

DEVELOPING A CAREER STRATEGY FOR 2021

Matt Fripp | jazzfuel.com

“Getting **responses** from the promoters I’m trying to reach”

*“I’m only known in my area.
How do I get **credibility** outside of that?”*

“Effective **release strategies & promotion**
on a budget”

“Breaking into the **European scene** without an agent”

developing real relationships with more promoters

“I feel my projects are all very valid & extremely good,
but **my own name is not that known yet**”

“Knowing who are **the right people or organisations**
to contact to present my project”

“Overcoming a **lack of confidence** to market myself is difficult”

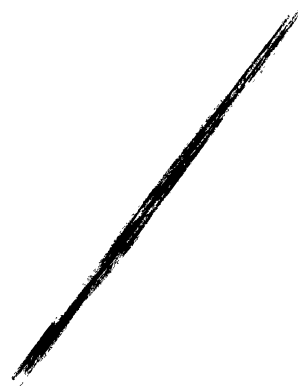
**PRESENTING
YOUR PROJECT**

**INDUSTRY
NETWORKING**

**AUDIENCE
DEVELOPMENT**

GETTING GIGS

SELLING MUSIC



PRESENTING YOUR PROJECT

IMAGES

“a good photo is worth a 1000 words”



Libération (FR)

Archive Jazzfest Berlin



Archie Shepp, Get The Blessing, Soweto Kinch
© Grzegorz Drygala, Tom Barnes, Benjamin Amure

Archie Shepp Quartet / Get The Blessing / Soweto Kinch

Jazz

Get the Blessing: Lope and Antelope - review

★★★★★

(Naim)



144 | 2



John Fordham

Thursday 30 January
2014 23.45 GMT



 Even more laid-back nonchalance than usual ... Get the Blessing

Get the Blessing exclusive teaser from Lope & Antilope



Courtesy of Naim Edge here's an exclusive teaser of Get the Blessing's *Lope & Antilope*, the Bristolian Ornette Coleman and Don Cherry-influenced band's fourth album, to be released on 20 January 2014, and first since *OCDC* two years ago. Recorded in an empty pottery in Pembrokeshire in a four-day feast of improvising, tracks are: 'Quiet', 'Little Ease', 'Corniche', 'Antilope', 'Luposcope', 'Viking Death Moped', 'Hope For The Moment', 'Trobe', 'Lope', and 'Numbers'.

The band tour in March with dates in Liverpool at the Capstone theatre (2); XOYO, London (5); Hare & Hounds, Birmingham (6); Bristol Jazz & Blues Festival (9); Arts Centre, Warwick (10); Sheffield University Students' Union (27); and Clitheroe Grand, Clitheroe (29).

Get the Blessing *pictured* and the album cover *right*

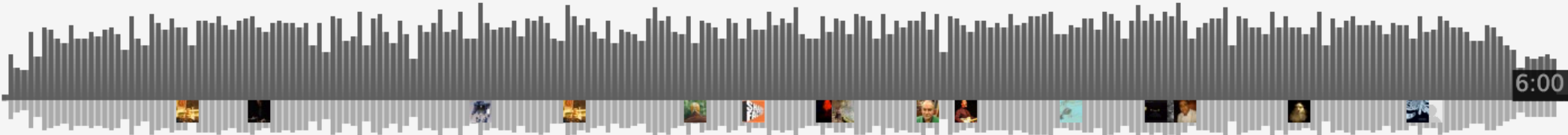


Naim Records

Get The Blessing - Quiet (NEW ALBUM 2014 TEASER)

SOUNDCLOUD

Share



6:00

▶ 17.9K

[Cookie policy](#)

Get The Blessing "Lope & Antilope"

Janvier 2014 - Naim Jazz

J'aime 2

Partager

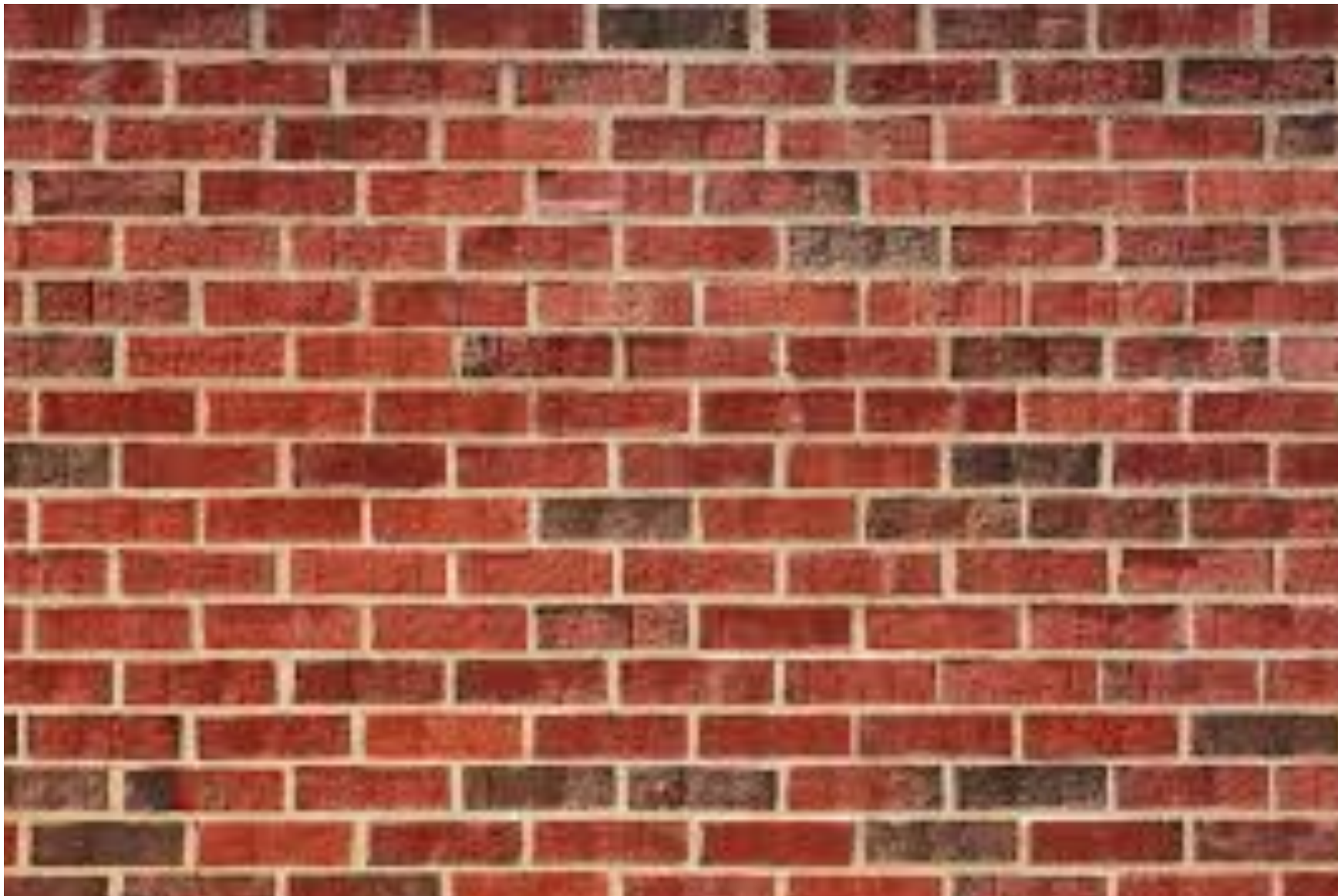
Tweeter

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"Lope & Antilope" est le quatrième album du groupe et tandis que l'esprit irrévérencieux est toujours là, les rythmes se font plus doux.





Jazz Musicians Standing In Front of Brick Walls

VIDEOS

A good video is the most essential promo tool you can have

60% of promoters said video content was VERY important in their decision to book a band

Sons Of Kemet - In The Castle Of My Skin



'music videos'

Christian Scott aTunde Adjuah: NPR Music Tiny Desk Concert



'sessions'



Live[stream] Videos

TEXT

GIGS: *a short paragraph highlighting what's most interesting & important about your project*

PRESS: *a 1-page piece of text describing the music and motivating people to check it out further*

Rarely has a band taken the jazz scene by the scruff of the neck and given it such a good shaking as Get the Blessing. Winners of the BBC Jazz Award 2008 for their debut album “All Is Yes,” Get The Blessing are one of the UK’s most exciting live bands.

Formed in 2000 when bassist Jim Barr and drummer Clive Deamer from Portishead joined forces with the twin horns & electronics of saxophonist Jake McMurchie and trumpeter Pete Judge, GTB have forged a unique signature sound that defies easy classification, yet never loses sight of thumping tunes, monstrously infectious beats, or joyous collective spontaneity.

A good website doesn't have to be expensive or complicated, but it *does* have to be clear and professional.

- **Clear outbound links (HUB)**

A great musician website these days just needs to act as a hub to direct people to all the info they need. For that reason, make sure you have clear icons or links to allow people to visit your social media, Spotify, Youtube and any other platforms you're active on.

- **Latest artwork & photos**

Does your website contain the most up-to-date artwork and photos you have? If possible, it's a good idea to use just a handful of photos across all your platforms, so the project is easily recognisable...

- **Your best video, embedded**

Is your best video featured prominently on your website?

It's often the first thing people look for (especially promoters, agents, manager, journalists) so if it's not on the homepage, there should be a clear link in the menu.

- **Upcoming gigs**

Out-of-date gig listings on a website don't give a great impression to industry folk who want to work with band who are on top of their self-promotion – and they're not very useful to visiting fans.

By all means, have a section where you highlight some of your previous gigs, but make sure the 'upcoming gigs' section shows only things coming up on the future. A free service like Songkick is a great way to do that.

- **Your latest bio & press quotes**

Your website doesn't need to have a lot of text. In fact, it's often better that way. But it does need to clearly include an effective biography and a few key press quotes.

AUDIENCE DEVELOPMENT



Kevin Kelly

(“senior maverick”)

To be a successful* jazz musician you don't need millions.

You don't need...

Millions of €€€

or

Millions of gigs

or

Millions of fans

To make a living as a jazz musician you need only
1,000 true fans

Youtube
Social media
Live gigs
Spotify playlists
Press coverage
Bandcamp Daily



Part 1: Make **great music**

Part 2: Figure out ways to get it in front of the
right people

Part 3: **Connect** with them via whatever channels
you can

Part 4: **Engage** with them in an interesting way
that's true to your personality and music

Part 5: Keep **producing** music and gigs for them
to consume

INDUSTRY NETWORKING

National jazz organisation

**Local promoter who
gave you a gig
early on**

**Journalist who reviewed
your last album**

Your old teacher

CONTACTS

People to keep in touch with...

**A well-connected
musician friend**

An agent or manager

**Music lawyer with
an interest in jazz**

copycat method

Which bands or artists are...

- making similar music to you**
- have a similar profile to you**
- playing the gigs you should be playing**
- getting reviews in the sort of places you should be in**



"Don't be lazy. Figure out if the person/publication you're contacting is appropriate for the work you're hoping to get ink for"

– **Christian Wissmuller, JAZZed**

"Don't be afraid to write and present your music. I will always find a time to listen to it. But first please find a little time to look at the articles I publish and see about what kind of music I usually write"

– **Maciej Karlowski / Jazzarium**

"Be sure to take a look at what projects the promoter works with, target promoters who may actually book your music, don't just email every promoter you get an address for hoping for the best. Stay positive!" – **Wesley Stephenson, Newcastle Festival of Jazz and Improvised Music (UK)**

Harp jazz meets American football?!

more from London's burgeoning jazz scene

after Playboy Jazz

"maybe most comparable to Brian Blade"

Classical pianist releasing a jazz album?

Steve Houben?

how Austrian jazz can and should sound

sugar, gold, diamond encrusted magic!

Matt here from Jazzfuel. I saw you wrote about Snarky Puppy a while back and wondered if you'd be interested in a similarly groovy new release out of [Alan Baylock](#) ..

Matt Fripp from Jazzfuel here. I somehow came across an AAJ review you did of the [Alan Baylock](#) Jazz Orchestra ages ago and thought you might be interested to check out another large ensemble project we're currently working press for?

[Myriad](#) comes out on the 24th of April on [Alan Baylock](#): ([press release](#)) and they combine 2 underlying musical approaches - one from [Alan](#) that is rooted in **European classical** music and **Western jazz improvisation** and [Alan Bay](#)'s one as an extensive experience of the complex rhythmic structures of the Far East - notably **India**.

For my money, her voice is a little like early Stacey Kent & Jane Monheit meeting Cyrille Aimée... Be interested to hear your more-informed opinion though?!

As always, let us know if you'd like a physical CD sent to you for a review consideration.

Happy to send a physical CD or any other album related info?

examples

Hi [Name],

Matt Fripp from [Jazzfuel.com](#) here. We're helping [Name] bassist & composer [Name] & [Name] with the release of this 13th album and thought you might be interested to check it out for [Name]?

The [Name] Project brings together 2 renowned traditional [Name] musicians with 3 of Denmark's most established jazz performers.

Single #1: out now ([listen here](#))

Full album: out 27th [Name] ([listen here](#))

Album notes: <https://jazzfuel.com/project/>

Coming just after the 60th anniversary of [Name] [Name] [Name] [Name] and [Name], the album fuses together two diverse sets of instruments, styles, harmonies & melodies into a new cultural expression.

Would you be interested in receiving a physical copy and/or more information?

All the best,

Matt

Matt Fripp | Jazzfuel

PS Here's a [short video teaser of the music](#), filmed from inside the studio...

Hi Matt,

yes, why not?

I'm not quite sure if the music is not too "soft" for my taste but generally I find the idea of combining [Name] and [Name] traditions interesting. So this might fit into my [Name] column " [Name] " that deals with everything between ethno jazz and folk.

If you could send me a physical copy I'd see if there are chances for a review.

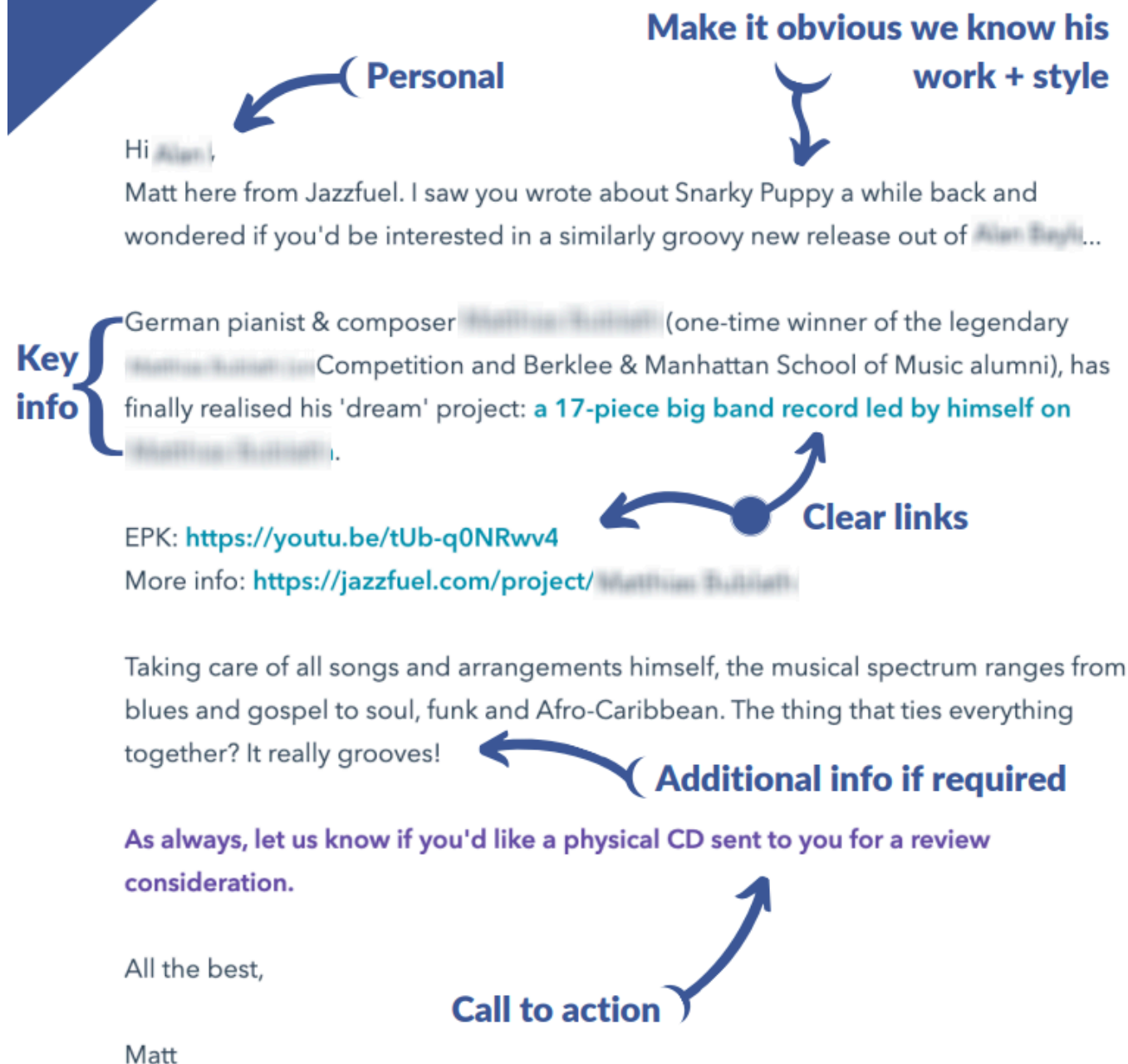
Thanks in advance and best regards

[Name]

Please take note that my mail address has changed.

Note: this 'I'm curious' response ended up with a positive review





Hi Matt,

Thanks for writing and really like the clip you sent of this recording. I'd be pleased to give it listen and write a review for circulation. Do you have a link to all the tracks? Or alternatively you could send a physical CD. Please let me know and we'll get the ball rolling. Hoping all is well in Germany and our current crises will pass soon and uneventfully!

Yours in Funk,

Matthias Bultmann



www.jazzfuel.com