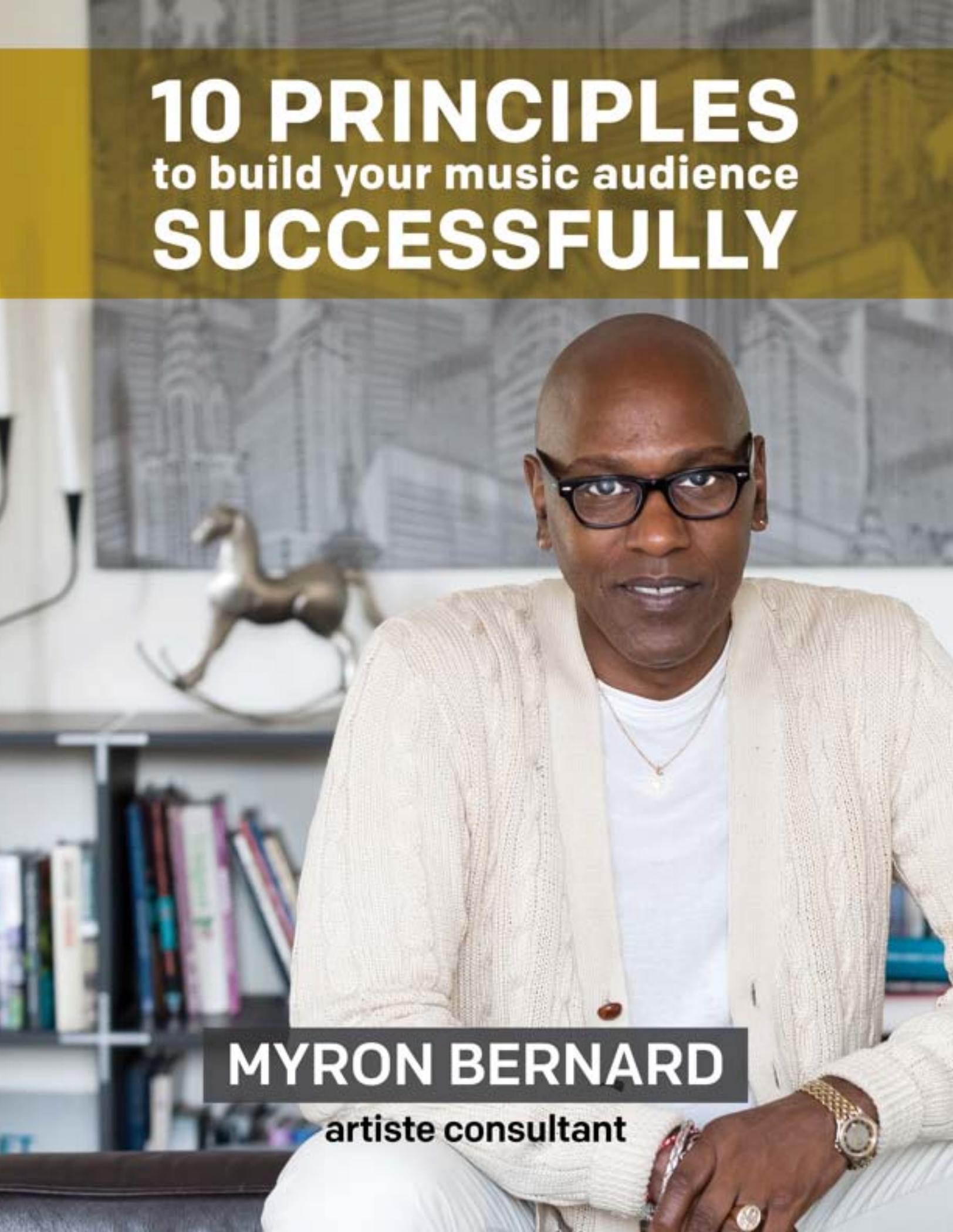


10 PRINCIPLES

to build your music audience

SUCCESSFULLY

A portrait of Myron Bernard, an African American man with a shaved head and glasses, wearing a white cable-knit cardigan over a white t-shirt. He is sitting in a room with a bookshelf and a rocking horse in the background. The background wall has a grey architectural drawing.

MYRON BERNARD

artiste consultant

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ArtistDevelopmentSeries.com

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ACKNOWLEDGMENTS

Dedicated to Ricky Lawson... a great drummer, brother and true friend, you are missed.

I personally want to thank all of you who have supported my dreams, goals and growth overseas. My respect and gratitude to friends, musicians, artists and to all of you that are not listed here, the list is long. Thank you for sharing your thoughts, input and for being part of this project.

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To all the talented people. I hope that you will find this guide useful and that it will help you to look deeper within yourself and encourage you to be more creative. Let the 10 Principles begin your journey of how you look at what YOU want to achieve in the music business.

For additional consultation details, please visit my websites:

- ArtisteConsultant.com
- MyronBernard.com

Thank You!

Myron Bernard



INTRODUCING MYRON BERNARD

I am an artiste consultant I specialize in the mentoring and development of today's modern entertainer. I work with young musicians, singers, songwriters and internationally known talent helping them transition out of yesterday's business model, by going outside the box, into today's new digital music arena.

It's what I call "The New Music Business Groove."

I help talent to find the magic that lies within themselves, the magic that makes them special as musicians, recording artists, songwriters, singers and producers. In the overall big picture my solution is to enhance the artist ability to become good well-rounded talent and hopefully balanced, "down to earth" people.

Over the years I've been fortunate to work with some of the greatest musicians and artists from all over the world. I have a 20-year history of providing personal management and consultant services, wearing various hats from contracting to tour management and the additional services that come with a manager's responsibility.

I work with artists that range from major to independent, both internationally and domestic. I've been privileged to form amazing relationships with young up-and-coming artists to legendary superstars.

My name is Myron Bernard, "The Artiste Consultant."

As you read this guide you will come to understand my compassion to share and write about the development of the artist and why it's necessary today.

I firmly believe that your music business skills need a framework for achieving results. Creating a strategic framework and foundation that can be build upon to achieve your specific goals within your music genre.

While in Stockholm, Sweden, during one of my deep conversations with a friend, I'd found myself stating that the music industry has irreversible changed. Not only how we listen to and buy music, but also the support for artists and bands has changed. It became clear to me that the truth of the matter was that the industry is in a constant state of change – this is the reality and these are the facts.

Navigating through the changes is one of the biggest challenges for independent musicians, bands, songwriters, singers and artists. This also includes all the executive administration positions in the music businesses.

I believe that adaptation is the key during these changing times.

If you grow and learn to adapt, then you will truly gain an understanding of what is going on around you and your fans. It is important that you learn to adapt so you can respond and navigate appropriately.

Basically you need to be open to follow the 10 basic principles that I am sharing with you in this guide. If you come to understand these points and apply them, you're off to a good start in today's new music business and social media environment.

Each principle is important and has its benefits. They are not in a particular order and can be implemented in any fashion that fits you. But apply them!

1.

How to remain unique while marketing and promoting your music online.

Marketing and PR have changed fast over the last couple of years. Fans today have higher expectations and want to communicate directly with artists. It's important to stay true to yourself and at the same time are original while creating your marketing campaigns. It does not help you to do what everyone else is doing. Understand how you are attracting attention to YOUR music and persona. Let your fans relate to your originality and commitment.

You need to come up with creative strategies, to be unique with your own style of music. Your commitment and attitude to your music is the key.

Engage your fans and build your audience with great content and enthusiasm, use RSS feeds and other online news options. Keep your fans coming back for more with new photos, videos, songs, lyrics and use unique articles and great reviews. Enhance this with quizzes, polls and contests. If what you provide is engaging enough to your fans, they will come back again and again to see and hear what is new from you.

Let your fans participate and promote your music with awareness and by sharing. Provide rewards and incentives.

2.

Reward and incentives.

There is so much music being offered and available in the marketplace every day. Give your fans a reason to consider you as part of their personal listening experience and let them engage economically with your music.

Key word: Economic

There are major debates about the value of “free goods” (promotional items). There is no question about it, people around the world love free stuff. Engage your audience! The various options that you can create and supply as “giveaway” content is endless. Be creative! Be very creative!

Here are some “giveaway” ideas for your audience:

- Remixes or advanced re-mixes
- Un-released songs
- Rare demos
- Provide customized various bundled content
- Create short videos that work with the bundles
- Vinyls
- Tickets incentives

Little incentives are always attractive to fans. This entices them to listen to the rest of your music, get to know you as an artist, and engage in the music you make.

3.

Don't just promote. Engage your fan base!

This may be one of the most important connections to make. Learn who your fans are and what they really like. Engagement gives your fans the opportunity to interact with you in an economic fashion. (See principle #2)

Like all media environments where multiple communication platforms exist: video, radio, social media, online ads, banners and live events, try to cross-promote everything. This should be an integral part of what you do on a consistent basis.

With this approach to marketing you start thinking differently. How your band looks, feels and sounds in conjunction with how successfully you are engaging your fans.

Market your personality and your strengths.

Define who you are as an artist and what type of artist you want to become. Use this in your marketing strategy and efforts.

Do not try to please and be everything to everybody, this never works. Just be who you are, the bottom line, be yourself. There are people out there who will appreciate YOU and your music. You never know, your “small segment” of the world could become millions of people!

❖ **Music** is about lifting the spirit. Lift the spirit of your fans.

“I tell my clients, everybody is not going to like your music. If you captivate 3,000 people in one town and 8,000 in another city, then add 12,000 in a neighboring country and 15,000 on another continent. YOU do the math. You have now connected, and your audience will continue to grow.”

Once again, you may not reach everybody but you will find your own segment of the marketplace.”



- ❖ Keep your fans close and stay connected with them. Make sure they feel at home and part of something truly special. Your music career. This is about nurturing relationships.
- ❖ To create this bonding kinship you need to develop one-on-one relationships with your fans. It's worth the time that it takes to grow and build these relationships. It is time-consuming, but worth it.
- ❖ Focus your energy to connect with your core support group of fans; the ones who want to know when, how and where you can be found. The fans that crave everything you release, they want and buy. Fans will follow you wherever you go; rain or shine they are there for you. Make sure your fans are happy for they are the ones to bond with.
- ❖ Get to know each other and be a genuine friend, appreciate their efforts and love towards you and your music. They will be your loyal support group for years to come.
- ❖ Embrace people from around the world who enjoy your music. Those that complement your style and who will team up and work together toward your long-term music career success.
- ❖ Cross-promote your online promotion strategy which is not a replacement for your offline promotions. Figure out a way to make them work together. Use all your tools.

4.

Take your fans on a journey.

Because of the increased transparency and exposure that social media is giving your fans, they are no longer satisfied with the occasional update and music release. Today's fans crave an emotional connection that is satisfying, very much like taking them along for the ride on your journey in any way possible.

Whether through Twitter, Instagram, StumbleUpon or Shapchat, your blog, or targeted short videos on Vine, rehearsal videos on YouTube; you should be creating a social media strategy that caters directly to your fans.

Your fans want a constant stream of updates from the front lines that allows them to feel appreciated. You want them to feel that they are instrumental in the machine that also helps to run your organization. Honestly, TODAY the fan is completely instrumental to your success.

The sense of purpose is one of the most empowering valuable tool you can give your fans. In the long run they will use it to generate more attention through their own social media channels. This will help you capture more fans and increase attention for your music.

❖ **Word-of-mouth** is one of the most effective forms of promotions available. Multiplied online only the sky is the limit. Invite your fans to participate on your journey.

5.

Craft your image correctly and you will be headed in the right direction for success.

It's important that your image connect and coincide with your music. You don't want to confuse your fans. If your image doesn't communicate properly it will do just that, confuse them.

Create an image around your music, your attitude, style, and your personality. Be yourself! This is a very important part of a term I call "being real". Another way of saying this is for you to "be who you are." Your audience will sense this when you are not.

As you project this part of your self, your identity and personality transmits in a way that your fans wish that they could be you. This is also why it's important to be a balanced person, artist, musician and entertainer.

- ❖ **Being successful** in the mainstream music industry is 10% music and 90% strategy. Begin with your mindset and a creative strategy today!

6.

Good work ethics.

Make having a good work ethic a priority for yourself or your band, the same as practicing your writing craft, instrument or voice.

Marketing and social media, just like practicing your instrument, are important activities. They can't be relegated to 'whenever you have the time' because we never have enough time. Practice makes perfect.

If this is important enough to you than it should be a priority. It must be part of your job description.

7.

Find creative ways to make money with your music in the digital maze.

The old music business model is dominated by the sale of an individual unit for a set sum of money. The new model is about starting an ongoing economic relationship with a community of fans. It's important to build upon engagement with your direct-to-fans approach.

This means that how you handle your digital music business is *extremely* important. [Amanda Palmer](#) is a prime example of working with alternative options and inventive revenue streams.

You have to learn how to monetize your music on the front-end through sponsorships and other joint ventures. Make some of your music releases free to consumers. It's not about giving everything away, yet this is a crucial strategy for developing artists who lack an established fan base in the early stages of their careers.

The reason behind this strategy is simple: Consumers are less willing to pay for music than they were in the past, but this shouldn't stop you from making money from your music in alternative ways. Focus on ways to leverage the music streaming services and how they can help you.

Focus on all available revenue streams, not just the “hope” of record sales. Additional income streams exist for you to benefit from and make use of.

8.

Making “it” all work together.

You might have heard of “it”!

You need that “it” factor that you hear so much about, the magic that makes you special. The “it” quality has been given many names over the years, Presence. Vibe. Star quality. Mad skills. That thang! These are some of the most well known descriptions in the music community worldwide.

With that special “it” you will **radiate charisma and your personality will be remembered**. YOUR fans will look up to you and rally around your brand, your vibe, your personal style and the music that you create.

It’s important to take the time to create one or two songs that truly represent you as an artist and are unique to your musical style. Live, acoustically or recorded songs are the calling card that invites people to discover the rest of your music.

These songs should represent your overall sound and genre of music in the best possible light. You want your audience to fall in love with your songs because this will be your new fans introduction to your brand of music.

Try to pick songs that represent your musical direction and a style that you would like to continue in the future. By doing so it will pave the way for you to grow and experiment as an artist.

- ❖ **What is stage presence?** “The art of live performance is to connect, be centered on stage and taking the time to understand the magic.”

9.

How to treat people in the music industry.

This principle applies to all for any first time meeting or encounter. This does not only apply to the music industry; it should just be a rule to live by”.

“Always leave a good impression with everyone you meet. You never know who you will meet next.”

Often label personnel do not get to interact directly with artists, so when they do, they feel important. Always treat them with the utmost respect and make them feel special, because they are. They can be invaluable to your success; the same applies to radio station personalities, promoters, club owners, etc.

Be personable because people don't merely connect with your brand, they connect with you. Relate to and identify with people that make up your core fan base and support group.

Remember that YOU are building a brand around yourself by being personable that will help you to get where you want to be.

❖ **Networking** is one of the most powerful marketing tactics. Understand and learn the importance about making connections and long-lasting relationships.

10.

Call to action.

Decide right now what your brand or profile ID is as an artist, singer, songwriter or musician. Are you a Pop or Soul singer? Is your style Rock or Alternative? Are you a classically trained musician who wants to write R&B songs? Do you just want to be a producer? Or do you only want to be a session and touring musician? Decide!

Finding your sound is key to finding your unique signature.

Whatever your identity is or will be; take the opportunity to look at yourself. Take time to figure it out, write it down. Listen to yourself from within. It's up to you to clarify and define your artistic identity and brand. Allow yourself to build on that image which your fans will be able to identify with.

This will all flow naturally once you approach and decide on your direction. The process gets easier as you become who you are and have defined what you've become. A play of words indeed but they hold true. It's an interesting and rewarding journey. (See [Amanda Palmer](#))

You must learn how to tell your story and how to tell it in an effective fashion. This applies for both on and offline communication with your audience. Be different and don't conform to the norm. Try new things and be creative. Think differently, think outside the box and act fast.

To Your Success!

- ❖ **A brand** is a name, design, symbol or any other feature that identifies you and your unique characteristics and qualities from other artists. For example the quality of your sound. It is also a promise of consistency, stability and reliability as an artist and person.

THE ARTIST DEVELOPMENT STORY

The inspirational approach to the music business. Artist Development: A Consultancy Series.

In 2012 while I was visiting friends in Stockholm, Sweden, I finally implemented an idea that I've been carrying around in my head for some time. An educational program: The Artist Development Series 3.0.

I developed this program to share my knowledge and personal experience gained from my years in the music business.

ADS 3.0 was created to assist new talent (singers and musicians) to become more grounded while understanding the importance of using musical history as a vehicle to start their music career. The program will also address the importance of how to balance career vs. personal life, and how to stay on the right path to achieve longevity in today's music business.

ADS 3.0 is a learning and motivational hub where singers and musicians can talk with experts, find solutions, and sharpen their artistic skills towards becoming world-class entertainers.

The program is devoted to help independent artists understand how to use new on and offline strategies in order to thrive in the new music environment that is rapidly changing.

Relationships are the building blocks towards success.

During the summer of 2012 I was fortunate to be invited to travel with the RIX FM tour. The music festival is one of Scandinavia's largest pop radio promotional summer tours. The concert series featured some of today's new chart-topping, pop star recording artists.

It was my first festival tour solely located within the country of Sweden. My long time Swedish music coordinator and entertainment partner, Pontus Ågeryd, invited me. He gave me an opportunity, as well as the privilege of attending and consulting with him on the tour.



Pontus Ågeryd (r), Kapello AB, is a one of the most head hunted MD, (music director) and live content coordinator in Stockholm, Sweden. (With Mikael Sahlsten & Elin Bemark.)

I thoroughly enjoyed touring with him and to experience the various sides of his multi-tasking responsibilities that came with his position. The RIX FM concert series was a real extravaganza and a great networking opportunity.

Take advantage of opportunities that present themselves to you. Don't be shy!

While on the tour I met some wonderful music industry people, not just the headlining artists, but also the crew, staff and radio personalities. At the same time I was learning new aspects of the Scandinavian music culture and its community.

The contacts I made and the knowledge that I gained have had a positive impact on my growth within the Swedish music community.

It helped me create a solid foundation of relationships from both the personal as well as the music business side.

I must note that just because I was not the tour manager for the festival or personally managing any of my own clients, it did not restrict my ability to benefit from this valuable experience.

I always embrace the opportunity in front of me to make new contacts.

Never stop learning.

The years of my professional career in the music business have been a successful journey of growth with constant life learning lessons along the way.

I want to make one thing very clear, that no matter what your previous experience is, or what stage of your career you're in, you can always learn something new. And you will.

There is always more to learn and experience while you climb your ladder of success. Even after you have had a fair amount of successful achievements in your chosen craft. It is important to remember that educating yourself and growing, is the key to having a long-term career in today's new 3.0 social and media driven entertainment industry.

Regardless of your profession, learning is the key that opens up many doors in life.

The content that I am sharing with you is first hand and indispensable music business life lessons, combined with social networking experience, personal techniques and examples in how to build your personal fan base and social networks. This applies whether you are starting out or already have a few professional years behind you. These lessons and principles will come in handy.

My main mission is to help indie musicians succeed.

As an independent artiste, you deserve a shot at having a long and prosperous career in the music business. By applying your knowledge and being patient, you can have and develop your career on your own terms.

So open up your mind for knowledge and put these principles and tips to work towards your future. With dedication, passion and perseverance, you can bring yourself closer to the success you've always dreamed of and beyond.

❖ **Bonus tip:** Do not doubt yourself! And don't doubt your abilities. You will never know where your gifts will lead you if you don't try.

Be the very best you can.

Over the last three years I've divided my time between Stockholm, Sweden, and Hollywood, California. I'm constantly building and adding to my network of co-workers, clients, musicians, singers, producers, label executives, and friends.

During this same period I began my collaboration with FlyMama AB, a Swedish Concept and Media Marketing Strategies Company. In joining the founding team members Lena, Mats and Isabella, we set out to build a foundation that serves to bridge the FlyMama vision and brand into an American-Swedish creative services melting pot.

Our collective inventive fields include special events, entertainment, media, photography, graphic design, film and television. We provide customized value for our clients collectively as original independents.

We work as a team with a common goal to reach our targeted objectives. When applied, these values work in all areas of business, the music industry included.

Combining our expertise provide a way for us to deliver solid solutions, helpful information and services of value to our clients. This same frame of thinking is similar to being in a band where you combine your talents and create a solid brand name for your group. You will record better songs, create a unique sound and combined with the right work ethic; you will design a killer live show.

I want to reiterate that with good content, like writing good songs, these same values help to make a company like FlyMama be who we are. The blueprint is similar to being a member of a band. We are unique, creative and commercial with what we provide to the consumer. While at the same time we have a work ethic of performing our tasks, delivering our services and doing quality business.

You see my analogy!

“My goal is to provide you with an understanding of the value of being YOU. By being the very best that you can be!”

Artist Development Series 3.0 is one of the avenues to increase your belief system, mindset, and self esteem to become the artist, that you desire to be. The same principles are the building blocks for my workshops and lectures.

I believe a developmental program that builds a foundation for the live performer songwriter and recording artist is a necessity today.

To Your Success!

Myron Bernard

For more ADS 3.0 news sign-up when you visit: ArtistDevelopmentSeries.com/enroll

For additional consulting details, please visit: ArtisteConsultant.com