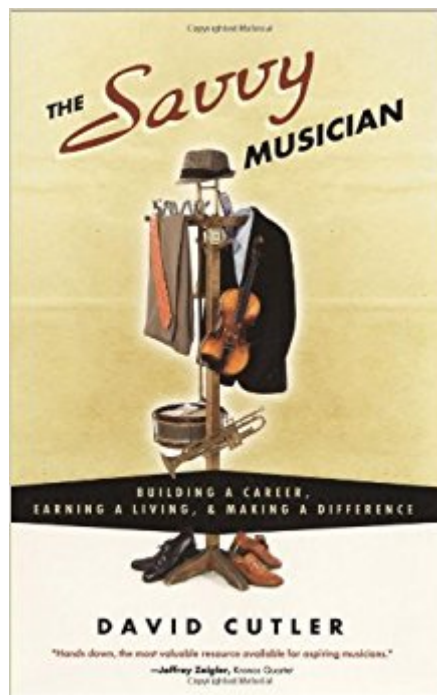




The book was found

The Savvy Musician: Building A Career, Earning A Living & Making A Difference



Synopsis

So you're talented, well trained, and passionate about music. What next? The professional marketplace is flooded with outstanding musicians, forced to compete for a shrinking number of "traditional" opportunities. The Savvy Musician helps balance three overriding aspects of your professional musical life: (1) building a career, (2) earning a living, and (3) making a difference. Filled with clearly articulated concepts, detailed strategies, and 165 vignettes about actual musicians working to create a meaningful and prosperous career, this book examines critical elements often overlooked or misunderstood by musicians, and helps you take control of your career. Discover how to build an immediately recognizable "brand," capitalize on technology; from Internet tools to the new recording paradigm, expand your network, and raise money to fund your dreams. The Savvy Musician is an invaluable resource for performers, composers, educators, students, administrators, industry employees, and others interested in a thriving musical future.

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Customer Reviews

LIBRARY JOURNAL REVIEW, SEPTEMBER 2009 Cutler, an independent musician, composer, educator, and consultant, has produced an indispensable guide for the budding performer who wants to take his or her career to the next level. Filled with case histories and relevant interviews with over 165 musicians, Cutler's book focuses on the entrepreneurial side of the music business. Emphasizing the value of creativity, risk, and, yes, branding, Cutler demonstrates that many of the qualities necessary for good musicianship are applicable to the business side of an artist's career as well. Over 1000 links to additional resources—e.g., job listings, blogs, camps, homepages for

interviewed musicians, lists of recommended books and magazines, networking sites – are available for free on the companion web site, www.thesavvymusician.com. Verdict: Packed with tools and strategies for funding, marketing, recording, and performing, this is an essential read for aspiring performers who want to remove the word starving from their vocabulary. Highly recommended.

– Bill Baars, Lake Oswego P.L., OR
Small Press Bookwatch: October 2009
James A. Cox, Editor-in-Chief
Midwest Book Review
278 Orchard Drive, Oregon, WI 53575

Doing what you want is hard when that want is playing music. “The Savvy Musician: Building a Career, Earning a Living, & Making a Difference” is a guide to the aspiring musician who wants to make their living doing what they love. A strange blend of music and marketing book, David Cutler encourages musicians to learn how to sell themselves and adapt technology to their approaches, to get themselves out there with a recognizable brand. An honest book about making it in the music industry, “The Savvy Musician” is a read that can’t be missed by music lovers.

David Cutler balances a varied career as a jazz and classical composer, pianist, educator, arranger, conductor, collaborator, concert producer, author, blogger, consultant, speaker, advocate, and entrepreneur. In all these pursuits, he works to push boundaries while connecting with new audiences. A multidimensional composer who listens to a colossal range of styles, his eclectic output reflects this musical world. His music regularly features interdisciplinary components, and his playing is as wide-ranging as his composing, stretching what it means to be a pianist. Performances regularly incorporate improvisation, humor, audience interaction, choreography, technology, costuming, unique collaborations, and secondary instruments.

It’s hard for me to begin to describe how this book is changing my perception of myself as a musician. This book has helped me develop a more accurate picture of myself, my goals, my achievements, and what lies ahead. We musicians are such perfectionists, that sometimes extreme self-criticism really cripples us into hiding, since we don’t feel worthy. This might not be true for everyone, but it is for me. This book has given me not just tools for every aspect of music-doing (see below), but probed me to do a self-analysis I haven’t been convinced to do even by close family and friends. What do I want to do as a musician? Why am I here? What are my gifts? How can I make a difference? Dr. Cutler follows Goethe’s principle: “Treat people as if they were what they ought to be and you will help them become what they are capable of becoming.” He does an amazing job right up front pointing out common misconceptions and sets the stage for the

entrepreneurial musician (You!).. When you look at the table of contents, you'll notice this book is so well-rounded. It touches almost any possible field of music business, something I haven't seen in any other book. (Sometimes you find a book that claims to do that, but doesn't do it as thoroughly or in such a way that's so eloquent and easy to read). It answers so many questions, for instance- Are there too many musicians? (Being a flutist, I live in the eternal feeling that if I only chose a less popular instrument....or if I was the one of few....etc') how do you write a business plan (and why should you); it looks at every possible aspect of music business- performance, website building, marketing, recordings, networking, grant, donors, fundraising.... think that if I read this before I started my Bachelor's I would be much more innovative, sure of myself, creative and successful. But it's never too late!

From the last chapter of the book: "As we have seen, many kinds of issues are crucial to the success of a [savvy] musician..." And after reading 300 pages you realize that yes, there many different things to consider besides music if you want to be a musician and succeed in your career. The great thing of this book is that it covers all of those things. Not every musician/reader is going to need or benefit from all of the information, even though that is virtually true of every book, this one because of its characteristics (covering a lot of ground and focusing on great diversity of options in music) is going to make that fact even more obvious. If you are a working musician a lot of the information is not going to be new for you. But one thing is beneficial: you are going to see different points of view and options of subjects that you already know about. And at the end you are going to feel that you really looked at all the options. Besides that, one plus is that the book includes a very good Resources section divided by chapters so you can expand any specific area that you might be interested in pursuing or learning more. On the other hand, if you are considering about starting a career in music, this should be a required reading for you. It would ground you and show you what it really means to be a "working" musician, what you have to go through and the kind of things that you will need to think about in your career. These are things that music schools usually don't cover, and honestly with all the information that you need to learn to become a musician, this is easy to understand. One thing that I really like about this book is how you can expand your interests, besides the resources section that I mention above, it is full of vignettes connecting the topic of the chapter to current musicians and their experiences (including their websites). This is very good: real musicians and true stories. David Cutler clearly took his job of writing this book very seriously, and it shows, looking at many options and collecting a lot of information. It will absolutely save you a lot of time, avoid mistakes, and help you have a better idea of how to proceed. Even though not and easy

(as in fun) read, it is very informative and also, believe it or not, very inspiring!

Highly recommend this book for musicians!! It not just like a business textbook - it is full of ideas and commentary on musicians to spark inspiration.

I originally borrowed this book from the library, but after reading a few chapters, I decided this was a book worth owning. This book has lots of good ideas for people who want to have a career in the music business. There are many great ideas and inspirational stories of people thinking out of the box. I highly recommend it.

As a music professor, this book has become required reading for all of my students. In fact, I recommend this book to everyone- professionals, amateurs, and students alike. The vignettes are fantastic, the writing style is enjoyable, and the content is superb. This book created a starting point for our department's recent creation of a music business emphasis. As a clinician on the topic of entrepreneurship for college students, this book is a primary resource and top suggestion for each and every workshop I present. The outstanding material in this book hits home. Since my sophomore year of college in 1994, I've never held a job that wasn't teaching or performing music. I take great pride in this fact, and encourage others to do so as well. Thinking creatively, never making excuses, and reminding one's self on a daily basis just how lucky we are to be musicians has made this possible. This book provides all of the inspiration and substance to guide others to a successful career in music.

David Cutler has compiled the information necessary to kickstart or re-invigorate your musical career. Unlike other authors who espouse plans that seem mostly focused on popular music performers, he offers a clear, well-developed approach to applying the inventiveness we normally bring to our art to the practical side of actually creating a successful career in the music business. This may not provide what the trendy, fashion-based player wants (there are plenty of other books and material for that aspect of the business) but for the person who views his/her music career as a life-long pursuit, this is recommended.

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