



ARTISPRENEUR ACADEMY COURSE GUIDE

How to Network in the Music Industry

Empowering Artists for Business Success

COURSE GUIDE | WORKBOOK | FULL TRANSCRIPT

Empowering Artists for Business Success

Artist Business | 03:23 video companion

ART MEANS BUSINESS.

Course Overview

This course will guide independent artists through the process of building meaningful and lasting relationships within the music industry. You'll learn how to identify key players, approach industry professionals, network at events, and maintain relationships that can boost your career. By the end of this course, you will know how to effectively expand your network and leverage it for long-term success.

What You Will Learn

- Explain the fundamentals of Networking
- Understand and apply Who to Network With
- Apply the process for Approach Industry Professionals
- Understand and apply Networking at Industry Events
- Understand and apply Online Networking and Social Media
- Understand and apply Maintaining and Nurturing Relationships

How to Use This Guide

- Read the chapter write-up while or after watching the matching video lesson.
- Complete the action steps and reflection prompts in the context of your own creative business.
- Use the transcript appendix to review exact narration, terminology, and key phrases.

ART MEANS BUSINESS Learning matters most when it becomes a decision, a system, or an action.

Chapter 1: Introduction to Networking

This chapter focuses on Why Networking is Crucial for Artists, Types of Networking (In-person, Virtual), and Building Genuine, Long-Term Relationships. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Networking is Crucial for Artists

Networking is an essential skill for any artist because it helps you

Gain Access to new opportunities, including collaborations, sync licensing deals, and gig bookings.

- Build Long-Term Career Support: Having a strong network helps you navigate industry challenges and grow sustainably.

Types of Networking (In-person, Virtual)

There are two primary types of networking

In-Person Networking: Engaging with industry professionals at events, conferences, and showcases.

- Virtual Networking: Connecting through social media, emails, and online platforms.

Building Genuine, Long-Term Relationships

Focus on building meaningful connections by

Showing Interest in the other person's career and projects.

- Offering Value: Help promote their work, collaborate, or offer advice.

Put It Into Practice

- Review your current approach to why networking is crucial for artists.
- Gather the information or documents you need for types of networking (in-person, virtual).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: Who to Network With

This chapter focuses on Identifying Key Industry Professionals (Music Supervisors, Managers, etc.), Connecting with Fellow Artists, and Networking with Fans and Audience Members. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Identifying Key Industry Professionals (Music Supervisors, Managers, etc.)

Know the key players in your career

Music Supervisors: Responsible for selecting music for films, TV, and commercials.

- Managers: Help guide your career decisions and expand your reach.
- Booking Agents: Help you secure gigs and tours.

Connecting with Fellow Artists

Fellow artists are a valuable part of your network

Collaborations: Opportunities to create music together or perform at shows.

- Knowledge Sharing: Exchange tips on marketing, distribution, and the business side of music.

Networking with Fans and Audience Members

Building relationships with fans can

Boost Loyalty: Create a stronger fanbase that will promote your music.

- Lead to Opportunities: Fans can introduce you to industry professionals or other artists.

Put It Into Practice

- Review your current approach to identifying key industry professionals (music supervisors, managers, etc.).
- Gather the information or documents you need for connecting with fellow artists.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: How to Approach Industry Professionals

This chapter focuses on Crafting the Perfect Introduction (Email, Social Media), Strategies for Building Rapport, and How to Offer Value to Industry Contacts. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Crafting the Perfect Introduction (Email, Social Media)

A strong introduction should be

Personalized: Address the recipient by name and mention why you're reaching out.

- Clear: Explain who you are and what you're looking to achieve in a few sentences.
- Action-Oriented: End with a call to action (e.g., requesting a meeting or collaboration).

Strategies for Building Rapport

Building rapport is key to long-term relationships

Active Listening: Show genuine interest in what the other person is saying.

- Offering Help: Provide value before asking for something in return, whether it's promoting their work or offering insights.

How to Offer Value to Industry Contacts

Offering value includes

Promoting their work on your social media or website.

- Introducing them to your network or helping them solve a problem related to their business.

Put It Into Practice

- Review your current approach to crafting the perfect introduction (email, social media).
- Gather the information or documents you need for strategies for building rapport.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Networking at Industry Events

This chapter focuses on How to Prepare for Conferences, Festivals, and Showcases, Strategies for Approaching People in Person, and How to Follow Up After an Event. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Prepare for Conferences, Festivals, and Showcases

Preparation is crucial

Research Attendees: Know who will be there and prioritize people you want to meet.

- Prepare an Elevator Pitch: Be ready to introduce yourself and your work in 30 seconds.

Strategies for Approaching People in Person

When approaching people

Be Confident: Introduce yourself with a smile and start with a compliment or a mutual topic.

- Have Business Cards Ready: Leave something behind to stay connected.

How to Follow Up After an Event

Always follow up within 24-48 hours

Thank them for their time.

- Reference something specific from your conversation.
- Suggest the next step, whether it's a meeting, collaboration, or staying in touch.

Put It Into Practice

- Review your current approach to how to prepare for conferences, festivals, and showcases.
- Gather the information or documents you need for strategies for approaching people in person.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Online Networking and Social Media

This chapter focuses on Leveraging LinkedIn, Instagram, and Twitter for Industry Connections, Engaging with Online Communities (Forums, Groups), and Building and Growing Your Digital Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Leveraging LinkedIn, Instagram, and Twitter for Industry Connections

Use social media platforms to

Follow industry leaders and engage with their content.

- Join music-related hashtags and participate in discussions.

Engaging with Online Communities (Forums, Groups)

Platforms like Reddit, Facebook Groups, and Discord have active music communities where you can:

- Share your music.
- Ask for advice from other artists and industry professionals.

Building and Growing Your Digital Network

Grow your digital network by

Consistently engaging with content related to your genre or niche.

- Offering insights and helping others, which will increase your visibility in the community.

Put It Into Practice

- Review your current approach to leveraging linkedin, instagram, and twitter for industry connections.
- Gather the information or documents you need for engaging with online communities (forums, groups).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Maintaining and Nurturing Relationships

This chapter focuses on How to Follow Up and Stay Top-of-Mind, Giving Value in Your Relationships, and Converting Relationships into Collaborations and Opportunities. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Follow Up and Stay Top-of-Mind

To stay top-of-mind

Check in periodically: Send friendly updates on your music or ask how their projects are going.

- Offer value: Provide them with opportunities, advice, or support.

Giving Value in Your Relationships

Value comes in many forms

Sharing resources, such as information about grants, events, or opportunities.

- Cross-promotion: Share their projects with your network.

Converting Relationships into Collaborations and Opportunities

When the time is right

Suggest collaborations that make sense based on your relationship.

- Be clear about your goals and how working together benefits both parties.

Put It Into Practice

- Review your current approach to how to follow up and stay top-of-mind.
- Gather the information or documents you need for giving value in your relationships.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on What Should I Avoid When Networking? and How Do I Network Without Coming Across as Pushy?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What Should I Avoid When Networking?

Avoid

Overloading contacts with constant requests.

- Being transactional: Build relationships, don't just ask for favors.

How Do I Network Without Coming Across as Pushy?

To avoid coming across as pushy

Focus on building rapport before asking for anything.

- Always offer value before asking for help or collaboration.

Put It Into Practice

- Review your current approach to what should i avoid when networking?.
- Gather the information or documents you need for how do i network without coming across as pushy?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Continue Growing Your Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Networking is about building genuine, long-term relationships.

- Focus on offering value and maintaining consistent communication.

How to Continue Growing Your Network

Attend industry events, even virtual ones, to meet new people.

- Follow up regularly and keep nurturing your relationships.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to continue growing your network.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Course Summary and Next Steps

You now have a working reference for How to Network in the Music Industry. Return to the chapters that connect most directly to your current goals, then turn the material into a short, realistic action plan.

Key Takeaways

- **Introduction to Networking:** This chapter focuses on Why Networking is Crucial for Artists, Types of Networking (In-person, Virtual), and Building Genuine, Long-Term Relationships. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Who to Network With:** This chapter focuses on Identifying Key Industry Professionals (Music Supervisors, Managers, etc.), Connecting with Fellow Artists, and Networking with Fans and Audience Members. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **How to Approach Industry Professionals:** This chapter focuses on Crafting the Perfect Introduction (Email, Social Media), Strategies for Building Rapport, and How to Offer Value to Industry Contacts. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Networking at Industry Events:** This chapter focuses on How to Prepare for Conferences, Festivals, and Showcases, Strategies for Approaching People in Person, and How to Follow Up After an Event. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Online Networking and Social Media:** This chapter focuses on Leveraging LinkedIn, Instagram, and Twitter for Industry Connections, Engaging with Online Communities (Forums, Groups), and Building and Growing Your Digital Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Maintaining and Nurturing Relationships:** This chapter focuses on How to Follow Up and Stay Top-of-Mind, Giving Value in Your Relationships, and Converting Relationships into Collaborations and Opportunities. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Frequently Asked Questions (FAQ):** This chapter focuses on What Should I Avoid When Networking? and How Do I Network Without Coming Across as Pushy?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

- Course Conclusion and Next Steps: This chapter focuses on Recap of Key Points and How to Continue Growing Your Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recommended Next Steps

1. Networking is about building genuine, long-term relationships
2. Focus on offering value and maintaining consistent communication
3. Attend industry events, even virtual ones, to meet new people

REMEMBER Art means business. Build the systems that give your creativity room to grow.

Full Video Transcript

The transcript below follows the narration-adjusted timing of the exported course video. Minor differences may occur between spoken delivery and punctuation.

[00:00] ARTISPRENEUR LOGO PREROLL

Music only.

[00:05] TITLE

Welcome to the Artispreneur Academy. In this course, you will learn how to network in the music industry. Let us get started.

[00:14] INTRODUCTION TO NETWORKING

First, Introduction to Networking. Why Networking is Crucial for Artists. Gain Access to new opportunities, including collaborations, sync licensing deals, and gig bookings. Build Long-Term Career Support: Having a strong network helps you navigate industry challenges and grow... Types of Networking . In-Person Networking: Engaging with industry professionals at events, conferences, and showcases. Building Genuine, Long-Term Relationships.

[00:42] WHO TO NETWORK WITH

Next, Who to Network With. Identifying Key Industry Professionals . Music Supervisors: Responsible for selecting music for films, TV, and commercials. Managers: Help guide your career decisions and expand your reach. Booking Agents: Help you secure gigs and tours. Connecting with Fellow Artists. Collaborations: Opportunities to create music together or perform at shows. Networking with Fans and Audience Members.

[01:09] HOW TO APPROACH INDUSTRY PROFESSIONALS

Now, How to Approach Industry Professionals. Crafting the Perfect Introduction . Personalized: Address the recipient by name and mention why you're reaching out. Clear: Explain who you are and what you're looking to achieve in a few sentences. Action-Oriented: End with a call to action , for example requesting a meeting or collaboration,. Strategies for Building Rapport.

[01:32] NETWORKING AT INDUSTRY EVENTS

Then, Networking at Industry Events. How to Prepare for Conferences, Festivals, and Showcases. Research Attendees: Know who will be there and prioritize people you want to meet. Prepare an Elevator Pitch: Be ready to introduce yourself and your work in 30 seconds. Strategies for Approaching People in Person. How to Follow Up After an Event.

[01:52] ONLINE NETWORKING AND SOCIAL MEDIA

Moving on, Online Networking and Social Media. Leveraging LinkedIn, Instagram, and Twitter for Industry Connections. Follow industry leaders and engage with their content. Join music-

related hashtags and participate in discussions. Engaging with Online Communities . Share your music. Ask for advice from other artists and industry professionals. Building and Growing Your Digital Network.

[02:16] MAINTAINING AND NURTURING RELATIONSHIPS

Almost there, Maintaining and Nurturing Relationships. How to Follow Up and Stay Top-of-Mind. Check in periodically: Send friendly updates on your music or ask how their projects are going. Offer value: Provide them with opportunities, advice, or support. Giving Value in Your Relationships. Sharing resources, such as information about grants, events, or opportunities. Converting Relationships into Collaborations and Opportunities.

[02:43] FREQUENTLY ASKED QUESTIONS (FAQ)

First, Frequently Asked Questions . What Should I Avoid When Networking? Overloading contacts with constant requests. Being transactional: Build relationships, don't just ask for favors. How Do I Network Without Coming Across as Pushy? Focus on building rapport before asking for anything. Always offer value before asking for help or collaboration.

[03:05] OUTRO

So, that wraps up network in the music industry. Networking is about building genuine, long-term relationships. Focus on offering value and maintaining consistent communication. Attend industry events, even virtual ones, to meet new people. Remember: art means business.