

## Executive Summary

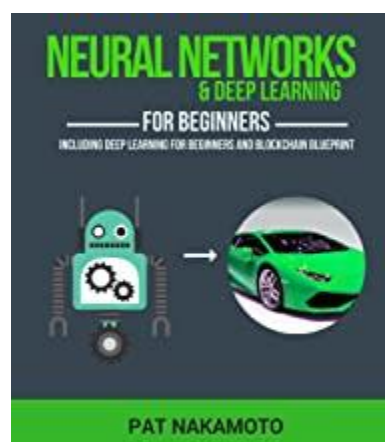
The music industry is in a state of flux as music sales have shifted from downloads from sites such as Amazon, Apple and iTunes almost exclusively to streaming on sites such as Spotify and sales of CDs only account for 25% of sales according to according to Nusca (2019). Furthermore, artists are relying primarily on services such as Spotify to play their music (Nusca, 2019). “Last year, Spotify experimented with a service that would allow independent artists to upload their work directly to its platform, a la streaming peer Sound/Cloud, and cut out the middleman—that is, record labels. Predictably, the initiative was met with complaints from the music industry. In July, Spotify shuttered the program, saying it wanted to focus on serving artists and labels” (Nusca, 2019). Recently the ability for independent musicians to add their music to Spotify was reinstated. It seems that new artists who can sell their music on Amazon can use services such as YouTube and Facebook to promote their music. Even Coca Cola, which is a major company, tries to make friends with current potential customers on Facebook (Ansari, Stahl, Heitmann, & Bremer, 2018). Sending friend requests is one major method of developing connections that will lead to sales of their music for independent artists just starting out (Ansari et al., 2018).

## Current Environment

Currently there is a pandemic that is preventing musicians from performing in public. Now is a good time to create new music for later release. According to Karsdorp, Manjavacas, and Kastemont (2019), musicians can use neural networks to create lyrics. Now would be a good time to learn neural networks using freeware such as the following:

[https://pytorch.org/?utm\\_source=Google&utm\\_medium=PaidSearch&utm\\_campaign=%2A%2ALP+-+NonTM+-+Neural+Network+-+US&utm\\_adgroup=Free+Neural+Network+Software&utm\\_keyword=free%20neural%20network%20software&utm\\_offering=AI&utm\\_Product=PyTorch&gclid=Cj0KCCQjwIN32BRCCARIsADZ-J4sdjq3qSBS7oGarJHEZKq4MSV25Oq3fqC61dpoBzb--DfLY1xdy218aAI OEALw wcb](https://pytorch.org/?utm_source=Google&utm_medium=PaidSearch&utm_campaign=%2A%2ALP+-+NonTM+-+Neural+Network+-+US&utm_adgroup=Free+Neural+Network+Software&utm_keyword=free%20neural%20network%20software&utm_offering=AI&utm_Product=PyTorch&gclid=Cj0KCCQjwIN32BRCCARIsADZ-J4sdjq3qSBS7oGarJHEZKq4MSV25Oq3fqC61dpoBzb--DfLY1xdy218aAI OEALw wcb)

You can also purchase a beginner’s book for \$22.38 on Amazon:



This is just one example of a book that will help an artist get started with creating lyrics using neural networks. According to Karsdorp, Manjavacas, and Kastemont (2019), the lyrics on page 23 of their manuscript entitled “Keepin it real: Linguistic models of authenticity judgments for artificially generated rap lyrics” were “Examples of generated lyrics” using different difficulty bins, which are apparently lyrics

generated at different difficulty levels using neural networks on a PC. Apparently, the customer for this business plan did not believe these were computer generated lyrics because they included the name of a rap artist, but he was mistaken. You can indeed write lyrics by using neural network generated lyrics that are better received than lyrics generated by humans. “Generated samples from the experiment randomly extracted from difficulty bins (e.g. 25%-50% refers to examples in the 25% - 50% difficulty percentile according to a logistic classifier). Models correspond to character level (c), syllable level (s) and hierarchical (H)” (Karsdorp et al., 2019). According to Karsdorp et al., (2019), “experimental results show that artificially generated materials are often rated slightly higher in terms of quality than authentic materials.” What this means is that artists should consider creating music through computer generation. This may be particularly true of rap or spoken word lyrics.

Musicians tend to have strong egos, so perhaps generating music from a machine seems somewhat intimidating at first. What is an interesting point is that people unknowingly interact with artificial intelligence without even knowing it according to Karsdorp et al., (2019) every day. Chatbot is one such example that interfaces with customers who think they are talking to a human, but responses are machine generated (Karsdorp et al., 2019). Through neural networks, text blocks can be created that are of course synthetic but that are so grammatically correct that they are remarkably like text created by humans, but without the cost of paying to have materials written for the artist by humans. Also, if you do not want to use the above freeware, there are other free programs that you can use as well.

We propose two novel methodologies for the automatic generation of rhythmic poetry in a variety of forms. The first approach uses a neural language model trained on a phonetic encoding to learn an implicit representation of both the form and content of English poetry. This model can effectively learn common poetic devices such as rhyme, rhythm, and alliteration. The second approach considers poetry generation as a constraint satisfaction problem where a generative neural language model is tasked with learning a representation of content, and a discriminative weighted finite state machine constrains it based on form. By manipulating the constraints of the latter model, we can generate coherent poetry with arbitrary forms and themes. A large-scale extrinsic evaluation demonstrated that participants consider machine-generated poems to be written by humans 54% of the time. In addition, participants rated a machine-generated poem to be the most human-like amongst all evaluated.

By: Jack Hopkins, [Douwe Kiela](#)

It is worth a try as the lyrics generated in this manner are rapidly gaining popularity according to Karsdorp et al., 2019. It adds a skill and makes the artist more innovative and independent of the skills of others and allows for quicker generation of new music. An artist should constantly be working on creating new music. According to Hopkins and Kiela (n.d.), participants in their study thought that the computer-generated lyrics were more human-like than those written by humans with above average form.

### **Personality Profile of Musicians**

The first step to see if you fit the typical personality profile of a musician is to take the Myers Briggs Type Indicator test at <https://www.crystalknows.com/jung-myers-and-briggs-personality-test> . This will tell you if you fit the typical musician personality type which is the ENFP (if you sing or do vocals) or INFP (if you play an instrument). According to Tieger, Barron and Tieger (1992), the ENFP is appropriate for the career as a Musician/Composer and the INFP is suited for the profession of Musician that plays an

instrument. If you are the ENFP; Tieger, Barron and Tieger (1992) state that you should (1) Make sure that you always have a variety of projects to work on (2) Find other creative people to brainstorm ideas with (3) Delegate routine tasks to others (4) Work on Teams (5) Talk through detailed projects with someone (6) Attend conferences related to your profession and get involved in professional organizations (7) Join or start organizations for people with similar expertise or interests.

The recipient of this business plan, however, states that he is an INTP (Introverted, Intuitive, Thinking, Perceiver). The above suggestions for promoting one's career could still be applied. This type also states that Musician is one of the career choices that fits this personality type.

**Regarding intuition**, people who are intuitive tend to be imaginative and verbally creative (Kelly, n.d.). According to Kelly (n.d.), they also see the big picture and understand patterns. People who are intuitive also understand meanings, relationships, and possibilities (Kelly n.d.). According to this same source, Kelly (n.d.), they are big picture people who value imagination and inspiration. **What this means is that you should use your restless nature to aggressively promote your music and use your creativity and networking skills to find other creative individuals to be in your videos to promote your music. This might mean putting an ad in the school's newspaper at a local college to find performers who are willing to be in a video featuring your music. Offer the students a copy of your video for their portfolio. To place an ad, click on the following link:**

[https://www.kentwired.com/site/forms/online\\_services/classified/](https://www.kentwired.com/site/forms/online_services/classified/)

Feature the video on You Tube as well as on sites such as TikTok. TikTok is an app that allows users to put short videos of themselves and others performing to music. TikTok is a global app that took off in 2018 according to Chow (2019) that rose to the top of Apple's app store and resulted in 3.8 million first time downloads in a single month in October 2018. This app allows users to reach fans while bypassing the traditional gatekeepers (Chow, 2019). **When you download your video to TikTok, make sure it references you as the creator as well as the correct name of the song.** One musician's song was added by another user with the wrong name for the song. It was viewed 32 million times, but with no reference to the song's creator (Chow, 2019). The creator has had no luck getting the song's name changed according to Chow (2019). Teenagers have driven TikTok's success in the United States (Chow, 2019).

**You are also a perceiver** according to the Myers Briggs test that you said you took in college. People who are perceivers, according to Kelly (n.d.), are highly flexible and spontaneous. They also keep planning to a minimum and use bursts of energy to do their work (Kelly, n.d.). Decisions make people of this type uneasy and restless (Kelly, n.d.). The fact that you work using bursts of energy means that you can use this energy to write new songs and to produce your video. **If you are concerned about the money aspect of the process, you can put your video on sites such as TikTok and YouTube first just to gain exposure before monetizing your music.** According to Chow (2019), an artist called Lil Nas X started promoting his music on Twitter and Instagram. After several months it broke out on TikTok with the creators videotaping themselves as cowboys and cowgirls to the country song "Old Town Road." Record labels, according to Chow (2019), took notice and a fierce bidding war ensued which resulted in Lil Nas X signing with Columbia Records. Instagram is also an option to gain exposure as well.

**In addition, you are an introvert.** Introverts prefer to work independently or in small groups. Perhaps you can find a small group of performers at a college who are willing to help you with your video. Introverts also prefer working quietly alone and participating in activities that involve few or no other

people (Kelly, n.d.). To make a video with other performers may therefore take you out of your comfort zone, but it would be worthwhile as you would have other people who can help and offer ideas as well. You probably prefer producing your work on your own and then uploading it to the internet as well as to sites such as TikTok, etc. Performing and allowing other performers to be in your videos, however, can enhance your career.

Performing with others also means that you automatically have others that will promote your music through word of mouth. You can meet with the other performers on their college campus and the school will likely have video equipment that the students can check out to make the video. You can also likely find a student videographer that can help as well. Students are always looking for ways to build their portfolio, and this would provide them with an outlet for their creativity as well as with a way to build their portfolio.

Another thing that you can use this video for is to sign up for Americas Got Talent using the following link <https://www.americasgottalentauditions.com/signin/>. Let the small group of performers know that you want to submit the video to America's Got Talent as well. This would encourage performers to participate.

To get the money for travel to perform, perhaps you could start a Go Fund Me account or find investors to invest in your venture. You can also apply for a grant using the following site to find out about grants and fellowships for musicians <https://flypaper.soundfly.com/hustle/15-dream-fellowships-and-grants-for-musicians/>. In addition, you can try to get an investor on Shark Tank <https://www.wikihow.com/Get-on-Shark-Tank> as this link will provide you with instructions for signing up to be on the show. You can go to a casting call, and if you are selected, you will have an opportunity to pitch your enterprise for the show. This is a long-term goal, and even if you do not get an investor on the show, you will likely be able to get an outside investor due to being on the program. Again, getting a grant would provide you with the funds to be able to travel for the casting call. Again, this is a long-term goal.

Musicians must also be entrepreneurs to promote themselves. The ten most important skills for an entrepreneur are the following (King, n.d.):

1. Curiosity
2. Time Management
3. Strategic Thinking
4. Efficiency
5. Resilience
6. Communication
7. Networking
8. Finance
9. Branding
10. Sales

Chris Greenwood, an artist known as Manafest, who is a rapper that combines elements of rock, rap and pop in his songs has worked as an independent musician too and has sold over 300,000 albums as an independent artist—15,000 of which were sold via Facebook ads in an aggressive 2018 campaign (King, n.d.). His page also has over 211,000 fans according to King (n.d.). He operates as a businessperson as well as being a musician, and he also has merchandise that he sells that is related to his music including a website to promote his music and merchandise, and he said that he hustles (King, n.d.). He did all of this without a manager or a record company. He said that entrepreneurship requires risk taking and that touring and performing also builds that engagement with fans. Your skill sets and your budget will also determine how much help you need from others.

According to Zuilenburg (2012) the personality traits of a successful music entrepreneur are the following:

1. Self-motivated
2. Creative
3. Committed
4. Risk-taker
5. Free thinker
6. Leader
7. Natural aptitude
8. Team player
9. Opportunity obsessed
10. Individualist

In addition, according to Zuilenburg, the musician entrepreneur also needs the following characteristics:

1. People skills, including the ability to network and promote oneself.
2. Being persistent and thick-skinned and not taking “no” for an answer
3. Strong self-discipline and endurance to continue when the odds are stacked against the entrepreneur.
4. A strong belief in both one’s own abilities (self-efficacy) as well as in the venture that is being developed.
5. Consistency in everything one does in relation to both the customers and the company.
6. The entrepreneur must be opportunity obsessed.

According to Zuilenburg, Music Entrepreneurs also need the following characteristics based on a survey that was conducted:

1. Commitment

2. Determination
3. Creativity
4. Courage
5. Self-motivation
6. Self-confidence
7. Networking
8. Born entrepreneur
9. Self-promotion
10. Opportunity obsession
11. Self-discipline
12. Consistency

This contrasts with the entrepreneur in general who needs all the above qualities as well as Risk Tolerance, Self-Reliance, and Leadership. Perhaps the reason that there is a difference in the needed skill sets is that maybe being a music entrepreneur is judged to be less risky than being an entrepreneur in general and perhaps it is easier to find others to help so self-reliance is less important. In addition, leadership is also not on the list for music entrepreneurs as you must manage yourself as opposed to managing others. At any rate, acquiring as many of the above-mentioned skill sets listed by Zuilenburg will be advantageous in having a successful career in the music industry.

At the very least, the entrepreneur in the music industry should possess the following skill sets:

- Those that are critically important include Creativity, Persistence, Commitment, Self-Belief, Opportunity obsession, Networking ability.
- Those that are useful include Free Thinker, Risk Taker, Self-promoter
- Those that are non-critical include Team player, Leader, and Individualist.

### **Digital Disruption in the Music Industry**

Do not rule out selling CDs entirely as CDs still make up 25% of music sales and downloads of music are 25 to 28 percent of music sales as well (Coltre, 2019). The rest of sales come from royalties from streaming services such as Spotify (Coltre, 2019). According to Coltre (2019), downloading music got the consumer used to listening to music on devices. **Older people still buy CDs in some cases and they may be useful to have if you perform at music festivals, etc.** Individuals attend music festivals for socialization, family togetherness, event novelty, escape, and relaxation, excitement, and enjoyment. Once you have more songs, you may be able to perform at a dance music festival or a music festival in general by visiting sites such as the following to inquire about performing

<https://www.musicfestivalwizard.com/festival-guide/ohio/>

Another site is the following:

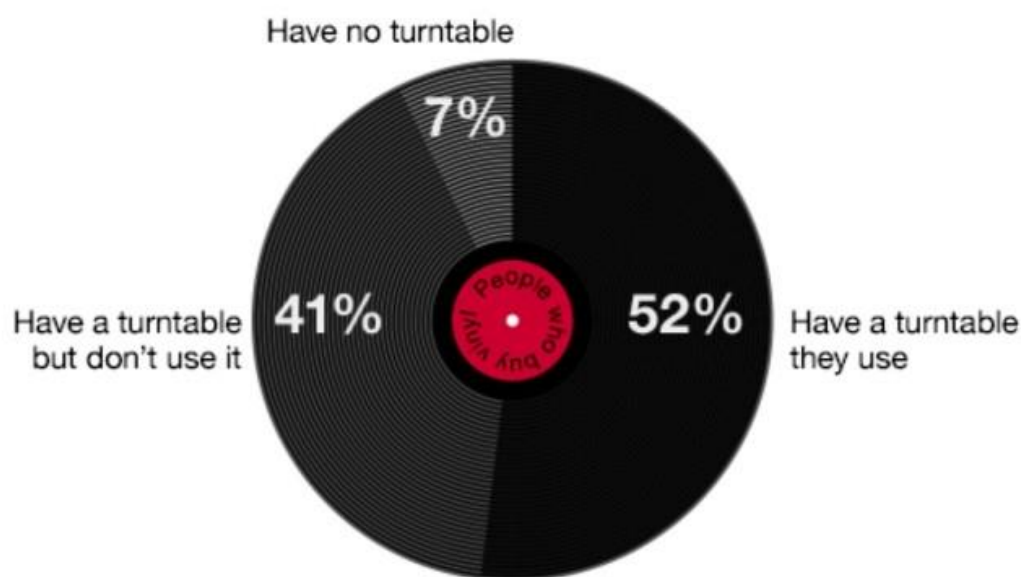
[https://www.bing.com/search?q=music+festivals+in+ohio+2020&form=EDGSPH&mkt=en-us&httpsmsn=1&msnews=1&rec\\_search=1&plvar=0&refig=b08c44e8498748c182e3acf10f7b2185&PC=HCTS&sp=3&q=AS&pq=music+festivals+in+ohio&sk=AS2&sc=6-23&cvid=b08c44e8498748c182e3acf10f7b2185&cc=US&setlang=en-US](https://www.bing.com/search?q=music+festivals+in+ohio+2020&form=EDGSPH&mkt=en-us&httpsmsn=1&msnews=1&rec_search=1&plvar=0&refig=b08c44e8498748c182e3acf10f7b2185&PC=HCTS&sp=3&q=AS&pq=music+festivals+in+ohio&sk=AS2&sc=6-23&cvid=b08c44e8498748c182e3acf10f7b2185&cc=US&setlang=en-US)

This might be a lot of fun for you.

### **Favorite Music Formats**

Physical Ownership:

#### **People who buy vinyl**



Source: ICM Unlimited

BBC

## **48% Of People Who Buy Vinyl Don't Even Listen To It, Study Finds**





## Who buys CDs? The middle-aged.

Sixty-one percent of people who buy CDs are 36 and older, according to MusicWatch's estimate. Ten years ago, that figure was just 36%. Back in 2004, people over 50 made up just 19% of the CD-buying population, but today they're more than a third.

**What this means is that middle aged people still buy CDs so it is possible to sell them at places such as music festivals and online in venues such as amazon.** People buy CDs and vinyl, according to Brown and Krause (2020) due to nostalgia, user control, habit, collecting, sound quality, richness, narrative nature of the music, aesthetics, and tangibility. Also, according to this same source, Brown and Krause (2020), vinyl has superior audio qualities, which was noted by many participants in the study they conducted.

### Digital Files



Whether today's music lovers care is another matter—digital track sales dropped by 23.4-percent to 554.8 million last year, Nielsen reports, even while overall music consumption continues to rise, especially on streaming platforms. Horrible rumors persist that Apple will eventually ditch the downloads section of iTunes and go all in with Apple Music.

In 2018 ease and convenience trumps almost anything else, and that applies to music listening habits as well as take-out orders and TV binge-watching. Buying your tunes might cost a little more and take a little more effort to organize, but it's one tradition worth keeping alive—so buy an album download today and help the cause.

David Nield 1/25/2018

People who still buy digital downloads do so for the following reasons: unrestricted access, ownership, private listening experience, ease of use, affordability, variety, user power, portability, storage, brand affinity, and ease of access (Brown & Krause, 2020). Privacy is one of the big advantages of downloading music as with streaming, your music tastes are public information as your listening history can be seen by others as well as shared with other subscription services (Brown & Krause, 2020). That is one of the big reasons that digital downloading is still popular with some listeners. **It appears best, especially in the beginning, not to rely exclusively on streaming and to try to get some sales from downloading.**

### Radio

While radio was the least popular media among study participants in the Brown and Krause (2020) study, seven themes were identified for listening to the radio including variety, ease of use, ease of access, brand, and being hip. Even if people do not listen at home, they listen in the car. One of radio's benefits is the unpredictability regarding what will be played (Brown & Krause, 2020). According to Brown and Krause (2020), one participant put it well as she stated that radio is easy to have in the background and an excellent source of new songs.

Of the people that listen to the radio, according to Nielsen (2020), the top formats are Country, News/Talk, and Adult Contemporary. Of adults age 18-34, more than 71.2 million of these adults listen to the radio (Nielsen, 2020). Ninety percent of adults 18-34 are reached monthly by radio (Nielsen, 2020). Of adults 35-49, according to Nielsen (2020), nearly 59.6 million adults use radio each month. Ninety four percent of adults in this age group are reached by radio monthly. Of adults 50 and over, according to Nielsen (2020), nearly 114.9 million adults use radio each month. Ninety seven percent of adults 50+ are reached by radio each month (Nielsen, 2020).

Of Hispanics, 44.6 million people from this group listen to radio each month according to Nielsen (2020). Ninety nine percent of Hispanics use radio each month (Nielsen, 2020). In addition of Black Americans, 98% use radio each month according to Nielsen (2020). This group of radio listeners totals 35.1million radio listeners.

What this information means is that nearly everyone listens to the radio in some form or fashion including college and school stations in general, so you should work on getting played, particularly on college stations. **You might be able to do a contest whereby you perform at the winner's party and sell your CDs to the audience. You could also perform at college fraternity parties and sell T-shirts there as young people would not likely have a device on which to play CDs. You would need more songs, however, and you could start generating lyrics using the neural networks idea explained above. You could also sell T-shirts to the fraternity brothers as well that you design yourself. Perhaps you could have your picture on a t-shirt wearing a pair of headphones with your signature at the bottom or have a logo that you design yourself if you are artistic. Also, get someone who plays an instrument and can play along with the harmony of your music to perform with you. This might be a guitar player that can harmonize with your music, for example. You could also contact adult contemporary stations and find out if it would be possible to get your music played on any of those local stations in smaller market such as Akron and Canton as well as Kent and New Philadelphia, for example.**

### Live Music

For live music, study participants identified the following advantages: connecting with bands, connecting with fans, communal connection, connecting with the music, being physically present, experiencing personal connection, sound richness, unique experience, entertainment, immersion, and differentiation of live music from all of the other media mentioned above. **You could also film your appearances and put them on YouTube as YouTube has 10 times the 65 million subscribers to subscription services.** Your market for your music might be the 18-24-year-old group, so you may want to spend some time studying what is different about Generation Z compared to Millennials, since you are a Millennial.

### Difference between Millennials and Generation Z



## Generation Z

### Demographic Cohort

Generation Z is the demographic cohort succeeding the Millennials. Demographers and researchers typically use the mid- to late-1990s as starting birth years, while consensus has not been reached on the ending birth years. Children of Generation X and sometimes Millennials or Baby Boomers, members of Generation Z have used digital technology since a young age and are comfortable with the Internet and social media, but are not necessarily digitally literate.



## Millennials

### Demographic Cohort

Millennials, also known as Generation Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with 1981 to 1996 a widely accepted defining range for the generation.

According to Beall (2017), Generation Z consists of those persons born in 1995 or later. This generation comprises 25.9% of the United States population (Beall, 2017). This cohort contributes \$44 billion to the American economy (Beall, 2017).

By 2020, Generation Z will account for one third of the population (Beall, 2017).

## 8 ways that Generation Z differs from Millennials

1. Less Focused
2. Better Multi-Taskers
3. Look for Bargains more often
4. Gen Z is full of early career starters
5. Gen Z is more entrepreneurial
6. Gen Z has higher expectations than Millennials
7. Gen Z is big on individuality
8. Gen Z is more Global

Generation Z expects businesses, brands, and retailers to be loyal to them according to Beall (2017). They are also big on social networks and are not afraid to develop a strong network on the internet and on social media (Beall, 2017). According to this same source, Beall (2017), nearly 92% of Generation Z individuals have a digital footprint. **Generation Z'ers are 25% more likely to say they are addicted to their digital devices such as their smartphones and watch less tv than millennials watch. This may influence the way you are able to reach this generation as you will want to be on free versus subscription media to reach this group due to the fact that they look for bargains more often than do millennials.**



Generation Z is also diverse, and according to Beall (2017), the adult Gen Z'ers tend to have more in common with their global peers than other adults in their own country. These experiences might influence the types of lyrics in your music if you are intent on reaching this group with music. In addition, a full 40% of Gen Z'ers identify as being addicted to their digital devices (Beall, 2017). They may still want to download music and videos to their phones since they look for bargains and music that is not too expensive. You may be able to also stream on the free Spotify service to reach this cohort as well.



### How to reach Millennials through your music



There are 80 million Millennials in the United States and they make up 25% of the population. Now Millennials are roughly 30 to 40 years in age, but it appears that their preferences were formed during their teen years as were their personalities, which have persisted into adulthood. According to Williams and Page (n.d.), millennials are notoriously selfish, live for today, and spend big. This is a multi-ethnic generation, so they like ads and music videos that feature multiple racial and ethnic individuals better than media featuring people of a single race. Millennials also like affirmation from their peers and they look for brands that their peers also like (Williams & Page, n.d.). Entertainment is also an important product for this cohort. Taylor Swift sold 1 million copies of her Lover CD and only one third of these were to people over 50. What this means is that millennials are also buying her cd. Buying products that become household names is important to this cohort, and Taylor Swift has established that. She is a good example for a lot of musicians to follow as far as marketing as she attracts a wide range of ages to her music.

**SOUNDCLOUD**

**UPLOAD A  
TRACK, FIND  
YOUR FANS**

**Upload Now**

The advertisement features a central image of a professional silver condenser microphone on a boom stand against a black background. The microphone is positioned in the lower half of the frame. Above the microphone, the SoundCloud logo (a series of vertical bars of varying heights) and the word 'SOUNDCLOUD' are displayed in white. Below the microphone, an orange rectangular button with the text 'Upload Now' in white is centered. The overall design is clean and professional, emphasizing the audio recording theme.