



PODCAST #7 – SHOW NOTES

CONTACTS AND RELATIONSHIPS

Hey Creatives!

Thank you for listening to **Podcast #7 - “Contacts & Relationships”** on **Coffee With Camilla** the podcast where we will discuss the music industry.

I’m your host Camilla Kleindienst of Banner Music in Nashville TN. Throughout my career Songwriters, Musicians and Artists have asked to take me out to coffee to “pick my brain” or ask my opinion about their music career. So I decided to start this podcast in an effort to help songwriters, musicians and artists by covering the subjects & issues that are common in their career paths.

Contacts & Relationships ARE EVERYTHING! In life and in your career.

Keeping them is SO important! Oh... The stories I can tell on a personal level where I SERIOUSLY regretted NOT keeping in touch with someone! And I’ve heard other stories of people not staying in touch with someone in the industry who ended up being a very successful individual in the music industry down the road.

Here are some reasons to stay connected and manage your contacts & relationships. Contacts & Relationships are the foundation for everything in your career.

Fan Base

Fans spread the word when you have a show and if they feel connected to you they can help find more fans, bookings, housing, endorsements and more. You may not connect with EVERY fan at the same level. Some fans will be super fans and will stay connected to you and can bring great things your way.

Touring

If you have a network of “contacts” at venues you stay connected to, you have someone to call when you have a gig fill in date or tour date and more

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Musicians for performing and studio work

When you have a band member emergency or studio musician need, you need to be able to call on someone you trust to handle the job. You need a strong network of musicians.

Co-writing

When you have a date open to write, you want to know who you can call to get a great song written. Cowriters can also open doors at music publishing companies, record labels, management companies and booking agencies. Everybody has their own network and when you have great contacts and relationships with cowriters, you can usually access their network.

Pitching songs

When you know a lot of people in the music industry from various levels, associations, companies and industry placements, you have a pool of people who can help you pitch a song or get a song to an artist or decision maker.

Housing

When you are on the road and you have a strong network of people, whether it be fans, venue owners, bartenders, musicians or whatever, you can get help with “on the road housing”

Endorsements

When you have strong contacts and relationships, you can call on them for advice or introductions to further your career.

Instrument repairs

A recommendation for a trustworthy and affordable person or company to repair your instrument from a trusted contact or relationship can save the day for you!

Deals on Sound Equipment

Sometimes your friends can find great deals on music or sound equipment and will think of you first if you have kept in contact with them.

Transportation Deals

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When you need transportation to get you to a show, your contacts and relationships can put deals together for you.

Event Participation

Nobody can “hear about” every industry event but when you have a lot of relationships and contacts, you can hear about a lot of them. And you will have someone to go with you!

Obviously there is a certain “finesse” to managing your contacts and relationships. You can’t come off as a “Gherm” or “Flake”. You must be and appear to be authentic in your approach to connecting with people and genuinely care about them, their lives and career.

Here are some ways you can keep in touch with your contacts and relationships in the industry.

- Simple Texts to say “Hey”
- Email or Text “Happy New Year” or “Happy Birthday” or ETC...
- Go on a retreat such as a songwriter retreat
- Congratulate your contacts when they have a WIN! (new marriage, new baby, new job or whatever)
- Ask them to play in a songwriter or acoustic round with you
- Invite them to lunch or cocktails
- Do something totally unexpected sometime
- Invite them to an industry event you know about
- Let them know about upcoming events or opportunities
- Show them your new gear
- Ask their opinion about gear
- Share something new with them like a new app or podcast or book designed to advance their career as well as yours
- Share new music or a new band you just discovered

Remember your contacts, friends and relationships want the SAME THING that you want! They want “connection” and comradery; to feel valued and respected. So don’t always be on the receiving end of the relationship. You also have to offer something of value to them.

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Tactics to Connect with NEW individuals:

Listen to podcasts - Books - Trade Magazines or online E-Zines

Take notes and write down every name that is mentioned in your field in the industry and research them to find out where their office is and send them a note or call and see if you can get a meeting.

Attend Music Industry Events

When you attend events, meet people, get their contact information in YOUR phone, don't just hand them your business card.

- **Follow new contacts on social media.** Comment on their posts and tag them in your posts. (But DON'T get annoying about it)
- **Ask current contacts for introductions.** This can be tough, but you have to do it if you can. If you are handling your relationships properly, introductions shouldn't be too hard.

Names on your radar

Read "liner notes" on artist projects to get familiar with songwriters, producers, managers, studio musicians and studios. The names listed should be on your "radar" of who you want to meet. You will also be in the "know" of what is going on around you musically.

Here are a few podcasts I listen to on a regular basis:

- Promoter 101
- Entre Leadership
- Forbes Interview
- Art of Charm
- The Science of Social Media
- Online Marketing Made Easy

Staying connected and developing relationships in the music industry is easier for some than others just like everything else you tackle in your music career. But maintaining relationships and having contacts is VERY important and I've really only barely covered this subject. You probably have your own way of doing this and could add something to this subject.

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I hope I have opened your thoughts to how to get better at building your contact list and developing and maintaining your industry relationships.

Thank you for listening to Podcast #7 **“Contacts & Relationships”**

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

Stay Creative and see you next time!