

COFFEE WITH Camilla

Hey Creatives!

You're listening to **Podcast #40 of the Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN

The title of this podcast is ***"Re-evaluating WHY?"***

WHY do you write songs? WHY do you play your instrument? WHY are you getting gigs and performing on stages?

WHY are you pursuing one of the hardest industries that there is? WHY?

Why didn't you join the military like your brother did?

Why didn't you get a degree at university and settle down to a corporate job like your sister did?

Why are you asking your family to make sacrifices so you can pursue your dreams?

WHY?

You know, there are a lot of people who love to cook but never pursue it as a career. There are people who love animals but don't pursue a career in that field. There are people that are talented weight lifters and gymnasts but don't pursue them as a profession.

Why are you different? Is it because it's more of a calling and less of a choice sort of like teaching or ministry? Is it because internally you just know it is not a pursuit of a profession for you but it's your DNA, it's just who you are.

In my career I have seen some VERY talented songwriters, artists and musicians take on this industry and work at it, some found "breaks", some found successes at various levels while others end up leaving the business to eventually pursue careers in other industries.

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It's just as easy to lose sight of WHY when things are going great for you as it is when things aren't going as planned. You can never lose sight of WHY you are pursuing your career in the music industry.

Only when you answer and continue to answer the "WHY" in your life will true fulfillment come.

WHY are writing songs or performing?

Because you have something to say.

Because you have a story to tell.

Because you want to create something not yet created that will outlive you.

Because there is enough blandness and mundaneness in life and you want to add to the beauty to the world.

You simply want to take the audience to a different place and time.

You want to distract your audience from the hardships they are dealing with.

You want to bring attention to something hidden.

Because you want to make known something unknown.

Because you want to carry on a tradition that was started generations ago.

Because I want to be the best I can be at something and this is my thing.

Because I want to add meaning to my life.

Because if I don't pursue it now, I will kick myself when I'm old.

Because you believe this pursuit is answering the call from from a higher being.

Notice I didn't mention money or income. That's because if money or income is what is driving your WHY, you need to think about what that means. If you want to get very famous and very rich, you have to study the industry and think about how many people that pursue it, actually get famous and rich. That number is extremely low. It's lower than you can even imagine. But if you think about money or income in terms of "making a living" in the music industry, you may have more realistic concepts which you can build and frame your career around.

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Ask yourself, “Why am I pursuing a career in the music industry?” Ask it out loud and answer it out loud. Frame your work around that answer.

Thank you for listening to Podcast #40 **“Re-evaluating WHY?”**.

Remember, everything is a process and takes time but knowing WHY you are doing anything will help you hone in on answering that question - leading to fulfillment.

I know you can do it. I believe in you!

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!