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

Presented by Briana Harris
Musician, Artist Manager
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
GENERATE REVENUE WITHOUT HAVING TO PHYSICALLY BE EVERYWHERE

ENGAGE WITH YOUR AUDIENCE YEAR-ROUND

LIFE-PROOF AND CRISIS-PROOF YOUR LIVELIHOOD
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

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
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.

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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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