

A photograph of a band performing on stage. The scene is dimly lit with blue and red stage lights. In the foreground, the backs of several band members are visible as they face the audience. One member on the right is playing a trumpet. The overall mood is energetic and professional.

# **PIVOT!** **CHANGING BUSINESS MODELS AND** **FINDING NEW OPPORTUNITIES, EVEN IN** **CRISIS**

Presented by Briana Harris  
Musician, Artist Manager

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## **DISCLAIMERS!**

THIS IS NOT AN ARTIST RETREAT. THIS IS A  
GLOBAL PANDEMIC.

IT'S OKAY TO FEEL SCARED, UNMOTIVATED,  
OR UNCERTAIN.

THE ADVICE HERE IS GIVEN AS A LOWER  
PRIORITY THAN HANDLING THE SAFETY AND  
WELLBEING OF YOURSELF AND YOUR  
PEOPLE.

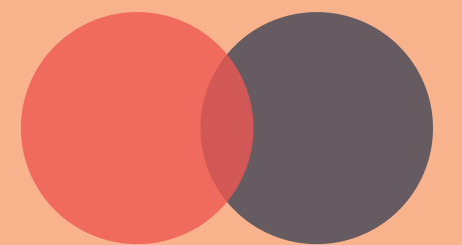
# HI. I'M BRI.

SAXOPHONIST  
ARTIST MANAGER  
BUSINESS OWNER  
TOUR MANAGER  
BOOKING AGENT  
PUBLICIST  
MARKETER

....PERSON WORKING IN A  
COLLAPSED INDUSTRY!



**MULTIPLE INCOME STREAMS ARE  
ALWAYS A GOOD IDEA**





## REASONS FOR MULTIPLE INCOME STREAMS

GENERATE REVENUE WITHOUT HAVING TO  
PHYSICALLY BE EVERYWHERE

ENGAGE WITH YOUR AUDIENCE YEAR-  
ROUND

LIFE-PROOF AND CRISIS-PROOF YOUR  
LIVELIHOOD



# SIMPLE WAYS TO START

Put any physical product you sell online and available for shipping.

Begin offering commissioned work if you're an individual, or targeted consulting if you're an organization.

Develop in-person workshop content into online curriculum or resources.

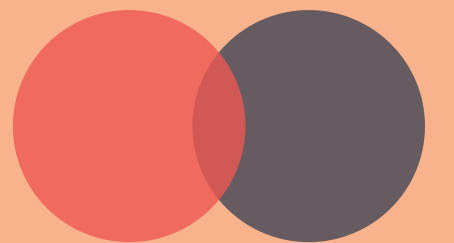
Make your work available on all monetized platforms.



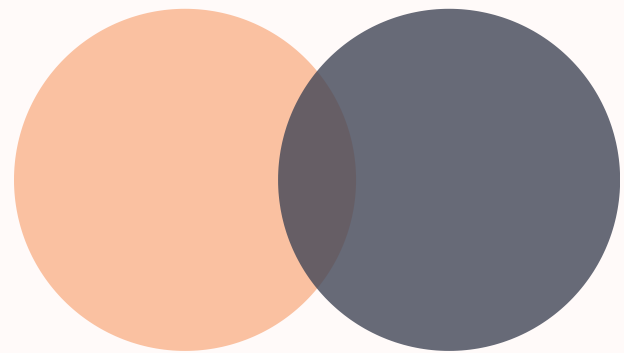
# FINDING NEW CLIENTS



(WHEN YOUR  
INDUSTRY HAS  
COLLAPSED)



# STOP PITCHING TO OTHER BROKE ARTISTS

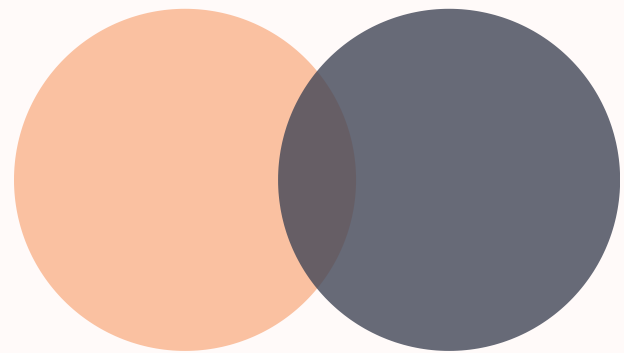


Building community with other musicians and music industry connections during this time is critical and necessary. But it's unlikely they have resources to pay your bills.

Who is willing to **pay** for what you have to offer? How can you make it valuable enough that they will?



# WHO HAS MORE MONEY THAN TIME RIGHT NOW?



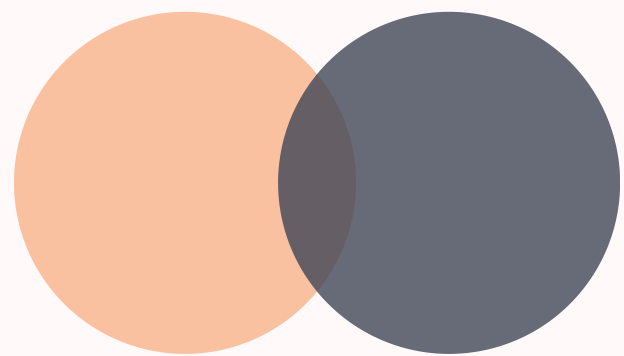
Healthcare Professionals

*Some* Working Parents

Public Servants

Some Online Businesses and Startups

# SOLVE A SPECIFIC PROBLEM



1. Identify a need a client or industry has.
2. Quickly and efficiently develop a solution to meet that need.
3. Pitch your specific solution, rather than broad skills.

# RECONNECT WITH OLD CLIENTS

## EXPLORE OLD LEADS

What do you have time for now that you said no to before?

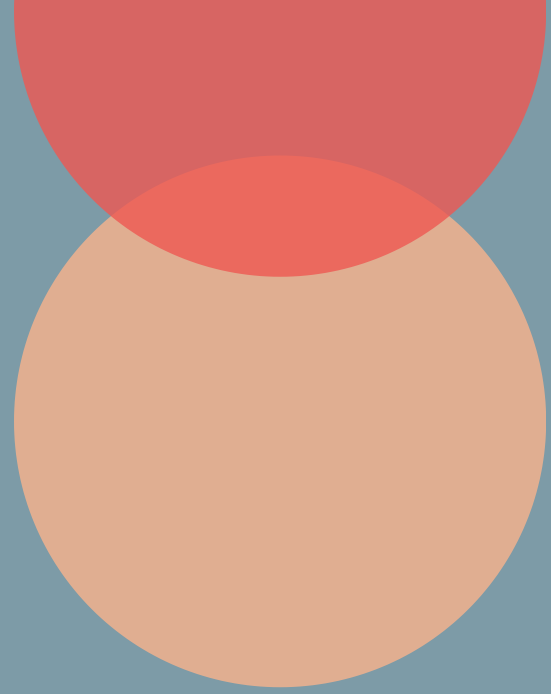
## RE-ENGAGE

Reach out with a re-introduction to you and your work.

## LEAD WITH OPPORTUNITY

Don't ask for pity. Lead with an opportunity that solves a client's problem!





# RECONNECT WITH OLD NETWORKS



PROFESSIONAL GROUPS

AUDIENCE MAILING LISTS

TICKET BUYERS

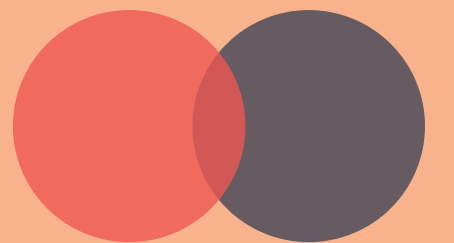
COLLEGE FRIENDS

TOUR CONTACTS

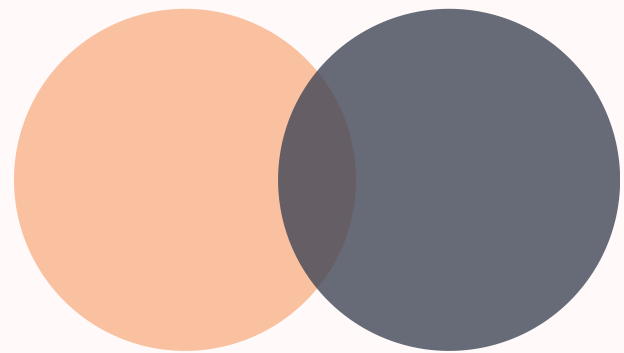
VIRTUAL COMMUNITIES

# PITCHING NEW SKILLS

YOU CONTAIN  
MULTITUDES!!!



# LOOK FOR ADJACENT INDUSTRIES



Educational Workshops -->  
Curriculum Development

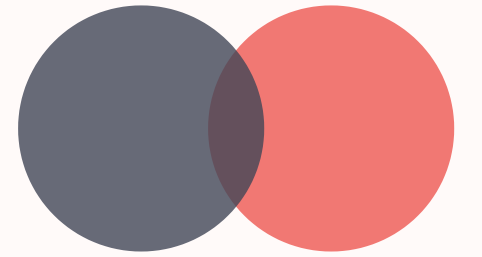
Live Production --> Sound Mixing and  
Video Editing

Event Expertise --> Virtual Assistant



# THE MINIMUM VIABLE PRODUCT

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A version of a product or service with just enough features to satisfy early customers and provide feedback for future product development.

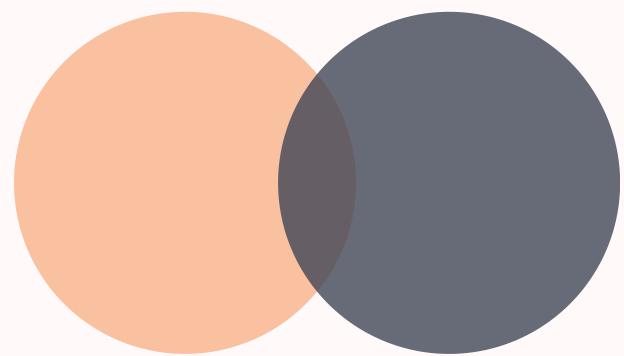
- LOW-COST

- CLEAR AND SIMPLE FEATURES

- LAUNCHES QUICKLY

- CAN BE EASILY TESTED AND MODIFIED

# TRUST YOUR BROAD EXPERIENCE



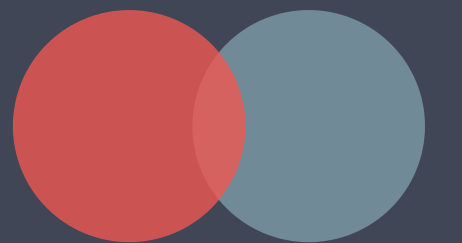
ALL OF US ARE GOING THROUGH  
SOMETHING NEW RIGHT NOW.

- Don't worry if you've never done this before.
- People will hire you because of their personal connections to you first - lean on those instead of cold marketing tactics
- Your broad knowledge of your field will guide you through new ventures. You can learn any new piece of technology or skill!

# BUILD OUT CONTENT



A BRAVE NEW  
(DIGITAL) WORLD







**ALL ARTISTS  
RUN  
CONTENT  
COMPANIES.**

What's the best fit for your audience?

What can you make **right now** with the tools you already have?

Now is the time to try something **NEW** and **WEIRD**.

# CHANNELS TO LEVERAGE

## WEBSITE

Your digital business card and storefront

## SOCIAL MEDIA

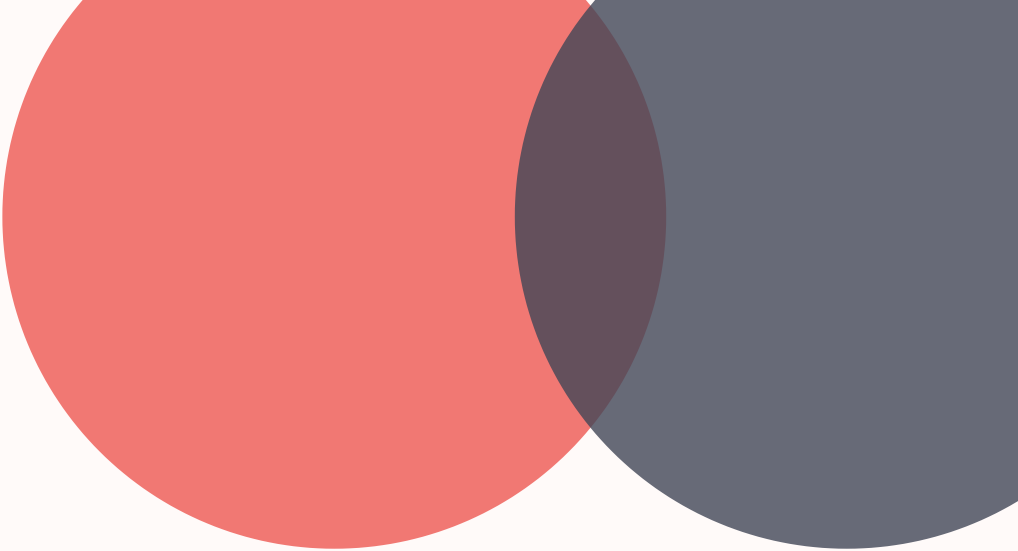
Your daily connection

## EMAIL NEWSLETTER

Your Most Engaged Audience

# THE ENGAGEMENT FUNNEL

Turn casual viewers into long-time patrons.



## TIER ONE

Social Media  
Google Search

## TIER 2

Blog Posts  
Resource Lists  
Email Newsletter

## TIER 3

Premium Content  
Paywall Material  
Patreon Subscriber  
Targeted Consultations

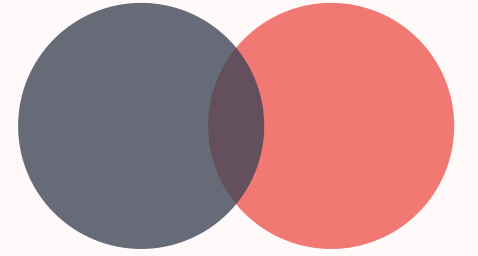
## TIER 4

Sustaining Support that  
Outlasts a Crisis



# WHEN ALL ELSE FAILS, PLAN AHEAD

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Batch work tasks for your future self.

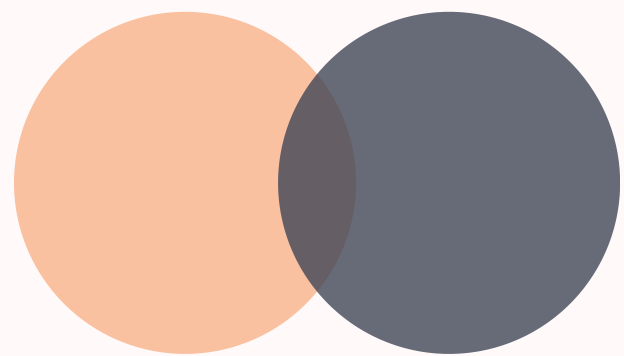
- MARKET RESEARCH

- ADMIN/SYSTEMS

- CONTENT  
DEVELOPMENT

- CREATIVE OUTPUT

# FREE AND LOW-COST RESOURCES



- Lynda.com (courses through Public Libraries)
- Skillshare (low cost subscription model to e-courses)
- Canva.com (free design tools)
- Later.com (social media scheduling)

# LET'S CONNECT!

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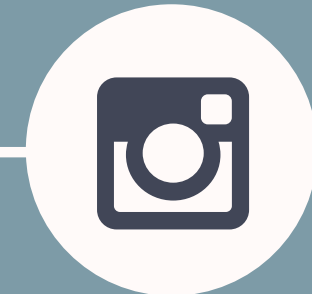
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