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Subject: interesting David Byrne article

Posted by [steve the artguy](#) on Sat, 22 Dec 2007 09:35:43 GMT

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in wired. About the music industry and it's various permutations.

[http://www.wired.com/entertainment/music/magazine/16-01/ff\\_b\\_yrne?currentPage=1](http://www.wired.com/entertainment/music/magazine/16-01/ff_b_yrne?currentPage=1)

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Subject: Gantt's Dilemma (was: interesting David Byrne article)

Posted by [Paul Artola](#) on Sat, 22 Dec 2007 15:44:20 GMT

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Steve -

Thanks for the reference. That is an informative article, and it made me think about how small service providers in this industry will survive. In particular, the situation Gantt posted about recently, where his small, professional studio business is dying. I hadn't really thought of this when he posted, but Byrne's article gave me the following idea.

Using Gantt's situation - a small studio with diminishing prospects - I think Byrne's analysis of the 6 marketing models can apply. Here, the studio owner/operator has to view his product in the context of the bigger industry. As a pay-for-a-job service provider, his livelihood and growth are completely dependent on the musicians who need to have a recording made.

On the other hand, looking at the real goals of a musician is where the opportunity awaits. The musician want to record his/her/their music, get a cd made, get some sales, get some opportunities to perform, get more sales, get a video made, get more sales, get more sales, and get more sales. So, what to do?

Provide as many of the services to help the artist get more sales. If the artist is working to record tunes and needs help, have a network of musicians who can record parts. When the recordings are done, get the artwork together and have cd pressed. Have a collection of marketing solutions (cd baby, my space , etc.). Have relationships with booking agents to line up gigs. Have a partnership with a video services. In short, don't just book studio time, but rather, an entire marketing strategy.

This would take a lot of work to get going if one is just starting from scratch, but a seasoned veteran like Gantt has contacts and relationships that probably make this a lot easier at this stage. Moreover, if he really doesn't want to get involved with an aspect of

the "machine", say video production, just being able to recommend someone to handle that part of the process keeps the process flowing.

I look in the back of trade mags like Mix, Tape Op, etc., and see lots of adds for recording, mastering and pressing studios offering their individual services, but I have never seen an add for a service offering the musician the total marketing package. A friend has tried to create something like this, called Vindisoft, but I think he has some problems along the way, probably due to the attempt to build the entire machine from the ground up. Again, I think tempered expansion is a more logical approach, instead of just flipping a switch and trying to have the total package operating on day one.

Well enough of my ramblings. Discuss amongst yourselves!

- Paul Artola  
Ellicott City, Maryland

On 22 Dec 2007 19:35:43 +1000, "steve the artguy"  
<artguy@somethingorother.net> wrote:

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Subject: Re: Gantt's Dilemma (was: interesting David Byrne article)  
Posted by [Gantt Kushner](#) on Sun, 23 Dec 2007 20:02:20 GMT  
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Hi Paul,

I have, indeed, frequently thought about creating a one stop facility for Audio/Video/Web Authoring/Etc. with a studio big enough to do a two or three camera shoot while recording to multitrack. Either have all the people on staff to do the other stuff or rent space to people with those skills. The fly in the ointment is making the change from a basement Mom & Pop business to having a commercial facility with commercial expenses. I've agonized over that decision a few times in my nearly 20 year recording career. I suppose I could try to coordinate all that stuff from my home but then I would be getting farther and farther from what I actually KNOW how to do - play and record music.

But hey - Thanks for the thoughts! And please have a great holiday!

gantt

Paul Artola <artola@comcast.net> wrote:

>Steve -

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>me think about how small service providers in this industry will  
>survive. In particular, the situation Gantt posted about recently,  
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Subject: Re: Gantt's Dilemma (was: interesting David Byrne article)  
Posted by [Sarah](#) on Mon, 24 Dec 2007 00:16:13 GMT  
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Yeah! I need someone like that right now. We're rehearsing for our 2nd CD now, and I still have a closet full of boxes of the 1st one. :) Not that I don't have ideas for promotion and marketing, but my focus (obsession?) is on the creation of the project, and I wind up without the time or energy for the promotional things.

S

"Paul Artola" <artola@comcast.net> wrote in message  
news:9eaqm3l2dper4u0tfspi7r2b5cidgneuj1@4ax.com...

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Subject: Re: Gantt's Dilemma (was: interesting David Byrne article)

Posted by [Neil](#) on Mon, 24 Dec 2007 01:29:20 GMT

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IME, LOTS of bands/artists could use someone like that...  
problem is who are they? Not the artists, but the people that  
can provide all that... kinda like a vertically-ingetrated  
marketing solution? I'm sure there are some people who are  
trying or have tried it, but methinks you end up being a jack  
of all musically-associated trades & a master of none if you go  
that route.

Neil

"Sarah" <sarahjane@sarhtonin.com> wrote:

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