

Steve Grossman - author, speaker and coach

As a writer, speaker and coach, Steve Grossman encourages musicians to uncover what it is they're meant to do and how to build success-full careers and lives. His current work includes music and business coaching, teaching in the Nashville area and writing at whyifailed.com and stevegrossmanonline.com. He is also a published author.



His first career as a musician spanned over twenty years, earning him Grammy and Academy of Country Music awards, credits on countless projects and many a night on the road. When that career took a downturn, he reinvented myself and joined Corporate America rising quickly to manage products and businesses worth well over \$20 Million. He also became a certified Dale Carnegie facilitator.

This diverse background as a failed/successful musician combined with experience from the world of business has given him a unique perspective on talents, planning and business fundamentals. A perspective that fuels his passion to see people succeed.

"I believe people and businesses are created for something important, individually unique and powerful. Something impact-full and necessary. Unfortunately, my experience tells me that most people believe this to be true for everyone but themselves. It's tragic."

- Steve Grossman

In 2001, after realizing he had failed to accomplish his career goals, Steve left music for a career in the "Real World" of corporate business. Leaving his one and only passion was hard, but as he worked to retrain himself, he found a world of information about ideas, skills and principles that he never knew existed.

He also found answers about why he had failed, and how to help musicians succeed.

In June of 2011, he released his book, *Why I FAILED in the Music Business and How NOT to Follow in my Footsteps*. It is filled with the "real world" ideas, skills and principles of business, marketing, communication, strategy and mission that players, singers, songwriters and aspiring artists need to build successful, long-term careers in music.

It is available at whyifailed.com and everywhere books are sold.

