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BEFORE WE GET STARTED

Preface, Evaluation, Organize and Time Management

Joseph Patrick Moore

When I was first approached about contributing to this book, I had reservations about being a part of this collaboration. While I admired and respected my fellow coauthor and while I was extremely honored to be considered for this book, I thought, “*What am I going to write about?*” “*What do I have to offer in terms of information about surviving in the twenty-first century digital revolution?*”

I started reflecting on my experiences and my growth both as a player and person and I realized that maybe I could offer a few opinions and advice to those trying to keep up with surviving in the twenty-first century. I realized that from the time when I started working on my first independent CD ten years ago, that the music business has dramatically changed with the dawn of the digital age and the world wide web. In order to keep up with the ever evolving entertainment industry, I’ve had to reevaluate my mission and game plan many times in the last decade. I concluded that yes, maybe I could offer a few words of encouragement to those that want to share their music with a global audience but feel overwhelmed at where to begin.

In this twenty first century, artists/musicians/performers have to wear so many hats in order to survive, especially if you haven’t had a “hit” recording or don’t have a record deal. If you are an independent artist, It isn’t just about making music anymore, it’s also about learning how to share your sounds in this new global marketplace. The world wide web has made anything you dare to dream possible and even a reality. It is possible for an independent artist such as yourself to reach out and share your music with a global network of fans and industry at the click of your fingertips. From the planning stages of evaluating who you are and where you are going, to promoting your music, to hiring a team of professionals, to creating a synergy of your music and gifts. [In my portion of this book \(page 59-99\)](#), I will be offering advice based on my experiences with what works and what doesn’t work, things to consider and an overall balance between art and business.