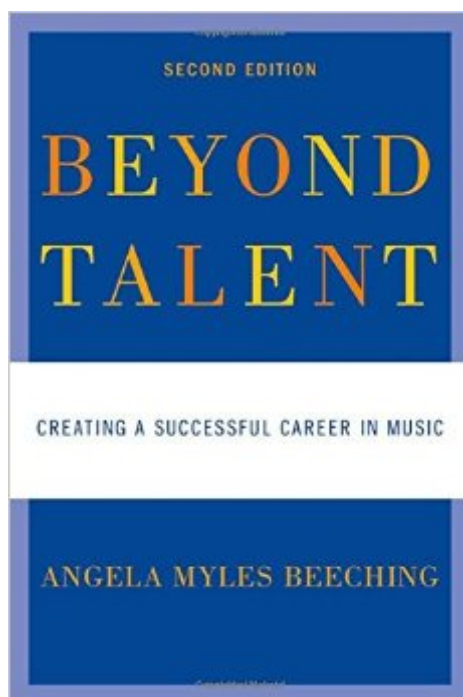


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# Beyond Talent: Creating A Successful Career In Music



## Synopsis

This second edition of *Beyond Talent* provides user-friendly real-life advice, examples, and perspectives on how to further a career in music. Understanding the unique talents and training of musicians, veteran music career counselor Angela Myles Beeching presents a wealth of creative solutions for career advancement in the highly competitive music industry. Step-by-step instructions detail how to design promotional materials, book performances, network and access resources and assistance, jump start a stalled career, and expand your employment opportunities while remaining true to your music. Beeching untangles artist management and the recording industry, explains how to find and create performance opportunities, and provides guidance on grant writing and fundraising, day jobs, freelancing, and how to manage money, time, and stress. The companion website puts numerous up-to-date and useful internet resources at your fingertips. This essential handbook goes beyond the usual "how-to," helping musicians tackle the core questions about career goals, and create a meaningful life as a professional musician. *Beyond Talent* is the ideal companion for students and professionals, emerging musicians and mid-career artists.

## Book Information

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## Customer Reviews

A music business book for the classical musician? Is that some sort of oxymoron? Imagine my amazement upon finding this absolute gem while browsing in the BYU bookstore's small music section. I've never seen a book with this focus before, and had no reason to hope for one. This book descended on me out of the blue, almost like a revelation. In the "prelude" Ms. Beeching gives her "confessions" as a career counselor. First she expounds on the "truth about career paths": there

really is no such thing as a laid out path for any musician (classical or pop) that will lead them to enduring success. She then offers "five trade secrets" of her profession: Look for the light in the eyes (what make you light up when talking?) People often create their own obstacles The first steps are most important You already have the answers People move ahead when they're good and ready, and not a moment sooner This is essentially a book about being a self-starter and taking things into your own hands rather than waiting for "them" to discover you. The book gives numerous tools for doing so. It covers qualities you must develop to "make it" as a musician, networking skills, developing your image (letterhead, bios, photos, promo kits, etc.), expanding your impact with demos and CDs, using the internet to promote your career, booking performance like a pro, building your audience (the media, publicity and you), connecting with audiences through residencies and community programming, performing at your best, freelancing - managing yourself, raising money for music projects (yes, you too can fund-raise), and getting it all together.

A little while ago I reviewed a strangely titled book called "Making Music in Looking Glass Land" by Ellen Highstein. A labour of love, this book became the seminal "text book" for the classical musician and, now in its fourth edition, is still the book I would recommend to any musician either starting out on their career or working actively in the industry. However, this year an equally good, authoritative and comprehensive book has been published that aims to equip the classical musician with the tools and techniques required to make a success in this career. Angela Beeching, an author who has gained a tremendous amount of experience through her work as the director of career services at the New England Conservatory of Music in Boston brings to this book real life problems and practical solutions that can help any and all musicians. Starting off by talking about the entrepreneurial musician, Beeching embeds in the mind of the reader the thought that success in this profession is up to you, the musician, and no one else. The characteristics a musician needs, Beeching writes, include "flexibility, resiliency and the ability to find opportunities in the midst of difficulties or challenges". It is from this position that she then moves the reader onto some of the key soft skills required to run your career such as the art of networking (or "Schmoozing for Success" as she puts it), time management, dealing with performance anxiety and the fundamental questions of what you, as a musician, actually do. However, it is the practical advice that really sets this book apart. Each chapter deals with a different topic including information about creating promotional material (brochures, biographies, etc.

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