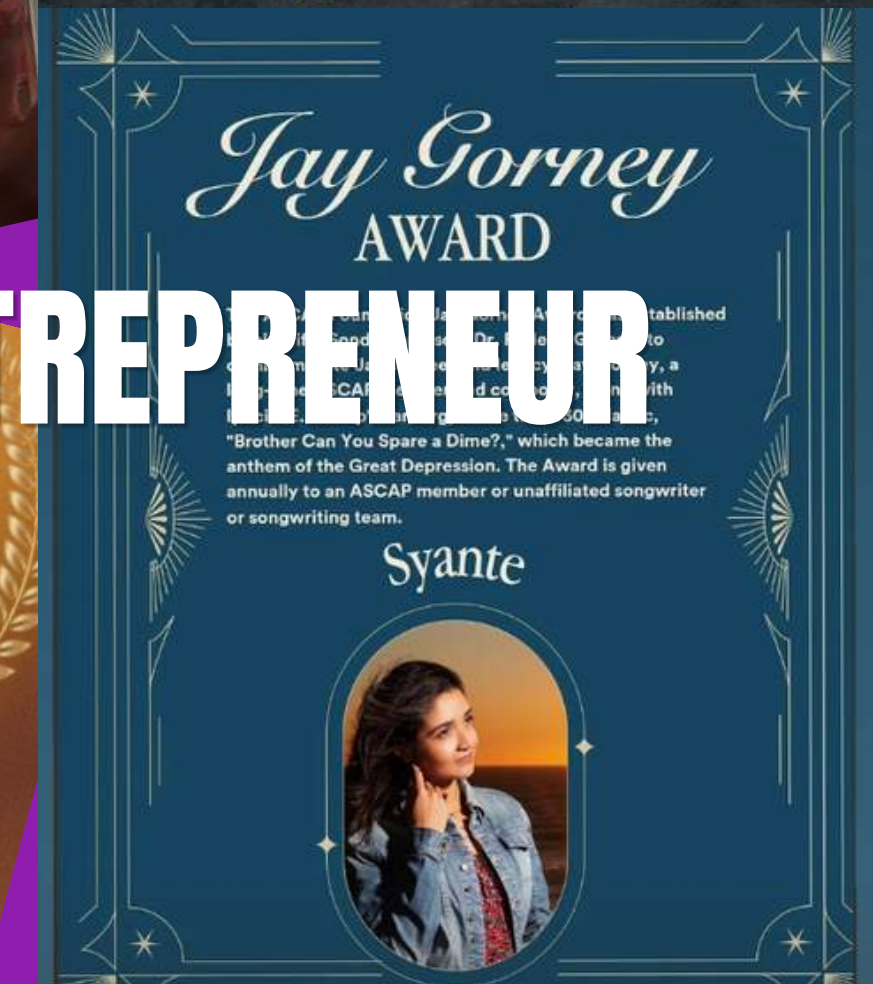
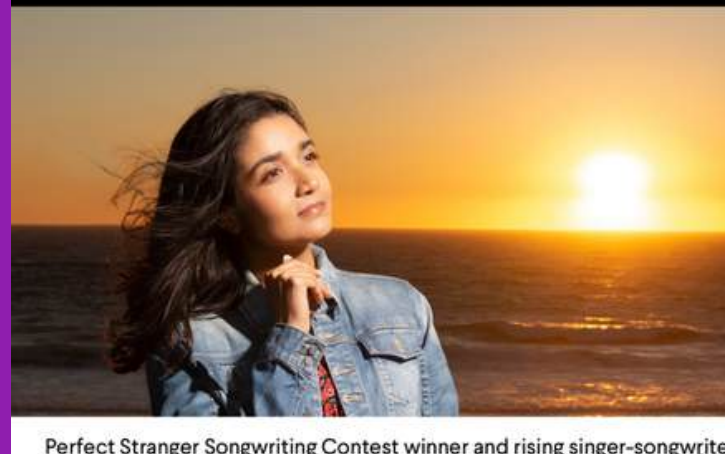


**BUILDING A
SUSTAINABLE CREATIVE
CAREER
WITHOUT WAITING FOR
PERMISSION**



RECORDING ARTIST • SONGWRITER • CREATIVE ENTREPRENEUR

UNCONVENTIONAL PIVOT???

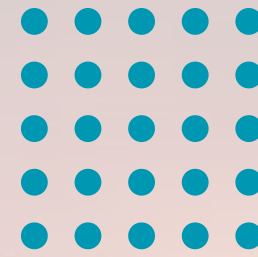


```
10  var done_percent = 0
11  var actual_stage = "tz_progress"
12
13
14  func progress_percent() -> void:
15      var a = tz_progress + logic_progress + dev
16      var b = tz_progress_target + logic_progy
17      var c = float(a) / float(b) * 100
18      done_percent = int(c)
```

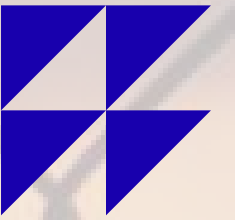


Syante

Family



“Experts”



PERMISSION

Industry

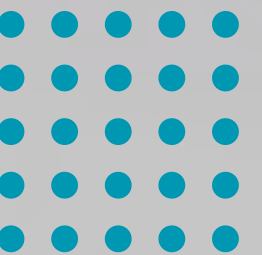
You

Friends

Algorithms



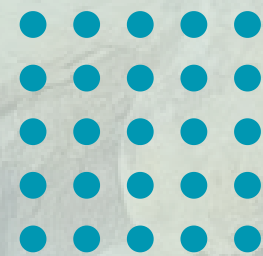
SOCIETY





FREEDOM IS THE POINT

Choice → Reinvention → Growth





EXERCISE : DEFINE THE CAREER

What I really want is...

The career I would build if nobody could judge me is...

If I couldn't fail, I would try...





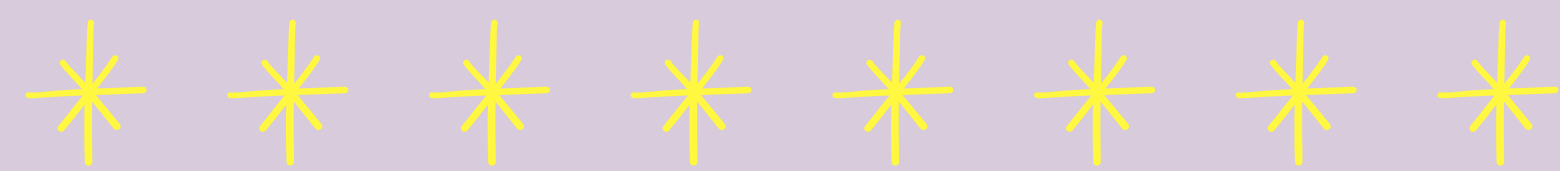
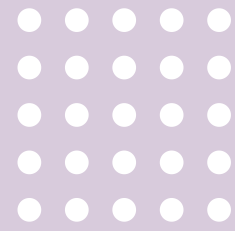
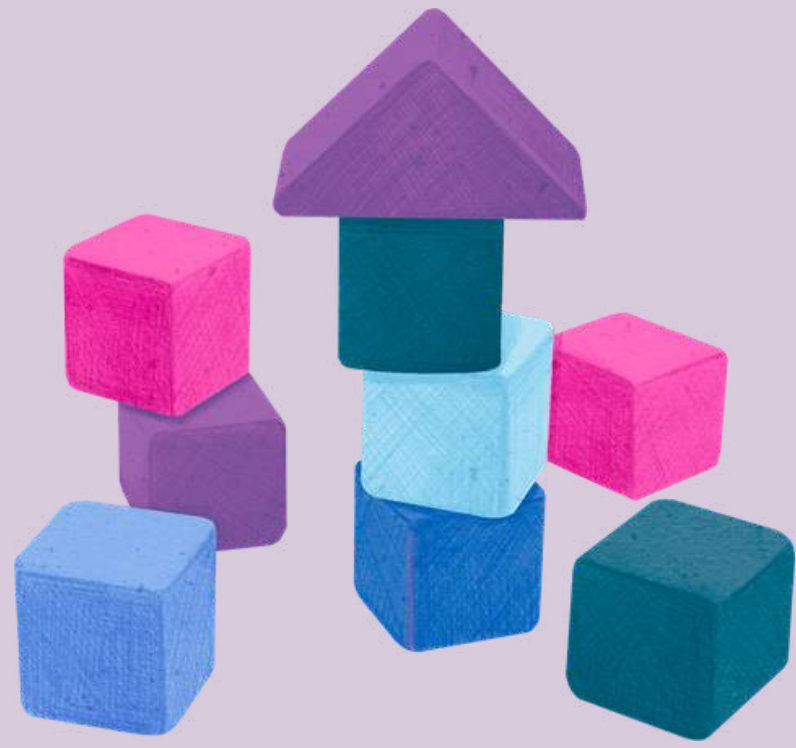
WHY

WHY $\rightleftharpoons$ WHAT $\rightarrow$ HOW

WHAT DO YOU NEED TO GET TO THE NEXT STEP?

- 
- A label
 - A gallery
 - A publisher
 - A manager
 - An agent

- 
- A producer
 - A grant
 - A brand
 - A venue
 - An investor

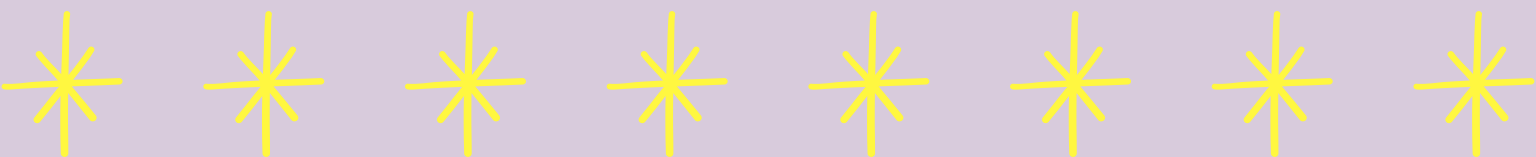
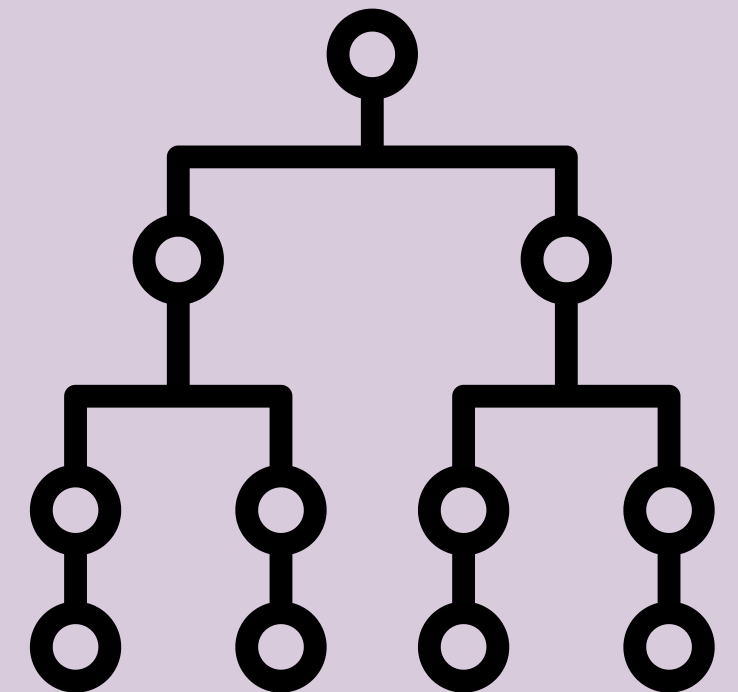


OLD MODEL

**Make art → Get discovered →
Get selected → Get funded →
Build career**

NEW MODEL

**Make → Build → Share →
Collaborate → Create value →
Attract opportunities**

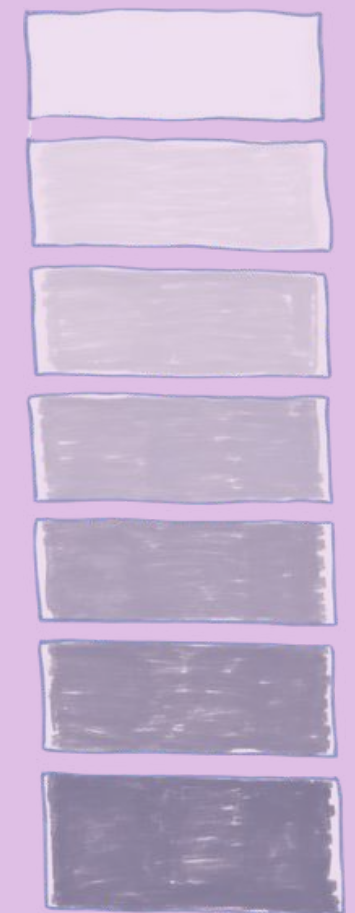
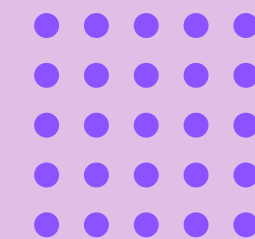
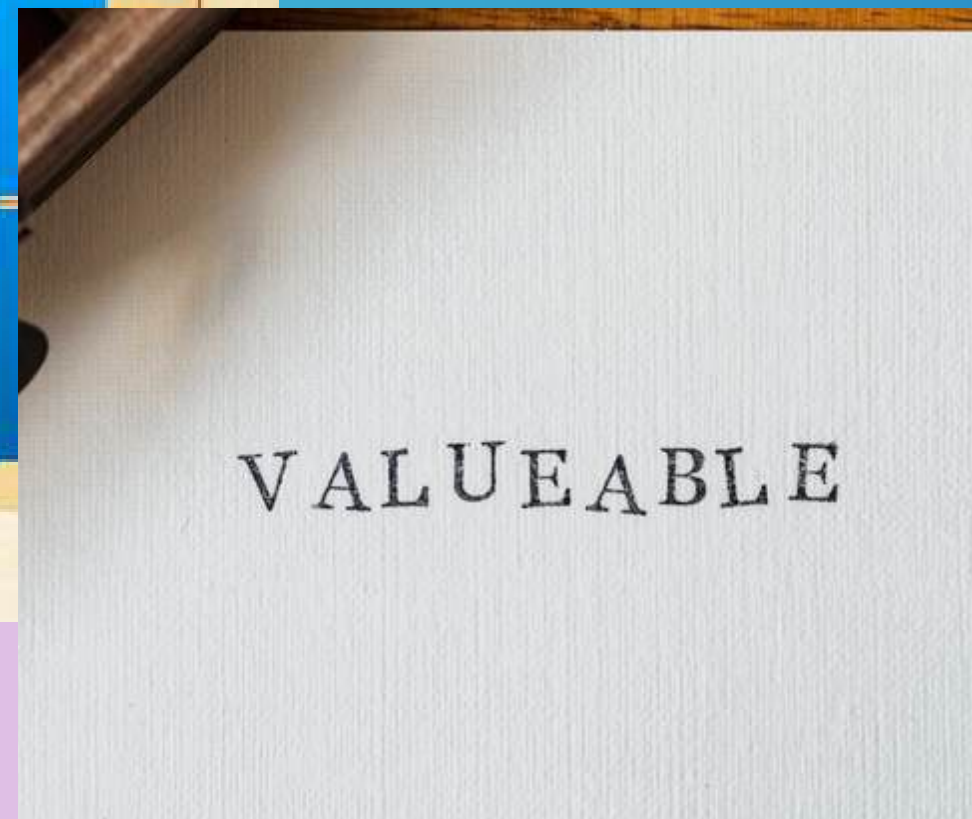


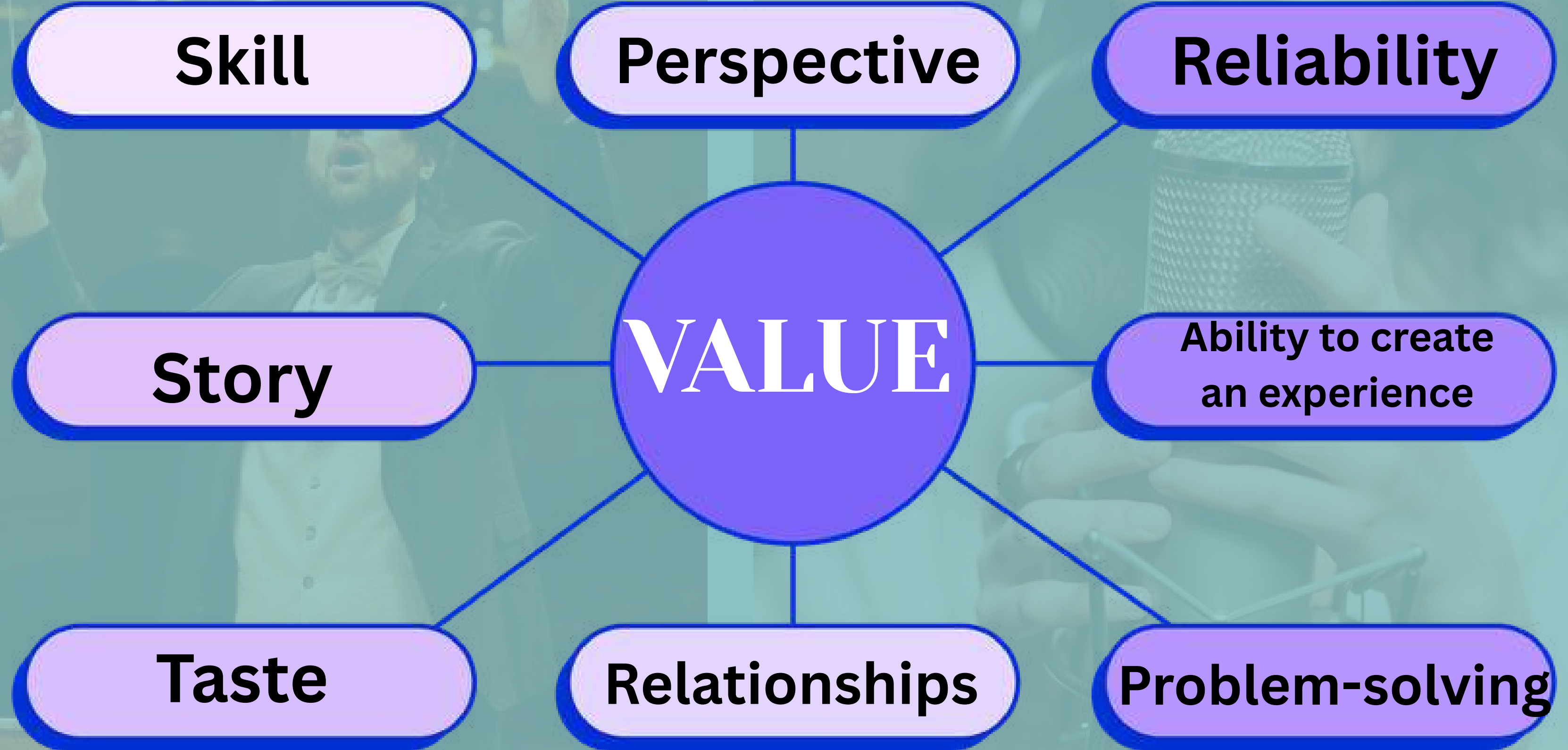
MAKE

YOURSELF

~~“HOW DO I GET PEOPLE TO NOTICE ME?”~~

“WHY WOULD SOMEONE NEED ME?”





YOUR CREATIVITY IS YOUR PRODUCT
YOUR CAREER IS THE INFRASTRUCTURE
AROUND IT.

songwriter

singer

producer

session musician

content creator

consultant

entrepreneur

creative director

community organizer

educator

author

brand partner

YOUR BRAND



Not your logo.



The expectation
people develop about
your work.

Visuals

WHAT DO I MAKE?

WHAT DO I TALK ABOUT?

HOW DO I MAKE PEOPLE FEEL?

WHY ME?

FASHION.FASHION.FASHION.FASHION.FASHION.

A wooden ruler is positioned diagonally across the frame. Along the ruler, white letter tiles are placed to spell out the word "LANGUAGE" in a bold, black, sans-serif font. The tiles are arranged in a single row, with each letter occupying one space on the ruler. The ruler itself is a dark, polished wood, and the background is a plain, light-colored surface.

BRAND CASE STUDY

Travel

Motivation

Nostalgia

Transformation
Empowerment

Resilience

navigating the bright but isolating city lights

Independence

freedom

ARTIST = CREATOR

YOU, INC. = BUSINESS OWNER



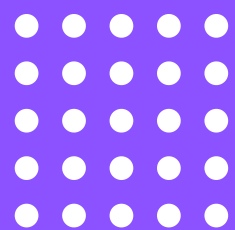
ME, INC.

**I'm not just the artist. I'm also the
person running the company that
supports the artist.**

THE MONDAY MORNING MEETING

- Creative
- Marketing
- Relationships
- Business
- Administration
- Growth





YOUR ART NEEDS INFORMATION ATTACHED TO IT

- Title
- Songwriter credits
- Producer credits
- ISRC
- Split sheets
- Publishing
- PRO registration
- Lyrics
- Genre
- Release metadata
- Distributor metadata



OWN YOUR ASSETS

CREATIVE ASSETS/IP

Composition/Publishing

Master Recording

Visuals

Brand / Name

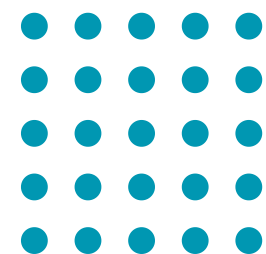
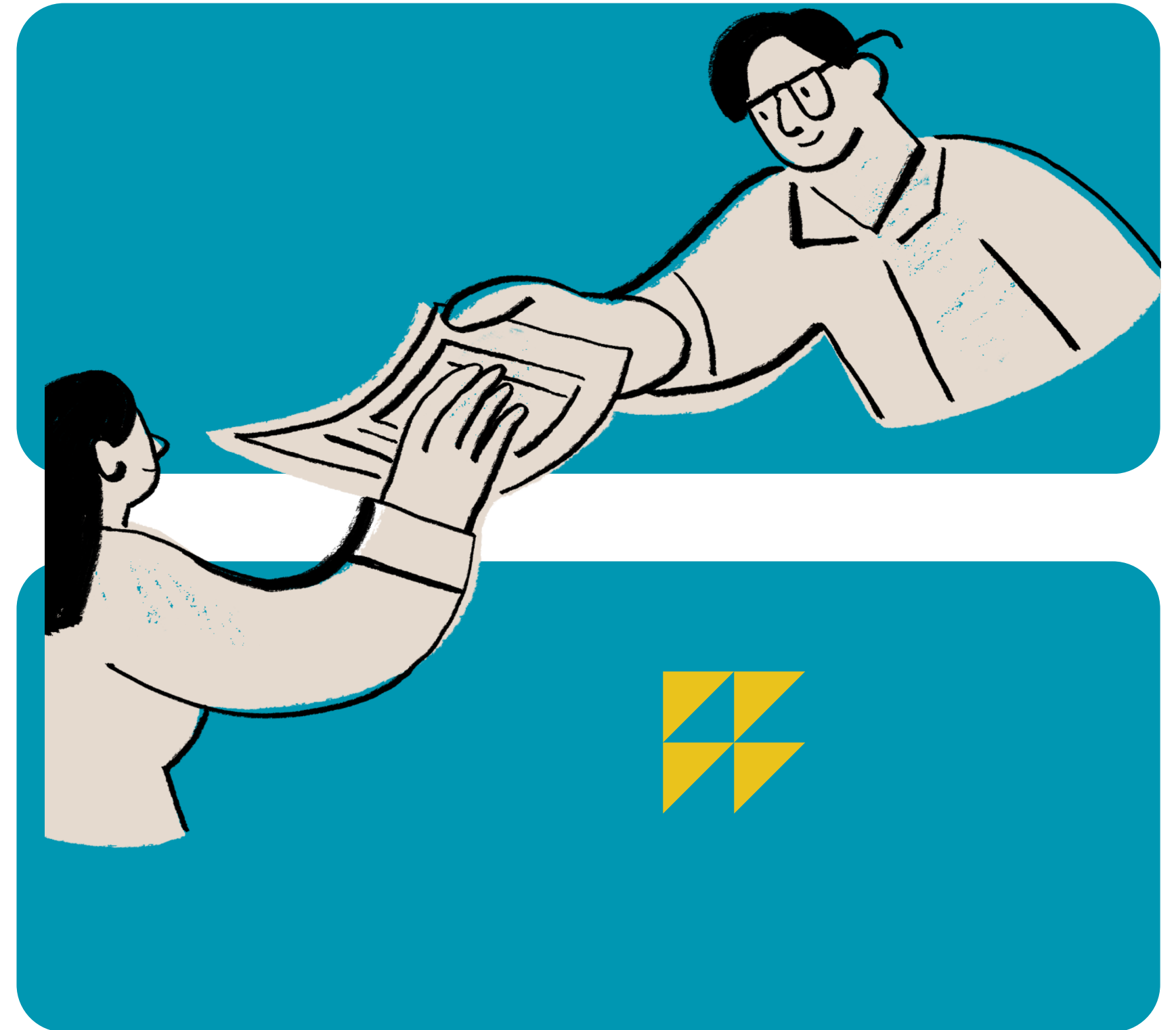
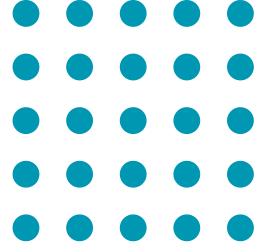
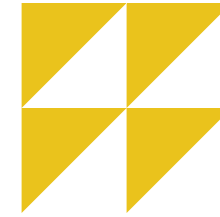
CAREER ASSETS

Email list

Relationships

Audience / Community

Metadata



BUILD WITHOUT WAITING

Who will give me an opportunity?

OR

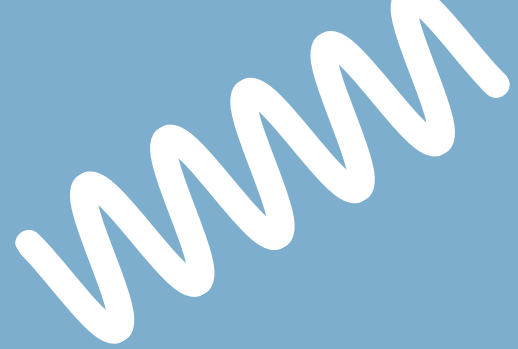
What opportunity can I create?

EXAMPLES

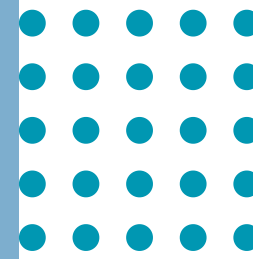
- Host your own show
- Organize an exhibition
- Create a collaborative project
- Start a newsletter
- Create a community event
- Pitch a workshop



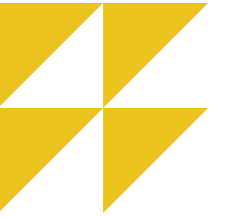
BUT ART COSTS MONEY



**FINANCIAL
FREEDOM =
MORE CREATIVE
FREEDOM**



**DON'T ONLY LOOK
UPWARD**

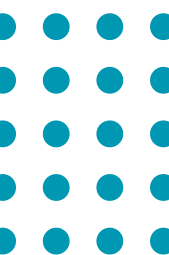
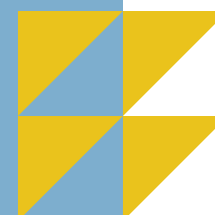


TRADITIONAL FUNDING

- Labels
- Publishers
- Galleries
- Investors
- Brands

ALTERNATIVE RESOURCES

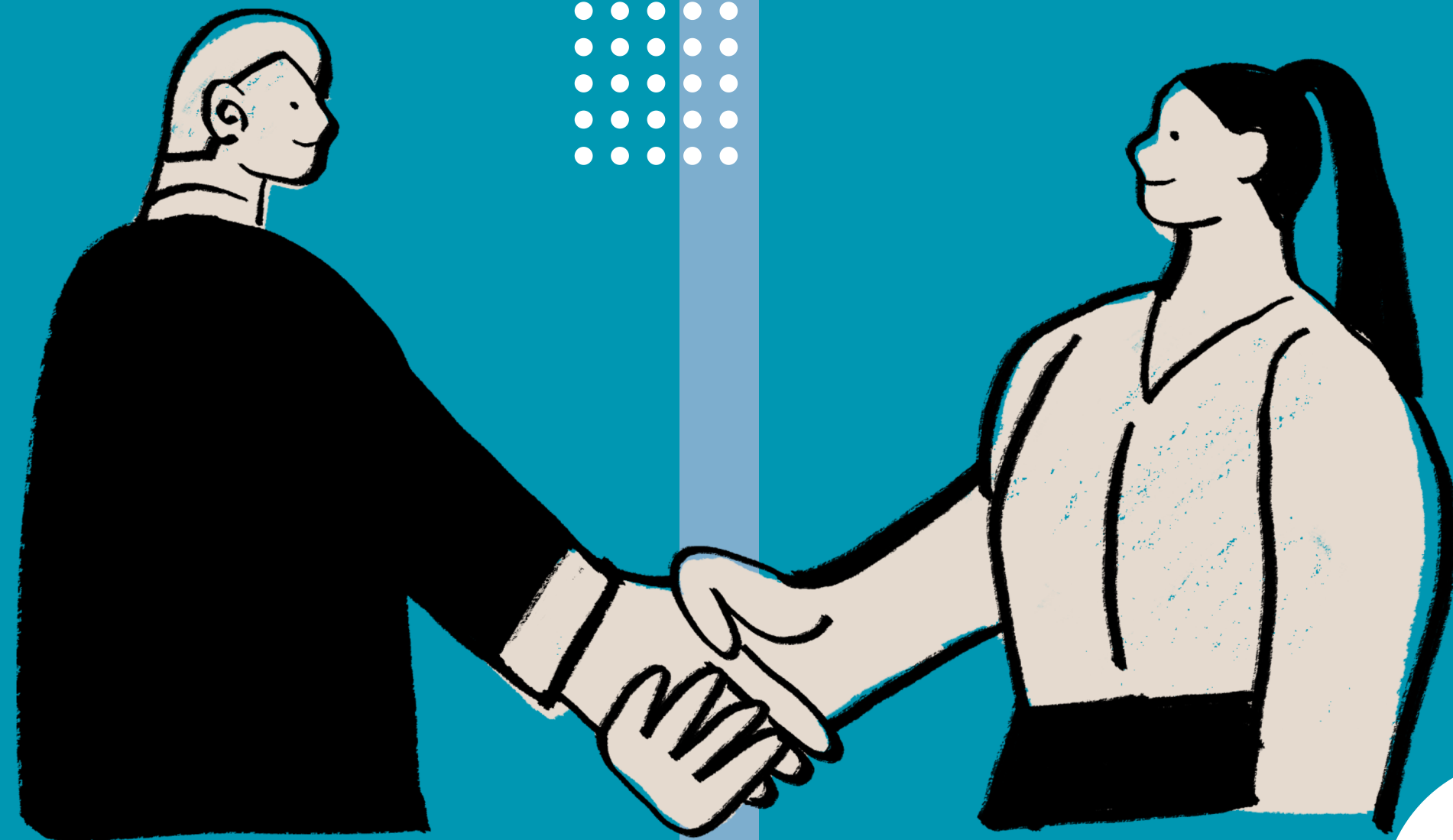
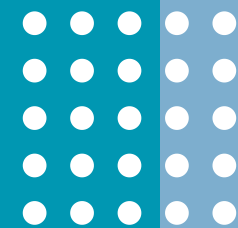
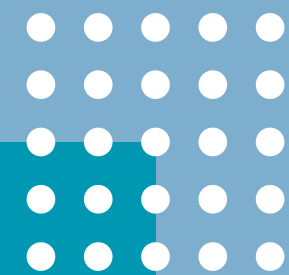
- Grants
- Collaborators
- Patrons
- Scholarships
- Crowdfunding
- Barter/TFP
- Sponsorship
- Fellow artists
- Residencies
- Arts Organizations



ALTERNATIVE INVESTMENT

Someone doesn't always invest in:
THE PRODUCT

Sometimes they invest in:
THE PERSON + THE VISION

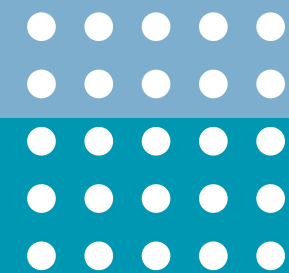


NOT EVERY TRANSACTION NEEDS MONEY



VALUE CAN BE EXCHANGED IN DIFFERENT WAYS.

Money ↔ Time ↔ Skills ↔
Access ↔ Exposure ↔
Portfolio ↔ Relationships



BUILD THE FUNNEL

DISCOVERY

Social media



CONNECTION

Music / content



COMMUNITY

Email / followers / fans



EXPERIENCE

Shows / events



SUPPORT

Merch / tickets / music / memberships



“DIY” ≠ “DO EVERYTHING YOURSELF”

Build a network.

YOU



Producer

Designer

Photographer

Lawyer

Marketer

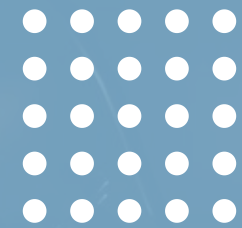
Other artists

YOUR 7-DAY PLAN

Choose ONE from each column:

CREATE What will I make?	OWN What do I need to document/protect?	BUILD What infrastructure do I need?	CONNECT Who do I need to meet?
Make something	Document ownership	Create an opportunity	Contact someone
Finish a project	Clarify splits	Host something	Find a collaborator
Build a portfolio	Register copyrights	Pitch yourself	Join a community
Create a demo	Organize files	Apply for funding	Offer your skills

FINAL TAKEAWAYS



Independence $\neq$ Isolation

Pivot = asset

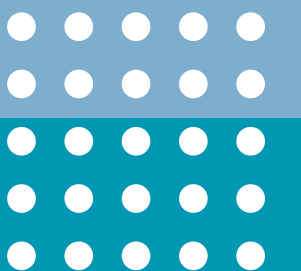
Make yourself valuable

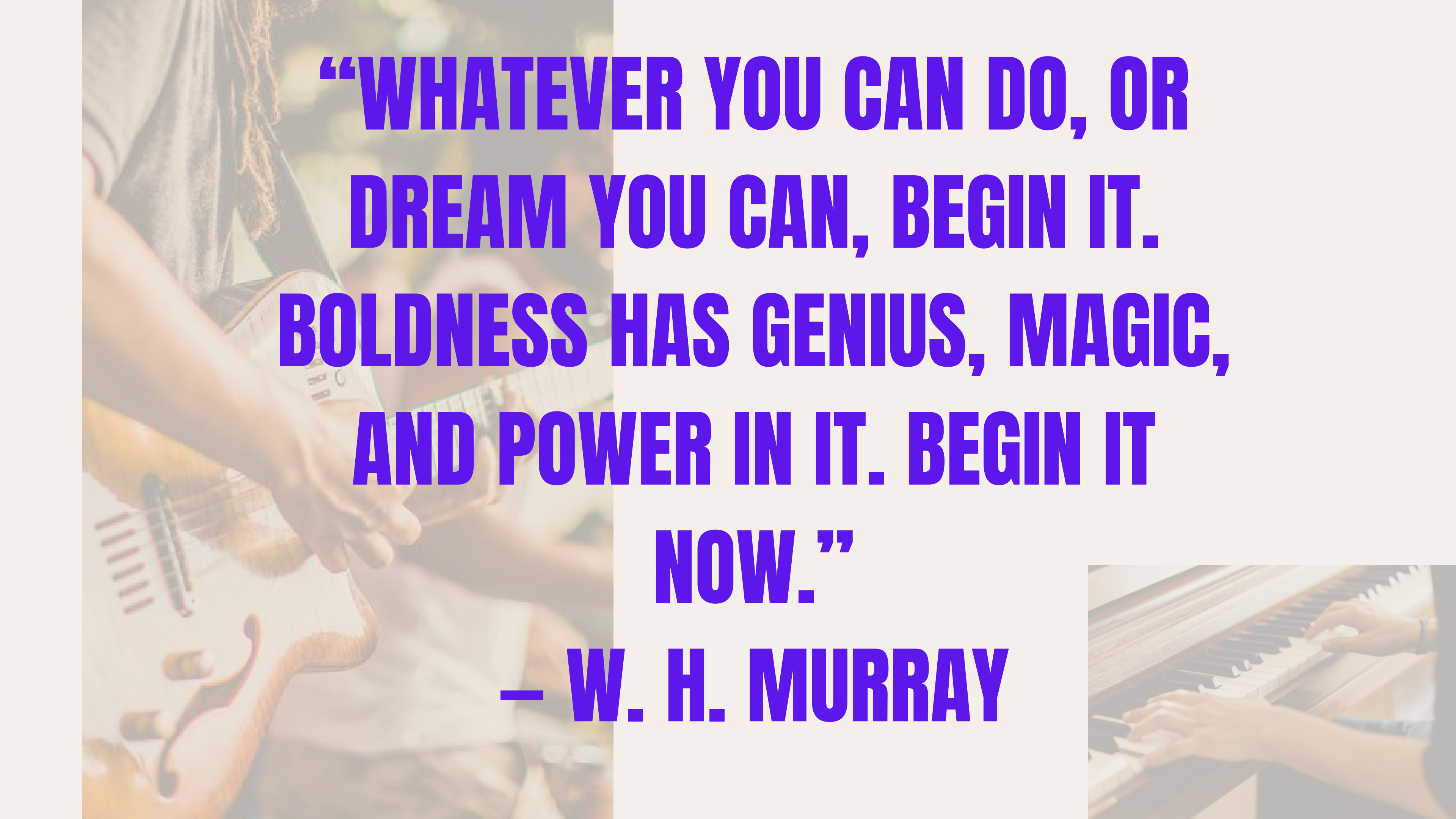
Build your brand

Look beyond traditional funding

Ownership

Build opportunities



The background of the image is a collage of musical instruments. On the left, there is a close-up of a person's hands playing a guitar. In the center, a violin is visible. On the right, a person's hands are shown playing a keyboard instrument, likely a piano or organ. The overall tone is warm and artistic, with a focus on music and creativity.

**“WHATEVER YOU CAN DO, OR
DREAM YOU CAN, BEGIN IT.
BOLDNESS HAS GENIUS, MAGIC,
AND POWER IN IT. BEGIN IT
NOW.”**

— W. H. MURRAY



THANK YOU



syantemusic@gmail.com