

***From Art to Commerce: A Workshop for Independent Musicians***  
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**WORKSHOP DESCRIPTION**

***From Art to Commerce: A Workshop for Independent Musicians*** contains the following sections:

**Music Industry Overview: *Is this house made of brick or straw?***

As artist-entrepreneurs, you know you need to create revenue streams for yourself that extend beyond old-school music biz practices. But it's still important to understand those practices—as well as new music industry models—so you can decide which elements might be adaptable for you. If you're offered a record deal, publishing contract or cash from an angel investor, you need to comprehend what each might mean to your career. We give you a thorough grasp of those scenarios—and other alternatives—so you can navigate your options with confidence.

**So You Are An Artist: *What do you want, a cookie?***

Declaring that you are an artist will not part the Red Sea and make things easy for you. But, defining what it means to be an artist and trusting your instincts is vital to a successful career. When you understand who you are and what you want from your artist life, you will learn how to find your voice and your audience.

**Songwriting & Music Publishing: *Can you get my song to Taylor Swift?***

As soon as you've written your first song you have become a publisher. You will learn what that means and the simple facts about music publishing that will help you make smart choices when it comes to copyright and exploiting your catalog.

**Studio Recording: *Can you make me sound like Elvis?***

Deciding where to work, how much money to spend and how to pull off recording your masterpiece can be daunting and confusing. You'll learn how to approach recording your music to showcase the best possible version of yourself as a recording artist.

**Record Labels: *Hey man, can I give you my demo?***

As the major label system collapses under its own weight, the independent artist is standing strong and steady with more opportunities than ever. Learning how to function like a label but without all the excess and waste that is drowning the majors will give you the best and clearest path to a sustainable independent career. You can captain your own boat or assemble a crew and we will show you how to do it simply and clearly.

**Manufacturing & Distribution: *Is my CD in Wal-Mart?***

Being indie means you oversee everything from artwork to production to distributing your product. You need to know how to handle design (including hiring graphic artists), negotiate manufacturing, control quality and get your product in stores and online. You may be able to contract for distribution or may get very friendly with UPS and post-office clerks. We'll clue you in to how it all works.

**Marketing: *Guess what? No one is looking for you.***

Like it or not, you are a “brand”—and need to market yourself like one. Get creative, but don’t be afraid to adapt great ideas that work for others. We’ll study some brilliant maneuvers—and some not-so-brilliant ones.

**Media, Public Relations, Radio, New Media: *Huh?***

Learn how to submit your songs for airplay, create and distribute press releases to traditional and new media, be your own PR machine, generate coverage of your music and appearances and track that coverage.

**Touring: *How do I get to Carnegie Hall?***

No, the answer is not “practice.” It’s “connections.” That’s connections as in who you know and connections as in planes, trains, tour buses and highway exits. We cover the ins and outs of getting there—both getting yourself gigs and getting yourself to gigs.

**Resources: *Do I need all this stuff?***

From record producers and engineers to management, booking agents, publicists, tour managers and radio promoters, we demystify each job function and give you vital tips for knowing not only when and if to hire help, but how to choose the right type of assistance without breaking the bank.