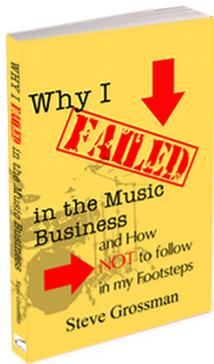


## Media Kit



# Why I FAILED in the Music Business and How NOT to Follow in My Footsteps

by Steve Grossman

## **What to know to sound like you've read the book.**

After 20 years in the music business, Grammy Award winning drummer, Steve Grossman realized he had failed to build a long-term, sustainable career. So he left "The Arts" for a "Real World" corporate job. In the next 9 years, he received 8 promotions, nearly tripled his salary and eventually managed or launched businesses and products worth over \$20 Million.

He also received training and mentoring in skills, principles and concepts of business that gave him answers as to why he had failed in music. Skills, principles and concepts that he never learned as a musician yet lead to success in both the "Real World" and "The Arts."

So he wrote Why I FAILED in the Music Business and How NOT to Follow in my Footsteps to pass this information to players, singers, songwriters and aspiring artists. Each chapter covers one of 8 reasons he failed as well as what a musician must do to avoid the same fate.

These 8 Reasons fall into three broad categories:

1. Musician's understandable, but fatal reliance on talent
2. Misconceptions and fears about marketing
3. Vague and "fuzzy" goals

The book helps musicians understand that they do not have enough talent to succeed on talent alone and that they have more to offer the world than their musical ability. Once they are able to think beyond their talents, they are ready to learn simple and useful marketing strategies (Steve's 4 Simple Rules of Marketing) which lead them to explore who they are and what they want - from music and from life. With these things in place, they are better positioned to reach the right fans and/or customers and build the right career.

## Bio Talking Points

Steve Grossman is a Grammy Award winning former musician turned successful businessman turned author/speaker/consultant. This has given him a unique perspective and skill set related to success, personal development and helping others to find true success.



1. He has had three unique careers
  - 20 years as a professional drummer based in Nashville
  - 9 years in corporate America
  - Author/Speaker/Consultant
2. He is building a “Slashed Life” career for phase three
  - Author of books, blogs and articles
  - Speaker and teacher - keynotes and workshops
  - Consultant and coach - musicians, professionals and entrepreneurs
3. There are common threads through all three phases
  - Encouragement - drumming, management and of course, current phase
  - Personal development has been key to transitions and successes
  - Core values of family, faith, life success and helping others

## Interview Topics

- Why talent and the desire to be a “STAR” cause most musicians to fail.

From an early age, most musicians have been told how talented they are and how they’re destined to be stars. Sooner or later, they come up against people more talented than they are and they realize they can’t compete. Without additional skills and realistic goals, they stagnate, get frustrated or worse.

- What musicians can and should learn from the “Real World” skills and principles of business.

One of the most surprising things I discovered in my time in a corporation was that the skills and principles of success I learned there are universal. As I thought about my own failure and other musician’s successes, I realized that no matter what field a person is in, the path to success is essentially the same.

- Why having a solid understanding of who you are and what you want as a musician are crucial for you, your fans and true lasting success.

First, musicians must learn that they are more than a talented musician and that they don’t just want a music career, they want a life. This ensures that they have goals that actually matter. It also ensures that they have something to communicate to prospective fans. In today’s crowded marketplace, fans are looking for people they can connect to,

not just good musicians. Lastly, this understanding ensures that when the musician succeeds, they will have built the life they want to live.

- How a complete understanding of true marketing leads to a successful career and life.

If musicians think about marketing at all, they think it is nothing more than creating business cards and a Facebook page and selling themselves everywhere they go. In other words, they believe marketing is a message you shout at people all the time. True marketing however, starts and ends with customers. A musician that does this well can therefore focus on just the right people in the right way at the right time and therefore find more success with less effort.

- Why now is the best time ever to be a musician.

While it's true that the music industry of today is largely in disarray, the number of music consumers is growing everyday around the world. There is also unprecedented access to tools, systems and support for every facet of what it takes to make, market and distribute products and services. 20 years ago, gatekeepers controlled almost every aspect of an industry that is today open to anyone in the world.

## **Interview Questions**

1. With a Grammy Award and other successes, why did you write a book called Why I FAILED in the Music Business?
2. What's the main reason you say you failed in music? Do you think it's true for most other musicians too?
3. The core premise of your book is that there's very little difference between the "Real World" of corporate business and "The Arts," what do you mean by that?
4. You say a lot in the book about how a musician's talent is often their biggest challenge, what do you mean? Are you saying talent isn't important?
5. You also say that wanting "to succeed in music" is a terrible goal, what do you mean?
6. What's the one thing you want the readers of this book to understand? (or)
7. What are the three main things musicians should understand if they want to succeed in music?
8. You spend a lot of time in the book making sure your readers explore and understand who they are and what they want from life beyond music, why?
9. Given that the current industry is in such a state of confusion, isn't now a terrible time to pursue a music career?
10. Along those same lines, do you think someone wanting to be an artist should pursue a big label deal or be independent?
11. Ever think of going back into music now that you've learned all this stuff?