



PODCAST #32 – SHOW NOTES

PUSH YOURSELF

Hey creatives!

You're listening to **Podcast #32 of the Coffee With Camilla** podcast where we will discuss the music industry.

Today I want to encourage you to PUSH YOURSELF. This industry is a fast paced moving industry but takes forever to get the attention of decision makers. You must push yourself! If you are taking a nap, someone else is out working you.

Even if you have a team of people working with you or for you, you can't just leave everything up to them. They have their work, yes. But they must see your work ethic, commitment and PUSH in order to maintain their level of belief and conviction about you as an artist or writer.

YOU are the spark that everyone feeds off of. If you are not pushing yourself, others will either slow way down in their efforts or will become the engine the TUGS you along. This scenario will not last long.

I have had MANY conversations over meals, coffee and cocktails with artists and songwriters who had major deals and lost them for one reason or another. In those conversations MOST of the time, the person I am talking with says something like, "If I knew then what I know now, I would do things differently." Or "I lost my deal and deserved to even though I didn't think so at the time." Or "I didn't take that opportunity seriously enough because I was too high on life." The stories are very similar. But basically they are saying that they got the big head or got too busy in life to take their deals seriously enough and lost their deals.

I remember once I worked with a songwriter and got the writer a major staff songwriting deal with a company that included a nice draw. A year went by and the major publisher contacted me and basically said they were not renewing the

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deal because the songwriter didn't really pursue networking, connecting to other songwriters and didn't take the deal seriously enough. I was sad for the writer who I loved and cared about and sad for the publisher because I had basically put my name out there as an endorsement for the songwriter.

If you are an artist or songwriter and "dabbling" or just like hanging out and writing songs now and then, please be real and don't expect bigger opportunities to come your way. If you have major label or publisher aspirations and don't have this career as your MAIN focus in life, you are fooling yourself to think you can secure anything major without putting your music career first.

In "normal" industries, if you push yourself, you get to work early and stay late. You go to college, get a degree in that industry and land a position and climb the corporate ladder. In normal industries, you network now and then at seminars, conferences or trade shows or corporate events. In normal industries you take positions at competing companies as your career advances. You might even move to a new city or state to advance your career.

In normal industries you can eat supper with your family most nights and go to ball games and to the lake or beach on vacation with your friends and family.

Our industry is HARD at the major label or major publisher level. It's as hard as making it to the NBA as a basketball player. If you think it is easier than the NBA, you don't know as much as you think you do. There is LITTLE TIME for any pursuits outside our industry. Every night you go out to network with music industry is a night of advancement. Each night you go home, is a step back. The only "ladder to climb" is the ladder you build and control. So if you aren't building and managing it, you aren't climbing it.

Our industry is creative, artistic, entertainment based, and exciting. But it is a WAY of life. It is WHO we are and WHAT we are. Not a part of who and what we are. If you don't understand this, you will figure it out, but by the time you do, you will be way behind where you could have been if you would have stayed and PUSHED yourself from the beginning.

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If you are not PUSHING yourself and finding ways to connect to industry events, songwriters and artists, you may be a dabbler who doesn't want to admit you are dabbling and toying within our industry and you don't really have the will and work ethic to achieve major level goals.

If you aren't sure, ask yourself is how many times last week and the week before did I go out at night after writing songs or rehearsing with my band in the day time? And Who did I connect with?

Here is an even tougher question: "What am I gonna do about it?"

Nothing will happen if you don't make it happen. Push Yourself BEYOND what anybody in any other industry believes is necessary and MAYBE you are on track. Remember, our industry is not like any other industry. If you are comparing your efforts to your family and friends who are outside our industry, you are wasting your time. Those kinds of comparisons will only set you back and work against you.

Thank you for listening to Podcast #32 "*Push Yourself*". I hope you are already Pushing Yourself and this is just a validation of what you are doing. But if you aren't, I hope you get moving because you can bet, someone else is.

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
We'll talk again soon! Stay Creative!