5 Things to Look for in a Music Manager by MatthewDownes

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You wouldnâ€™t pick just anybody to play in your band. You want the best you can get, someone who adds something to the music youâ€™re creating. You should approach hiring artist consultants or music management companies the same way.

Chances are, you already know what to look for in a bass player or a producer. But, do you know what to look for in a music management company? Obviously, you need someone you can trust both personally and professionally. But what else should you be looking for in music management companies?

Here are 5 important things to consider:

1. Tenacity and Reliability. You need an artist manager who knows how to follow through and is prepared to stick with you. Sometimes it takes a while before bands or artists become an â€œovernight success.â€• You need someone who wonâ€™t quit on you just because a label turns your demo down, someone who knows that you may hear a few â€œnoâ€™sâ€• before you get that recording contract. Don afraid to ask any prospective band management company to prove they have these qualities by giving references or interviewing them yourself!

2. Relevant Experience. What success has the band management company had managing others? At the end of the day, the music business is a business, and your artist manager needs to be able to deal with people and sell your product.

3. Entrepreneurial Experience. You may consider an artist consultant with limited experience with music, but be very careful about working with one who has limited experience in business. The ideal band manager will have experience as an entrepreneur within the music and entertainment industry.

4. Connections. What contacts does the band management company have in your genre of music? Do they work with similar genre artists? If a band manager doesnâ€™t have connections in your genre, he/she isnâ€™t much use to you. If, on the other hand, the band management company has established relations with the people who will ultimately decide whether to sign you, you want them representing you. Regardless, you need someone who has connections or has the skills to acquire them.

5. Natural Born Leader. Like musical skills, some business skills can be taught, but others you either have or you donâ€™t. You need an artist manager who is good with people. This isnâ€™t hard to spot. A people drawn to him or her? Do people seem to naturally respect him and what they are saying? Do you respect him/her?

Some of the best college coaches and politicians are able to work a room and get everyone looking at them, talking to them, listening to them, agreeing with them, usually with tremendous odds against them. This is a skill that is often learned and not taught. You want a band manager or artist consultant who can tell you when things are good and tell you when things are bad, while keeping your professional interests in perspective. Your band manager stands right off the center of your music. They should help push you and your goals in the right direction at all times. This is the number one fundamental of a great music, artist or band manager.

Too many bands jump at the first offer they get from a band manager. Often, they are taken advantage of by band management companies who donâ€™t know what theyâ€™re doing. Donâ€™t let th happen to you. Take the time to look into any band management company before you sign on. Your

success as an artist or band depends on building a team of qualified, hard-working and trusted people. Hiring a music manager or artist consultant is great step in the right direction.

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MatthewDownes - About Author:
Music has enraptured us for centuries. Music holds power. It can shore us up in times of sorrow. It can be an outlet in times of anger. It can help us express our utmost joy.

Matthew Downes is an experienced consultant and advisor in the music industry, and values the importance of music in society.
As Vice President of the non-profit organization, The Project Matters, a company devoted to the discovery and assistance of aspiring musicians aged 21 and younger, he is able to ensure that the next generation of musicians does not fall by the wayside.

Matthew Downes is both an a Artist Consultant for and President of a ktc mgmt, a company which focuses on music business advice and direct-to-artist consulting solutions.

Among Matthew Downes' accomplishments was acting as the a artist manager and consultant for the Versant, featuring Carah Faye and Nicholas Oja. He handled all promotion, publicity, marketing, merchandising, and customer service for the band, whose achievements include the infamous Billboard Heatseekers chart and recognition in Billboard as a Featured Emerging Artist.

Some of the areas Matthew Downes specialize in are: project management, project development, event planning, strategy, marketing, promotion, publicity, and branding.
Matthew Downes is dedicated to helping artists achieve their dreams and aspirations.

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