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CONTENT SPECIALIST - RYNO

#Intro to _ Rock Musician

Data Friendly Version

INTRO TO A
**Rock
Musician**

WITH
RYNO



Lesson One

Intro to a Rock Artist

Meet the talent

Ryno is a man of many talents. Within the Rock music industry, he takes on the roles of a solo artist, part of a rock band as well as composing and song writing. He is well rounded and multi instrumental (Can play a variety of instruments) but has a strong focus on guitar. In 2020, he released his critically acclaimed, official solo album, *Howling Rush*.

He also recently formed a Metal band *Truth Decayed*, which also released a short EP that has brought both local and international success. This was further featured in *Metal Hammer* magazine, the biggest Metal coverage magazine in the world, gaining positive reviews.

Passion behind the Talent

There has always been a love for music and an eye for anything creative in general. There is a drive to be the best musician possible without undermining the integrity of the music. This can sometimes pull back on the business element of a musician but continues to commit to both the authenticity and passion for myself and the real supporting fans of my music.

Target Market

The Solo career of Ryno has a wide-ranging audience that is generally well appreciated due to the unique instrumental playing style that engages a live audience. This inclusive choice of music and niche sound is created with a focus on the financial business element of cementing paid performances and building a career.

The Metal band focuses much more on a specific market that resonates with the sound and talent put together. This process is more direct as the band reflects that of its market, allowing for a strong connection with the fans, as shown by the peaking sales in band merchandise and popularity.

The aim of these music endeavours is to create multiple income streams through each venture, to support and continue the growth of a talented and well-rounded musician.



Lesson Two

Realities of a Rock Musician

Positive reflection

There is a great sense of self growth and satisfaction unlike any other, you really love and appreciate what you do which is really important for your self-worth. Within a tough and competitive industry, any financial reward and related success is extremely validating and an important motivating factor. This keeps you focused on the ambition of true success and helps you fend off the temptation of reverting back to more traditional career options.

Struggles to face

The music industry limitations can be a significant disadvantage for an up and coming musician. The internet does allow for a wider reach to a bigger audience, but also results in most people not paying for their music. This forces you to find more innovative and alternate routes to making money from your talents. You will have your dedicated fan groups that will pay for your music and products, but you have to earn that following through engaging content and relationships. Live performances are the main financially rewarding initiatives but have been severely restricted throughout the recent pandemic's limitations.

Flexible functions

When there are serious limitations to your financial growth, you need to consider creative ways to keep the income stable. This includes initiatives such as guitar lessons, customising merchandise products and unique branding products that grab the attention of your market.

Early traction

A musician starting out on their career will face numerous challenges, some easier to spot than others. Even within the advancements of the online communities and digital platforms, it can be a real struggle to connect with potential fans within your market. This is due to there being a wealth of exceptionally talented musicians all trying to achieve the same exposure and success. You need to try and capitalise on your target market by promoting both your musical talents and your personality to make those connections. Try utilising the global social media platforms available to you but stay firm to your authenticity and purpose.

Expectations and balance

The majority of expectations you face within the music industry revolve around being current and relevant whilst maintaining a high level of engagement. This can be difficult and draws a fine line between trending options and your own personal expectations you have of your music. This requires you to step back and regularly check in on your mental space, allowing you to stay true to your authenticity as opposed to posting trending content that fails to portray your real character. Balance is key, this is realised by remaining aware of the industry around you and where you fit in.

Lesson Three

Steps in the right direction

Informal - Breaking into the field?

Growing your brand through the internet is a cheap way to engage with real fans and build relationships. Don't spam people and try to force a big following as you end up with a fan base that is not dedicated or truly inspired by your music. A Strong focus needs to be placed on your talent and musical abilities, this is the most important element and the market remains secondary. A general consideration to growing within the industry is to remain polite and friendly, don't let the distractions and fame get to your head.

Formal - Breaking into the field?

If you want to become a part of an orchestra, then studies are essential. Otherwise it is not a formality. Studying music through a reputable school will definitely help you obtain more traditional musical work. It is important to understand what path you are taking with your music; you can then figure out what is required and learn the relevant skills and elements you need to succeed. Learn from those before you that have similar works whilst staying focused on the industry you are trying to capture. This allows you to develop a clear path ahead with realistic goals to strive for.

Final suggestions for individuals wanting to make it a career?

You need to figure out your true goals of your music career, if it lies heavily on fame and riches then you will struggle to remain motivated. The reality is that most musicians are not wealthy or successful and few make a full-time career out of their talents. But if you have the passion behind the talent, along with dedication and hard work, then it is a rewarding lifestyle. You will need to be prepared to set up numerous income streams and be creative in your ventures.

Making friends and connections is paramount, no one can make a success of their career alone, you will always need others to help you along the way.

