making It in the Music Business : The Business and Legal Guide for Songwriters and Performers*. New York: Constable & Robinson, 2008. eBook Collection (EBSCOhost), EBSCOhost (accessed April 24, 2016).

your might, for there is no work or thought or knowledge or wisdom in Sheol, to which you are going.”⁴ 2 Timothy 2:15, “Do your best to present yourself to God as one approved, a worker who has no need to be ashamed, rightly handling the word of truth.”⁵ When God commanded Adam to maintain the garden of Eden in Genesis 2:15,⁶ He said to watch over the whole garden. This is another example that giving your all is a Biblical message. When a musician only dedicates himself to practicing, he is neglecting the opportunity God has given him. In Matthew 5:15 God tells Christians that they cannot hide their light but must show it to the world.⁷ In 1 Corinthians 9:24 to run a race not just to run it but to win.⁸ If a musician has a gift that God has given him but does not use it to the best of his ability, he is falling short to what God has called him to do. If the musician does not develop some level of music-business mind, then that musician will be concealing this amazing gift that God has given. John Robberds says in his book *The Duty of a Christian Church in Relation to the World*, “It teaches that there is a weighty responsibility on every individual Christian for his use of the power which God has given him, of being, in his respective sphere, a light unto the world.”⁹ Music is an amazing gift that can be a light to people who does not know the Lord.

Being a college student and having a musical gift in piano and voice, I knew that I wanted to use this to the best of my ability. While working at Village Inn I knew that I wanted to get out and make something of my musical talents. Talent is not the only thing I needed, though. I needed to come up with a business plan, a way to make money with the gift that God has given

⁴ Ecclesiastes 9:10

⁵ 2 Timothy 2:15

⁶ Genesis 2:15

⁷ Matthew 5:15

⁸ 1 Corinthians 9:24

⁹ Robberds, John Gooch. *The Duty of a Christian Church in Relation to the World*. London: Smallfield and Son, 1839.

me. Being the child of parents who are entrepreneurs, I had encouragement and an example to follow. It is true that not all people are blessed with examples for business. Musicians need to be aware of their weaknesses and seek out wisdom in those specific areas of weakness. I came up with a business model of providing piano lessons in the homes of students. With marketing and many late nights, I was able to form a business. Close to a year later I was able to quit Village Inn and fully support myself with the business I created. A business that allowed me to use my musical ability to earn a living. If I had not exercised my music-business mind, I would still be working at Village Inn and would not have a way to make money with my musical ability. Not only would I not be making a living by doing what I love, but I also would not have been able to touch as many people as I have due to my business. All of the students that I am currently teaching would be with a different teacher who may not be a Christian. I have used my musical ability to spread the gospel and the only reason I am able to do this is because I have been exercising my music-business mind. What a waste for a musician if he does not exercise his music-business mind.

Music in the Bible

Music in the Bible is used in a profound way. The Lord himself reacts to music throughout the Bible. The Lord loves to be praised with the sound of music. Harold Best says in his book *Music Through The Eyes Of Faith*, “In the final analysis, music making is neither a means nor an end but an offering, therefore an act of worship.”¹⁰ God’s people use music to glorify Him on many occasions all throughout the Bible. In Chronicles Chapter 5, there was a mass collection of people playing and singing to the Lord. There were over 150 musicians playing trumpets alone, bringing glory to God with their music. In Revelation and in the Gospels

¹⁰ Best, Harold M, *Music Through the Eyes of Faith*. San Francisco: HarperSanFrancisco, 1993.

of Matthew, Mark, Luke, and John, there are references to angels singing to the Lord on high. The angels sang glory to God in the highest. The Lord says to glorify God in everything you do, and when praising God, music is often the source or message of giving praise to God. Music has profound power that one can see throughout the Bible and history. Dan Laughley says in his book *Music and Youth Culture*, “Music is considered by many to be the highest form of art and culture. Music is also considered by many to epitomize their values and tastes, as well as those of other people.”¹¹ A high art such as this should be held in great regard. Music has distinct cultural ties to societies, including their traditions, religions, activities, interest, and their history. Laughley goes on to say, “Music is very often a product of its time—both a reflection of the ‘here and now’ and a ‘recaller’ of memories.”¹² Music represents the present and replays the past. Unlike some other professions, musicians have the opportunity to leave their mark on the world, a mark that will stand the test of time.

The Bible shows the magnificent healing power of music. 1 Samuel 16:23 says, “Whenever the spirit from God came on Saul, David would take up his lyre and play. Then relief would come to Saul; he would feel better, and the evil spirit would leave him.”¹³ Music has the profound ability to drive away evil spirits. Music has staggering, undefinable attributes that one cannot explain. Musicians and vocalists have been blessed with this powerful tool. God has put such magnificent power into music, and He has blessed specific people with the ability to use it. It would be a monumental shame to hide this magnificent gift that God has given that musician.

¹¹ Laughley, Dan. 2006. *Music and Youth Culture*. Edinburgh: Edinburgh University Press, 2006. *eBook Collection (EBSCOhost)*, EBSCOhost (accessed April 24, 2016).

¹² Ibid

¹³ Samuel 16:23

1 Peter 4:10 says, “Each has received a gift, using to serve one another, as good stewards of God’s very grace.”¹⁴ God gives each unique individual a contrasting gift, and the Bible is very clear on what a Christian is to do with the gift God has given a person. Mavis Lewis says in his book *The Essence of God’s Kingdom*, “There are many categories of gifts to meet all the needs of the body of Christ, when each member uses their designated gifts under the direction of Holy Spirit,”¹⁵ One might choose to use their gift for their own personal enjoyment and not share it with others. Keeping a talent to oneself flies in the face of biblical teachings. The Bible makes references to using one’s gifts for God’s kingdom in multiple locations. To not use one’s gift for the glory of God is to be against God. Matthew 5:14-16 says,

You are the light of the world. A city set on a hill cannot be hidden. Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house. In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven.¹⁶

Matthew tells Christians that they cannot let these gifts of good works that God has given them to be hindered. People should go out and share these gifts and use them to the best of their abilities. God-given gifts should not be used for their own personal gain but for the glory of God’s kingdom, to bring glory back to God with their talents. Kevin Johnson says in his book *Give God the Glory!* “You may not aspire to become a CEO, but God promises in His Word that if Christians acknowledge a gift which was given by Him, then He will promote them to even higher heights.”¹⁷ To not have a music-business mind is to hide ones light under a basket. God says to go out and spread the gospel, telling the people of Christ and what he has done. The Bible

¹⁴ First Peter 4:10

¹⁵ Lewis, Elwyn, and Mavis Lewis. *The Essence of God's Kingdom*. West Bow Pr, 2013.

¹⁶ Matthew 5:14-16

¹⁷Johnson, Kevin Wayne. *Give God the Glory!: Know God and Do the Will of God concerning Your Life*. Hillsborough, NJ: Writing for the Lord Ministries, 2001.

continues to make this point of doing something to the best of one's ability over and over again. Colossians 3:23-25 says, "Whatever you do, work heartily, as for the Lord and not for men, knowing that from the Lord you will receive the inheritance as your reward. You are serving the Lord Christ. For the wrongdoer will be paid back for the wrong he has done and there's no partiality."¹⁸

1 Chronicles 25 is a whole chapter devoted to David assigning musicians to the temple. 280 men were devoted to music and using their music to glorify God. Before assigning these men their duties, David prayed to the Lord to ask Him how they should use their talents to glorify God. Verse 8 says, "Everyone was responsible for something, whether young or old, teacher or student."¹⁹ No matter where these musicians were in their life, they used their gifts to glorify God.

George Washington Carver once said, "No individual has any right to come into the world and go out of it without leaving behind him distinct and legitimate reasons for having passed through it."²⁰ Musicians need to be sure that they are making what is important the priority. Having the music-business mind is one of these important things that needs to be in the forefront of musicians their minds. Richard Simmons says it best when he says, "In our day to day decision making, the 'urgent' seems to dominate over the 'important', and thus we end up with very little personal growth, and at best, a mediocre life."²¹ In the busy life that musicians live it can be easy to fall victim to this. With good organization and business planning, it

¹⁸ Colossians 3:23-25

¹⁹ Chronicles 25:8

²⁰ Simmons, Richard. A Life of Excellence Wisdom for Effective Living. Clovercroft Pub, 2015.

²¹ Ibid

becomes easier to stay away from these circumstances of putting the urgent above those of importance.

C.S. Lewis is a great person to study, as his life was very orderly and structured. He knew that he was put on this earth to spread the gospel through his writing. Lewis did not waste time and accomplished everything he set out and was born to do. This is the kind of attitude that musicians should have. In order for them to share the great gifts God has given them, they need utilize the music-business mind or they will not go as far as they could have gone. Lewis passed away when he was sixty-five and a week before his death he told his brother Warren, “I have done all that I was sent into the world to do, I am ready to go.”²² Christians long for the land when they stand before the throne of God and hear the Lord say, “Well done good and faithful servant.” Musicians and Christians alike can aspire to give witness to the fact that they used their God-given gifts to further His kingdom. Richard Simmons said, “So many people realized too late that there was a significant gap between the things they ought to be doing in their lives, and the things they actually did.”²³ Regret is a powerful thing and an emotion that cannot easily be shaken. Musicians need to know what they’re to do with their lives and pursue every avenue in order to make that thought a reality.

Musicians have been given a gift and should be the last people in life wondering if they did all they were supposed to do in their life. With such a gift they should be the ones making sure that they set out and did everything God had called them to do, and that they are fully equipped for what is ahead of them in life.²⁴ *The Principle of the Path* talks about each person

²² Simmons, Richard. *A Life of Excellence Wisdom for Effective Living*. Clovercroft Pub, 2015.

²³ Ibid

²⁴ Stanley, Andy. *The Principle of the Path: How to Get from Where You Are to Where You Want to Be*. Nashville, TN: Thomas Nelson, 2008.

being on a path whether one realizes it or not.²⁵ This path that people are on is determined by the actions they are making now. Each action they make now determines where this path is leading and what events will take place along the path they are on. John Richards says, “What we always discover is that people are where they are in life as a result of a series of decisions which together have formed the path leading to their present circumstances.”²⁶ The last thing any person wants to do is feel regret at the end of their life. The regret of feeling as if they could have done more with their life if they had tried harder or spent more time learning about a subject. The music-business mind is the subject for many musicians. Musicians need to focus on this or they will live a life of regret with a memory of what could have been done with their talent. For instance, to use their talents to be a light unto unbelievers. Frank Clark said, “What great accomplishments we would have in the world if everybody had done what they had intended to do.”²⁷ Musicians and Christians should stay tuned into Christ in order to hear His calling for them.

Christian Music Ethics

The Biblical message shown in Matthew 5:16, “Let your light shine before men in such a way that they may see your good works, and glorify your Father who is in heaven.”²⁸ This message can and should be the driving force behind a musician and his hope to share his talent with the world. When a musician begins to share his talents with the world he will soon realize the impact he is able to have in an industry that is vastly secular. He is then able to be a light in These different scenarios can cause a musician to run to Christ or to run away from Christ. For

²⁵ Ibid

²⁶ Simmons, Richard. *A Life of Excellence Wisdom for Effective Living*. Clovercroft Pub, 2015.

²⁷ Ibid

²⁸ Matthew 5:16

this reason, it is important that any and every musician enters the musical field with a solid ethical biblical foundation on ethics. The consequences of breaking into the musical field without having a solid foundation could be detrimental to an artist and her ability to share the light with the world. This can be seen in present-day with artists who find themselves in the musical world but do not know where they stand morally. They do not have a moral center to guide them on these different paths. Because of this, their lives are somewhat tragic and wasteful when compared to what they could have done or become.

Norman Geisler says in his book *Christian Ethics: Contemporary Issues and Options*, “The written law of God is superior in that it is written, infallible, and more explicit than the natural law.”²⁹ As Christians, we should know what use bases our decisions on. A musician should always be basing her decisions on what the Bible says, and what the Bible teaches about dealing with other people. When a Christian musician bases their decision making on what other people are doing in the industry, he will end up looking, acting, and being just like everybody else. It is imperative that when one starts to form their music-business mind they make sure that every aspect of their mind is in accordance with scripture. The Bible is the ultimate authority in a Christian’s life.

In Proverbs 22:1, “A good name is to be chosen rather than great riches in favor is better than silver or gold.”³⁰ This tells Christians that a good name should be held above all other considerations. Christian musicians should bear that in mind when making business deals, record contracts, and overall business policies. The Christian musician shouldn't value the money over

²⁹ Geisler, Norman L. *Christian Ethics: Contemporary Issues & Options*. Grand Rapids, MI: Baker Academic, 2010.

³⁰ Proverbs 22:1

his dealings and relationships with people. In Mark 8:36 it says, “For what does it profit a man to gain the whole world and forfeit his soul.”³¹ The Bible shows evidence here that the Lord takes great care in ethics and our dealings with other people. Because of these facts musicians should be sure to include such practices into their business. A Christian musician can go to the Bible with almost all of his questions regarding his business. Proverbs 20:23 states, “Unequal weights are an abomination to the Lord and fall scales are not good.” Leviticus 19:13 says, “You should not oppress your neighbor or rob him. The wages of a hired servant shall not remain with you all night until the morning.”³² These two quotes weigh heavily on the fact of how employers should deal with their employees. It tells us the importance of treating your employees fairly and justly, to not hold onto their wages but to pay them before the morning. Of course not every business questions can be found in the Bible but the way in which a musician should conduct himself is present in Biblical teachings.

A Christian musician will, at some point in their career, come in contact with unsavory people. That is the nature of the business all associate with. Music and the arts are a secular controlled group. This is yet another reason why a musician needs to have a business mind with the ethical foundation of the Bible.

When creating a business, Christians need to carefully consider what type of person they are going into business with. Once a musician is in business with a person, the musician’s name is attached to that person and that can reflect on that musician as an artist and as a Christian. The hard work that one has planted in order to get where he is could all be torn up because of his decision to do dealings with someone who did not have the same biblical foundation as he.

³¹ Mark 8:36

³² Leviticus 19:13

Saylor Academy says in their published article *Ethics and Business Success*,

On the other hand, companies that treat their employees well, value their loyal customer base, act as good corporate citizens, and respect the environment will find that their businesses will be positively impacted by these ethical practices. As a consequence, these organizations will have a greater chance at achieving longevity and profitability.³³

Knowing where one stands is even more important for those who do not have any skill in business, because of the necessity for that person to go along with someone who do have a music-business mind. For that person to succeed in the music business, they will have to hire or partner with someone who does have that skill set. One needs to carefully decide who they go into business with. These points are summarized in the following quote from Lee Wilson who says in his book *Making it in the Music Business*,

This means first that you should be extremely careful in choosing your partners—musical ability is *not* enough. Remember that the guy snoring in the seat beside you in the back of the band van on a road trip can make or break you financially as well as musically. He can obligate you to pay for things he buys, he can create liability for you by what he does, and he can stop you from doing something you really want to do, for a good reason or a bad one or just because he feels like it. He can also tie you up in court for years by claiming that you asked him to leave the group saying you didn't read him fairly or by acting so badly himself that you have to sue him.³⁴

Having a foundation to base one's decisions on is only half of what's required in order to be ethical. Musicians have to actually be able to stand their ground and always return to their foundation to make their decisions. It is easy for someone to say they are going to do something; it is another thing to be faced with a hard decision and be able to stand one's ground.

³³ "Ethics and Business Success." Saylor Academy. <http://www.saylor.org/site/wp-content/uploads/2013/09/Saylor.orgs-Ethics-and-Business-Success.pdf>.

³⁴ Wilson, Lee. *Making It in the Music Business : The Business and Legal Guide for Songwriters and Performers*. New York: Constable & Robinson, 2008. eBook Collection (EBSCOhost), EBSCOhost (accessed April 24, 2016).

There are many different situations that can occur that may make someone want to sway in their beliefs. Pressure is a major factor in these occasions. What happens when a musician only has enough money to pay either her employees or herself? What does a businessman do in this event? These are the high pressure events which a musician may be faced with in the future. Christian theologian Richard Foster said, "The disciplined person is the person who can do what needs to be done when it needs to be done."³⁵

Power is another thing which a musician may find causes his ethics to start to waver. If one looks at past businesses, one can see how great businesses went bad because of their owners' want and greed for power and money. Money is a form of power and as one grows in the music business, one gains more material things.

Pride can be a great thing when it comes to business, but it also can be very destructive to a business. Having pride in one's work is great for a musician as well as her business, but if taken too far, it can be destructive. Proverbs 16:18 notes, "Pride goes before destruction, And a haughty spirit before stumbling. It is better to be humble in spirit with the lowly Than to divide the spoil with the proud."³⁶

Another thing that can skew someone's ethics is priorities. Ethics is a subject in which Christians and non-Christians seem to agree on. Statistically ethics are very important when it comes to the success of a business. All great and successful businesses have one thing in common: They have great ethical behavior, and if they do not it eventually comes to light. This exact point is taken up by Berklee Music Business Management Department.³⁷ Berklee talks

³⁵ Maxwell, John. There's No Such Thing as "Business" Ethics: There's Only One Rule for Making Decisions. FaithWords, 2007.

³⁶ Proverbs 16:18

³⁷ "Envisioning 21st Century Music Business Models: Ethics and the New Music Industry." Ustream. Accessed April 07, 2016. <http://www.ustream.tv/recorded/46354660>.

about businesses with unethical behavior eventually see the light of day and cause that once successful business to flounder. Robert Downey Junior is a good example of what can happen to a person when they are not ethical. Downey came close to destroying his career due to his addiction to drugs, but had a drastic change of heart and turned his life around. He now gives speeches about his struggle with drugs. Johnny Cash is another example of an artist who destroyed his relationships and for a time his career due to his addiction with drugs.

John Maxwell in his book, *There's No Such Thing as "Business" Ethics: There's Only One Rule for Making Decisions*, says, "Many people believe that embracing ethics would limit their options, their opportunities, their very ability to succeed in business."³⁸ He goes on to say, "The same person who cheats on his taxes or steals office supplies wants honesty and integrity from the corporation whose stock he buys, the politician he votes for, and the client he deals with in his own business."³⁹ Being ethical in one's dealings does not mean that one will make it rich with a business. It takes competence, hard work and ethics to make a winning combination.⁴⁰

Ethics can be drummed down into one simple rule would be the golden rule. Simply, treat others as you would like to be treated. Matthew 7:12 says, "So whatever you wish that others would do to you, do also to them, for this is the Law and the Prophets."⁴¹ This is a universal concept that is very widely accepted by many people. It is evident in most religions, not just Christianity. John Maxwell provides a list of different reasons on why this is the best way to run one's business.

³⁸Maxwell, John. *There's No Such Thing as "Business" Ethics: There's Only One Rule for Making Decisions*. FaithWords, 2007.

³⁹ Ibid

⁴⁰ Ibid

⁴¹ Matthew 7:12

1. The Golden Rule is accepted by most people.⁴²

It is rare to come across a person who does not believe in the golden rule. This is because it makes very logical and philosophical sense even if it is a religious concept.

2. The Golden Rule is easy to understand.⁴³

Maxwell says in his book when talking about ethics,

People often have difficulty getting a handle on the subject because it seems complex and intangible. One of the wonderful things about the Golden Rule is that it makes the intangible tangible. You don't need to know the law. You don't need to explore nuances of philosophy. You simply imagine yourself in the place of another person. Even a small child can get a handle on that. There are no complicated rules and no loopholes.⁴⁴

It is hard to get around this simple rule even if one wanted to. This is due to the fact that it is a self-checking rule. It checks itself right up against the musician. It removes the selfishness of human nature. The result is a person thinking clearly about why she is taking a particular path.

3. The Golden Rule is a win-win philosophy.⁴⁵

4. The Golden Rule is a compass when a musician needs direction.⁴⁶

When a musician comes across a situation where they do not know what to do, they are able to use the Golden Rule as a fall back. The Golden Rule is a rule which is very hard to skirt around or justify as the rule relates right back to oneself. This is the best rule that someone can choose to run their business by.

New Business Models

⁴² Maxwell, John. There's No Such Thing as "Business" Ethics: There's Only One Rule for Making Decisions. FaithWords, 2007.

⁴³ Ibid

⁴⁴ Ibid

⁴⁵ Ibid

⁴⁶ Ibid

In this day and age, the world is changing over and over, month-to-month. A musician needs to stay up-to-date on the technology, the trends, and the industry as a whole. A musician who does not keep his eyes on the changing tides will fall behind. Looking at the last ten years, one can begin to realize how fast technology is progressing. The iPhone, for example, was released less than ten years ago. People are able to use the iPhone or their smart phone for virtually anything in this day and age. Sheet music is being sold digitally more so than physical copies. Music lessons are being done online. The whole industry has changed significantly. The iPad, which was first released less than six years ago, is now used by almost every piano teacher because of all of the huge advantages that it brings to the table when teaching. Nabla Daidj says in her book *Developing Strategic Business Models and Competitive Advantage in the Digital Sector*, “Record companies were initially reluctant to develop digital methods of distribution, considering only the threat from online piracy, rather than the opportunities of new business models.”⁴⁷ When a musician is not up-to-date on the latest things, he begins to fall behind and his business is likely to suffer. Constantly changing and coming up with new ideas is a crucial element to maintaining a business. Just because a business model worked when a business was started does not mean that it will work in the future.

Transitioning over to communication, this is another area that has changed significantly in the last five to ten years. Phone calls and mail aren't the number one communication tools anymore. When speaking with potential customers, venues and employers, the first thing people do is email or text message. The reason for this is the convenience and the speed in which one

⁴⁷Daidj, Nabyla. *Developing Strategic Business Models and Competitive Advantage in the Digital Sector*.

can send out a hundred different emails to a hundred different people within the span of clicking one button.

If we take my business model, for example, I am having all my teachers travel to the homes of the students. I am doing this not because I do not have a location but because of the fact that this is a service that parents want. This is because nowadays, parents are busier than ever. Swim meets, baseball practice, theatre, summer school, etc. The last thing parents want to do is to have to drive to yet another place to get music lessons for their children or themselves. The convenience of having the teacher travel to a student's home is valued over driving to a brick-and-mortar studio. It is valued so much that clients are willing to pay 50% more because of the added service of traveling to the customer's home. These are the types of things musicians need to consider when forming their business plan.

If a performing musician is trying to market herself to different, small venues she should know how to do that and which avenue to take in order to be most effective. She should be using the recording software that all people have easy access to on their phones. David Cutler says in his book *The Savvy Musician* "In the eyes of many, something that cannot be easily found on the internet does not exist. By extensions, this means that a musician without a strong web representation does not have a career."⁴⁸ If a musician does not want to work on promoting him or herself or their idea, then they're not going to get anywhere. It should be stressed again that a musician who is not business minded should seek advice from outside agencies with experience in that field. Listening to the wisdom of others around oneself helps a musician to grow in his field. It is acceptable to not be talented in every aspect of a musician's field, but it is

⁴⁸ Cutler, David. *The Savvy Musician: Building a Career, Earning a Living & Making a Difference*. Pittsburgh, PA: Helius Press, 2010.

unforgivable to not seek out wisdom in areas one does not have wisdom in. Websites, marketing, social media, taxes, and writing are some common areas that musicians can struggle in. When a musician identifies what area he needs help in, he simply needs to go out and hire someone to manage it.

Cutler says, “Attention savvy musicians: If you are not actively promoting something, don’t expect the site to help your career in any substantive way.”⁴⁹ No one is going to seek a musician out, especially if there is not even a way to find him if they do happen to be looking for him. How is a musician going to be able shine the light that God has given him if he is not up-to-date on the way people are communicating and sharing their own lights?

Something that's on the rise right now that can be seen in almost every business model is a type of subscription plan. People do not want to pay a large sum up front anymore. This day and age is living in the day of credit or payment plans. University of Wisconsin-Madison - School of Business graduate Chuck Longanecker wrote, “Since consumer buying habits are trending toward more simple and hassle-free shopping experiences, more and more companies are jumping into the subscription space and seeing incredible growth. Last year, Dollar Shave Club was expected to generate \$60 million in revenue, nearly tripling its 2013 revenue.”⁵⁰ People these days live mostly paycheck to paycheck and therefore do not have the cash to pay large sums up front. CNN reported, “Fewer than one in four Americans have enough money in their savings account to cover at least six months of expenses, enough to help cushion the blow of a job loss, medical emergency or some other unexpected event, according to the survey of 1,000

⁴⁹ Cutler, David. *The Savvy Musician: Building a Career, Earning a Living & Making a Difference*. Pittsburgh, PA: Helius Press, 2010.

⁵⁰ LONGANECKER, Chuck. "Why You Should Use a Subscription Business Model." *Entrepreneur*. 2015. Accessed April 24, 2016. <https://www.entrepreneur.com/article/243573>.

adults.”⁵¹ This is something that, unless a musician is paying attention to and using their musical business mind, they might not pick up on. She could be offering her service piano lessons, and people could be wanting her service, but there's no way for them to afford her service because of the large sum of money upfront. Many teachers sell their lessons in packages in order to supply the teacher with a reliable source of income.

Musicians need to have the same passion at sharing their talents as they do developing their talents.

One of the great things that has come out of this new age is, in fact, the digitization of music as Glenn Parry explains,

Analysis of music business models shows that MP3 technology provided a turning point in the music market, as this file format facilitated the development of online offerings which increased the availability and choice for consumers. Prior to this innovation a firm's competitive advantage was heavily dependent on high-street shops with limited stock space, competing on managerial capabilities in balancing stock and consumer demand. Digital music removed much of the supply side challenge, deliver operating efficiencies across the supply chain and allowed the development of business models which integrate customer and supplier in a relationship This requires a re-evaluation of organizational strategies and learning capabilities of music vendors. Music vendors need to differentiate their offerings to clearly demonstrate their value propositions to their customers. Digital music business models may encompass traditional physical unit sales, digital unit sales, streamed music, online radio and forums for consumer engagement and comment on content. These additions to the product offering are likened to the servitization process, where firms are increasingly seeking revenue from services associated with their product.⁵²

⁵¹ Fewer than One in Four Americans Have Enough Money in Their Savings Account to Cover at Least Six Months of Expenses. "76% of Americans Are Living Paycheck-to-paycheck." CNNMoney. Accessed April 25, 2016. <http://money.cnn.com/2013/06/24/pf/emergency-savings/>.

⁵² Bustinza, Oscar F., Ferran Vendrell-Herrero, Glenn Parry, and Vasileios Myrthianos. "Music Business Models and Piracy." *Industr Mngmnt & Data Systems Industrial Management & Data Systems* 113, no. 1 (2013): 4-22. doi:10.1108/02635571311289638.

Persons in the music field tend to look at technologies as a negative rather than a positive. This is a result of seeing them as a threat to their ability to make music a profitable business. People outside of the music world do not know how great these threats are, but people on the inside have experienced these threats first hand. They have suffered the consequences of rising technologies. The rise in technologies has caused vast amounts of free music over the internet. The result of free music online has cause a significant decrease in sales of music albums and the sales of music in general. Why buy an album when you can simply stream it for free on YouTube. When a musician is involved in business, they cannot have a passive attitude. When a musician's source of income is being threatened they cannot sit idly by and watch the sales decrease. For example, if a musician does not like the amount of revenue being produced from streaming their music with Apple and Spotify then why have it listed there in the first place. If a musician's main source of income is from the selling of albums, then streaming is almost counter productive. There is not reason to buy an album when you can stream it. Reliant K has decided not to stream their newest album with Apple. They have decided to produce vinyl records with artwork included. Reliant K has taken advantage of the rise in popularity of vinyl records. When musicians are passive then they are for certain going to be steamrolled over by these new advances in the field and new advances in technologies. It is imperative for musicians to be able to adapt and change. If a musician does not know how to adapt, then he again needs to use the resources around him to strengthen his position and come up with new ideas on revenues of income. It says in Proverbs 4:1-9,

Hear, O sons, the instruction of a father, and give attention that you may gain understanding, For I give you sound teaching; Do not abandon my instruction. When I was a son to my father, Tender and the only son in the sight of my mother, Then he taught me and said to me, 'Let your heart hold fast my words; Keep my commandments and live; Acquire wisdom! Acquire understanding! Do not forget nor turn away from the words of my mouth. Do not forsake her, and she

will guard you; Love her, and she will watch over you. The beginning of wisdom is: Acquire wisdom; And with all you're acquiring, get understanding. Prize her, and she will exalt you; She will honor you if you embrace her. "She will place on your head a garland of grace,"⁵³

This is a very direct way of saying that a person should go out and seek wisdom. One can never have enough wisdom and God promises to give wisdom to those who ask for it. James 1:5, "If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you."⁵⁴ A musician should not simply stop their progression because they are encountering an area they haven't been before. These are the moments when seeking advice and wisdom is necessary. Musicians should be seeking wisdom from God and asking for help in the face of a problem. God may not respond orally but God can place people in a musician's life to be a mentor. Thomas Walker says in his book *Seeking Wisdom from God*, "God will be your only source for wisdom. There will be no other way to reach the level of spiritual discernment necessary to unlock the mind of God."⁵⁵ When musicians come across circumstances in which they do not know what to do next, they have the Lord to go to for direction and guidance for their next steps. God is the ultimate source of wisdom. God may not be able to tell a musician what to do when technologies threaten their business, but God can instill ideas in them. These ideas can help a musician with their business. Creativity and ideas are not our own, they originate from God. When musicians have no one to go to let them go to Christ as there is not a problem or question he cannot answer. Rather than looking at these new ideas as a threat to a business, they should be looked at as an opportunity to grow a musician's business into new avenues.

⁵³ Proverbs 4:1-9

⁵⁴ James 1:5

⁵⁵ Walker, Thomas H. *Seeking Wisdom from God: A Quest for Truth*. Place of Publication Not Identified: West Bow Pr, 2011.

Music has been transferring over to digital for a decade and has become the number one way that consumers listen to music. This has caused havoc in the music industry but has also allowed a great many good things to happen as well. The ability to make a oneself known is far easier than it was before the age of the internet. The ability to make living selling one's music from the comfort of a home is becoming more possible. There are so many new avenues for revenue with the digitization of music and the world in general. For example, the rise and technologies has brought out a great demand for video game music. Video game music composers are paid thousands of dollars per minute of music. This is just one new avenue that has been created as a result of technology. Musicians simply need to take advantage of these avenues and not get stuck in the past.

Ruth Blatt who holds a Ph.D. in Management and Organizations from the University of Michigan writes,

The current generation of artists have also learned from the mistakes of their predecessors. In a recent *New York Times* interview, Billy Joel reflected on how not paying attention to the business side of music cost him more than \$30 million. 'I always had this sense that O.K., I'm an artist and I shouldn't have to be concerned about something as banal as money,' Joel said, 'Which is baloney. It is my job. It is what I do. I didn't pay any attention to it, and I trusted other people, and I got screwed.'⁵⁶

When someone as big as Billy Joel says that he should have paid more attention to the business side of things, then it is relevant. Musicians should not misunderstand this quote as saying not to trust anyone, but merely that musicians ought to take care in choosing the people they do business with. Joel found out the hard way what happens when a musician gets involved with the

⁵⁶Blatt, Ruth. "Rockin' Is My Business, Part 1: Why Musicians Need A Business Education." *Forbes*. Accessed February 24, 2016. <http://www.forbes.com/sites/ruthblatt/2013/09/30/rockin-is-my-business-part-1-why-musicians-need-a-business-education/#409141602c43>.

wrong people and have an initiation to detail. This makes a good point that even when a musician is searching for the wisdom to help him, he still need to be diligent and watchful over his business and what is going on. Even if a musician does not have any talent in business, they should still have enough education to be able to check up on the people they are involved with. That musician may not have to be the one who is generating the ideas and the new creative ways to make money, but he does need to be able to have some business knowledge in order to make wise choices with his business partner.

According to Ruth Blatt,

Understanding the legal side of the business is relatively uncharted territory for rock n' rollers. Back when Bob Dylan got his first record contract in 1961, for example, he signed it without reading it. Early in his career, Jimi Hendrix signed pretty much any document put in front of him as long as there was a cash advance involved, which created complicated legal tangles. As a result of their naïveté, many artists did not gain financially from their success. The Kinks, for example, received only 2% in royalties from their music. They lived on about \$100 a week until the 1980s, according to singer Ray Davies.⁵⁷

This is unimaginable; these great artists had no idea what they were doing when it came to the business side of everything. They literally did whatever anyone told them. If they had a bad handler or a bad label, they were condemned to suffer the consequences. This wasn't just a matter of not being business minded, but not using a mind at all. A musician does not have to have a business mind in order to read a contract before they sign it. A musician should always read over any contract before they sign it. When it comes to the business part, there are lots of programs around the country that are specializing in educating people in the business side of the

⁵⁷ Blatt, Ruth. "Rockin' Is My Business, Part 1: Why Musicians Need A Business Education." *Forbes*. Accessed February 24, 2016. <http://www.forbes.com/sites/ruthblatt/2013/09/30/rockin-is-my-business-part-1-why-musicians-need-a-business-education/#409141602c43>.

music industry. CEO Scott Booker of the Academy of Contemporary Music at The University of Central Oklahoma says,

What students need the most help with is learning how to connect all the different aspects of how the industry works, because you get the people who are great musicians, or you get people who are wonderful producers and understand the tech side of things, and then you have people who are interested in the music business but it is really that combination of those things that makes it work. Most of the incredibly successful people in the industry are skilled in at least two and maybe all three of these aspects.⁵⁸

Musicians seem to realize talent is not all they need to succeed in the musical world. This is far from the truth, and can be detrimental to an artist's career. In a \$12 billion industry, there are bound to be significant areas of business. It is more about business than it is about talent in the music industry. One can see this in the present world. Think of all the artists that do not seem to have talent: artists who rely on mixing and auto-tune to make themselves sound-talented. Taylor Swift was one of these artists who needed to rely on technology in order to sound good. Swift has however put a lot of time and effort into developing her voice and musical skill and one can see the result of this in her music and live performances. Swift has also shown a good business strategy of producing music that falls into a two different genres. Doing this results in a higher customer base and therefore higher profits. They are using more of the business mind than they are of talent, and they are the ones that are succeeding in the industry. The true artist, and the ones with the true talent, need to be using the same business models as the people who do not have talent and use auto-tune. The result of such an action will flood the field with not just successful artists, but successful and *talented* artists. It is true that not all artists have this music-business mind, but that is not as big of a setback as one may theorize. The artist should hire

⁵⁸ Blatt, Ruth. "Rockin' Is My Business Part 2: Business Education Programs For Musicians." *Forbes*. Accessed April 08, 2016. <http://www.forbes.com/sites/ruthblatt/2013/10/04/rockin-is-my-business-part-2-business-education-programs-for-musicians/#18449d33212b>.

someone they trust to manage the business, and then spend their time perfecting their craft while also checking in on the business side of things. If she does not, then all of the work she has put into her skill will be for naught because no one will see or enjoy what she has done.

Summary

The music-business mind should be learned and utilized by all musicians. Without it, the musician is at a huge disadvantage to the rest of the industry. Not everyone is ethical and not everyone will have the musician's best interests at heart. The musician needs to be able to discern good and bad business practice enough in order to not be taken advantage of. A lot of this comes from seeking advice from those closest to them, as well as using their heads and reading things before signing them.

Music is clearly seen in the Bible as a very momentous commodity, and is held in high regard by all that use it. God holds it in a high regard and uses it to His glory on many occasions in the Bible. The book of Psalms is a whole book dedicated to well-written phrases and messages that are meant to be put to music in order to better glorify God. In the Bible it says how Christians need to be using the gifts God has given them to the best of their abilities.

Being open to the new business models such as video game music, vinyl records, generating your own streaming service and branching out is an important part of the music-business mind. Viewing everything as a potential positive and new way of making a business successful is a crucial element of building a successful business. Reeling in the wisdom that God has put in the people around oneself is an important aspect of being business minded. This is more relevant to those musicians who have not had experience in business or have not grown up in an entrepreneurial family.

Ethics are an important thing in the music-business mind. If a musician does not have ethics at the forefront of her business, then she will not be presenting a business that is glorifying to God. History has shown that bad ethics in a business eventually comes out and then destroys the business and the reputation of the people in attached to the business. A musician's business should always follow the Bible and what it says. If a musician has one rule to fall back on for her ethics, it should be the Golden Rule.

In order for a musician to fully harness their musical ability, it is necessary for them to work all aspects of their craft. They must use their music-business mind or they might not be able to share their gifts and God's light to other people. All the potential they hold might go unnoticed or worse, destroyed in a disastrous deal. It is imperative that a musician not only study his craft but also exercise and develop the music-business mind by the use and integration of business wisdom around him and in him to better reach and touch the lives of others with his Christ centered God-given talent.

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