

# FIVE FATAL MISTAKES

**Which Of These Are Stopping  
You From Becoming A Star?**



## **Talent alone won't cut it**

Avoid these FATAL mistakes -  
any one of which could be putting  
a block on your progress, right now.  
*Why risk it?*

# Legal Notices

**NO RIGHT TO REDISTRIBUTE MATERIALS.** You agree that you will not re-distribute, copy, amend, or commercially exploit any materials found in this document or related Web Sites without express written permission from ArtistPR, which permission may be withheld in the sole discretion of ArtistPR.

**NO INVESTMENT ADVICE.** The information contained in this product has no regard to the specific investment objective, financial situation or particular needs of any specific recipient. ArtistPR.com does not endorse or recommend any particular securities, currencies, or other financial products. The content published in this document is solely for informational purposes and is not to be construed as solicitation or any offer to buy or sell any spot currency transactions, financial instruments or other securities. ArtistPR does not represent or guarantee that any content in this document is accurate, nor that such content is a complete statement or summary of the marketplace. Nothing contained in this document is intended to constitute investment, legal, tax, accounting or other professional advice and you should not rely on the reports, data or other information provided on or accessible through the use of this product for making financial decisions. You should consult with an appropriate professional for specific advice tailored to your situation and/or to verify the accuracy of the information provided herein prior to making any investment decisions.

**INDEMNITY.** You agree to indemnify and hold ArtistPR, its parent, subsidiaries, affiliates, directors, officers and employees, harmless from any claim, demand, or damage, including reasonable attorneys' fees, asserted by any third party or arising out of your use of, or conduct on, this product and/or website.

**COPYRIGHT.** The Product, Web Site, and Tools are protected by copyright law and international treaty provisions and may not be copied or imitated in whole or in part. No logo, trademark, graphic or image from the Web Site may be copied or retransmitted without the express written permission of ArtistPR. All associated logos are trademarks or registered trademarks of ArtistPR and may not be copied or transmitted without the express written permission of ArtistPR.

Published by:

ArtistPR

<http://www.artistpr.com>

# Contents

FATAL Mistake #1 .....	4
FATAL Mistake #2 .....	5
FATAL Mistake #3 .....	6
FATAL Mistake #4 .....	7
FATAL Mistake #5 .....	8
Surprise!.....	10

## FATAL Mistake #1



### **Trying to please everyone with your music.**

There's an old - and very wise – saying that goes like this:

*"You can convince some people some of the time. But you can't convince all the people all of the time".*

So when someone says they don't like your music, they obviously don't 'hear it', so simply move on.

And this applies particularly to music critics. Bear in mind if they could create music, like you can, they would be musicians and not music critics.

So, don't keep approaching them with your newest music in the hope they will change their mind, because The Law of Consistency means that will probably only harden their attitude against you.

Just forget them.

Remember: when you're enjoying a fantastic time hosting a string of rave parties in your rock star mansion, they will still be living in their mom's basement finding fault with some other guy's music.

## FATAL Mistake #2



### **Taking career advice from unqualified people.**

It's very tempting to take advice from friends or family, who actually know nothing about the music industry, just because it's convenient.

Listen to their advice by all means, after all you don't want to upset them.

But only ACT on advice from people who are already successful at what you want to do.

## FATAL Mistake #3



### **Not projecting a professional image at all times.**

You're a music super star and your fans want to see you as that.

So, if you still live with your mom, for example, then you need to 'Fake it until you make it'.

So, although your fans want to know about your life, be very selective about what you reveal.

## FATAL Mistake #4



**Falling into the trap of thinking talent, looks and money are all it takes for success.**

Nope.

The brutal truth is that none of these matter so much as good marketing.

Sure, you need to be able to sing or play an instrument – or both.

But when you drill right down the key secret of success in the music business – in ANY business, for that matter – it is **marketing**.

## FATAL Mistake #5



### **Worrying about industry approval.**

Thanks to technology, the internet, social media and other factors, the music industry has changed out of recognition in the last few years and the record companies no longer have the iron grip they once had, being the 'gatekeepers' to the success you crave.

So, you now have a golden opportunity to work directly with people who matter.

First and foremost: your fans, who will buy your music and fund the super star lifestyle you crave.

But don't forget the 'centers of influence'.

These are the folks who can help you spread the word and get your music heard. People like reporters for music magazines and the like.

Of course, this means you don't have a record company publicity department doing much of the heavy lifting for you. But on the plus side, you retain far more CONTROL over your musical and your life, even if you have to get more involved in your own marketing.

**Now turn to the next page for your surprise.**



## Surprise!

What? Isn't this supposed to be **FIVE** Fatal Music Career Mistakes?

Yes, it is. But, at ArtistPR, we always over deliver.

*So here is ...*

### **FATAL Mistake #6**

#### **Trying to do it all yourself.**

You are brilliant at making music.

But the music business has been around a long time and you can't know everything about it.

So when you need help to put your music out there, don't shirk from approaching ArtistPR.

ArtistPR was founded by John Macallister, who cut his musical teeth with Columbia Records. He added to that priceless knowledge at Epic Records, Arista Records and as part owner of of 4:20 Records.

This empowered him to help launch the music careers of Oasis, and many others, such as: Alice In Chains, The Fugees and Zak Ambrose.

So don't waste another minute before you zoom over

here <https://lp.artistprpro.com/premium/>

to see exactly how we can bolt a rocket booster to your musical career.