

# DEVELOP YOUR MUSIC IDENTITY



**N**ow that you have made the decision to step out of the comfort zone of ensemble playing to become a solo musician, you must identify who you are musically.

## Determine Your Music Genre(s)

Choose what type(s) of music you will perform. The most common music genres are rock, Top 40, Country, Jazz, Alternative, Metal, Dance, Polkas, Hip-Hop, R&B and Blues. Will you need just one genre, or a combination to succeed?

## Factors To Consider

- The more popular music genres have greater reach and financial potential compared to niche genres. Business-wise, is there enough demand for your music genres?
- It's prudent to understand the audience demographics for each genre you consider. Whereas rock, country and Top 40 are always popular, some genres are dying out. I.E. Polka music popularity has severely declined due to a dwindling, aging fan base.
- Access to sheet music will drastically speed-up your timetable to getting on stage. Learning songs by "ear" is time-consuming and can delay your business start-up date. Note: Sheet music is not accessible to all genres.

## Develop Repertoire

Once you have determined your music identity, the next step is building a repertoire or playlist of potential songs within those music genres. Note: average gigs are 3 hours long.

### • Market Research

The most common sources for song-searching are commercial + college radio stations, social media, American Top 40 by Ryan Seacrest and your competition.

### • Sheet Music

- Thousands of song titles are available free through public library systems.
- Specific and newer song titles are available online: MusicNotes and SheetMusicPlus.
- Songbooks are available on Amazon, other online platforms and music stores.