



**EFFECTIVE
COMMUNICATION
IN THE MUSIC
INDUSTRY**

**HOW TO TALK SO
OTHERS LISTEN**

INTRODUCTION

Do you often get the feeling that people in the music industry aren't really paying much attention to what you're saying? While some may argue it's because of the huge amount of conversations and music pitches made every hour, the reality is that real conversations and true, valuable relationships aren't going anywhere anytime soon. In fact, in the digital revolution, human to human relations will be one of the most important tools available to anyone working in the music industry.

The good news for anyone with serious music career aspirations, with something of value, purposeful communication could be what's missing in your toolkit. Both in digital communication and face to face human interaction, effective and proactive dialogue is worth more than an endless stream of emails. Building true relationships is a key that can unlock the door on opportunities for great music artists that have something to say.

Learning to speak in a way that encourages listening can have numerous benefits. Imagine how your life might be different if others made it a point to seek out your opinions or wanted to talk to you because the music project you're involved with was so potent and they knew simple, rational conversation was the order of the day! It would be great for your self-esteem and confidence.

Being able to command the attention of others can definitely benefit your music career in the right circumstances.

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Have you ever known someone who wasn't particularly good at their job, but still managed to thrive? It could be that person thrived because they had mastered the art of talking, so others will listen.

Some people are so charismatic that they could be reading the ingredients from a box of cereal, and mesmerise everyone around them. On the other hand, there are others – and this might be you – that could scream “fire,” and yet, no one even picks up his or her head to look in their direction.

It's frustrating to have worthwhile things to say when no one will pay attention long enough to really listen. When others feel compelled to listen to you, you can carry more influence. You can have more impact with more people and greater control over your music career, wellbeing and mental health.

What's the difference? Is it in the voice? Is it body language?

It's actually a number of things, but fortunately they're all things that can be learned. You'll soon know what you need to know to talk so others will listen.

We're going to attack this challenge from every angle. Your charisma, body language, mindset, vocabulary, and more will all be addressed in this guide.

Let's get started.

"The problem with the music industry is not a lack of innovation –
it's a lack of communication."
- Dr Rob Toulson

CHARISMA

What many of us are lacking at the most basic level is charisma! We're in the age of online expression and with so many people frequenting social media platforms, this is one way you can help yourself get noticed.

Charisma is difficult to define; Merriam Webster defines charisma as a special magnetic charm or appeal. Charm is then defined as a trait that fascinates, allures, or delights.

So that's a good starting point. All the other ideas and techniques to get people to listen to you will be built on your level of charisma. It's like your foundation, the launchpad for you to become authentic.

Granted, the definition of charisma is a bit vague. After all, Dr. Phil and Ghandi don't have a lot in common, but both are certainly considered to have a lot of charisma. A very wide range of personality types can be charismatic, so there's obviously more to it than personality.

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But if you think about it, people that are charismatic make other people feel good about themselves and don't censor themselves as much as the average person does. They're freer than the rest of us.

So how can you develop more charisma?

Consider these ideas:

1. **Smile.** Emotions can be contagious, so let people catch something positive from you – they'll appreciate it. You'll find that if you smile more, the world will treat you differently.

→ Even if you don't feel like smiling, do it anyway! Your body can lead your emotions. Smiling when you don't feel like it can lighten your mood and make you feel better. When you feel better, others feel better when they're around you.

2. **Be curious, interested, and open.** The great Dale Carnegie said that you could make more friends in two months by being interested in others than in two years of trying to get people interested in you. Being a friend is the best way to make a friend.

→ If you attempt to be genuinely interested in others, you'll find interesting things. Everyone is interesting in some way.

→ People are attracted to those that are open and non-judgemental. No one wants to be judged, and people feel resistance towards those

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that are.

- Be genuinely curious about the world and the other person. It has a certain warmth and charm. By having these qualities, you'll naturally be more interested in everyone and everything around you. You are then more open and positive.
 - Encourage and support others. People don't want criticism, they crave support and affirmation.
3. **Maintain presence.** If you really focus in on the other person, you'll make them feel special. Be 100% present in the conversation. Listen intently and maintain eye contact (without awkward staring). Avoid allowing your mind to wander.
- Focus on your breath. If you find your mind starting to roam to other places and things, a good way to bring yourself back to your present reality is to focus on your breathing. Your breath is a good link to your reality.
 - You can also focus on your environment. What do you see? What do you hear? What do you smell?
4. **Show assertiveness.** Charismatic people are usually viewed as being somewhat important, too. When you're assertive, you're showing the world that you're important. Whether you realize it or not, you teach

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others how to treat you.

- If you behave in a way that suggests you're relevant, people will treat you like you're relevant.

 - Understand that being assertive is not the same as being pushy. Being assertive simply means that you're open about what you want and need. Pushy suggests that the other person isn't important. You're actually both important; that's the right message.

 - You can develop assertiveness by simply being more open about your needs. Give yourself little tasks that will build your assertiveness. When someone asks you what movie you want to see, pick a movie. The same for a restaurant. Don't say, "I don't know." Or "I don't care."

 - Try walking into a fast food restaurant and asking for water without ordering anything. Regardless of the response you get, simply say "Thank you" and be on your way.

 - Being assertive makes your life much easier. When people know what you need from them, you're a lot more likely to get it.
1. **Strengthen your confidence.** Can you imagine a charismatic person without confidence? It's not possible. Get out there and face your fears. Start with the small ones and work your way up. Act confident and people will believe you're confident.

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- Υ Each day, remember the times that you've been successful in the past. Focus on your victories.
 - Υ Manage your self-talk. We're talking to ourselves, on some level, all day long. Ensure that you're saying good, positive things to yourself.
 - Υ Being in the present moment is great for your confidence. It's difficult to lack confidence if you're not projecting negative consequences into the future.
2. **Nurture amusement.** Learn to see the humor in every situation. Others love this quality, and it's a pleasant way to live, too. It's relaxing and fun and it allows those around you to feel the same way. Be light as you move through the world and you'll be a people magnet.
 3. **Be proactive.** Be decisive and take the initiative. Great leaders and those with great charisma are not hesitant or indecisive. Go with your gut and push forward.
 4. **Compliment others,** but be honest about it. Everyone has something that's worthy of admiration. Mention it.
 5. **Free yourself.** This isn't the easiest tip, but it might be the most relevant. We all admire those that move through the world freely and without a lot of self-consciousness. You can't be yourself if you're too concerned with what others think about you.

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- Realize that other people are too concerned with themselves to care about what you're doing. Everyone else has better things to worry about than you. While that might make you feel a little less important in the grand scheme of things, it should also let you feel a little freer.
- Keep working on your focus and self-confidence. Both of these things will allow you to feel a greater sense of freedom to be yourself.
- Give your opinions freely.

Being charismatic is largely about making other people feel good when they're around you. This is accomplished by how you treat them and by being socially genuine and free. By being free and uninhibited, you encourage the same in others.

We all have a desire to just be ourselves and feel relaxed. Free yourself and you'll be helping others free themselves.

You can learn to be charismatic. It's not about developing qualities you don't have – you simply need to feel more self-assured about qualities you already have.

"In a digital world of 'push media' statements and demands, success comes from listening and providing value. Create legacy on an individual basis and allow the world to watch."

- Damian Keyes

BODY LANGUAGE

Much of communication is non-verbal. Others make judgments and come to conclusions about you before you ever even open your mouth. Since so much of communication is based on things other than the words you choose, it makes sense to give your body language some time and consideration.

The goal of your body language should be to convey that you are important and open, interesting and interested.

Here are several ideas to make that happen:

1. **Take up some space. Avoid acting small.** Open up your shoulders and extend out your legs a little bit. If you're sitting at table, spread out a little bit; at a meeting, take plenty of space for your laptop, pad of paper, and coffee.

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- ⇒ Important people take the space they require and then other people fill in around them. Take the space you need and then take a little more.
2. **Keep your shoulders relaxed.** It's easy to have tense shoulders and not notice it yourself. Let your shoulders relax and fall down. People with authority are more relaxed in common situations than others. Be relaxed, or at least look like you're relaxed.
 3. **Stand and sit straight.** People that slouch are in many cases trying to appear smaller than they really are. Be bold, big, and straight.
 4. **Lean towards whomever you're speaking to.** You show interest in the other person by leaning in slightly. It shows that you're paying attention. Others appreciate this and are more likely to listen to you in return.
 5. **Laugh and smile.** We all like to be around others who laugh and smile freely. This body language signal attracts others to you.
 6. **Leave your face alone.** There is something unpleasing about someone touching their face. Keep your hands away from your face. It's a healthy habit to get into anyway. Hands are dirty since you use them to touch everything. Don't put them on your face.
 7. **Head up! Avoid looking down at the ground.** It puts you at a lower social status than your listener. Keep your eyes and head up. If you want to appear friendly, look at the other person's mouth. If you want to be

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dominant, look at their forehead. If you want to be somewhere in between, look at eye level.

8. **Slow down.** Consider someone like James Bond. He moves slowly but purposefully. Confident and commanding personalities tend to have slower motions. Nervous people rush around.
9. **Keep the fidgeting to a minimum.** Can you imagine James Bond fidgeting? Don't shake your foot, tap your fingers, pick at yourself, or anything else along those lines. Keep all unnecessary movements to a minimum.
10. **Use your hands boldly.** While you shouldn't be using your hands in unproductive ways, your hands can be used to emphasize certain points during speech. A good idea is to watch others and pattern yourself after someone that uses their hands effectively.
11. **Keep your head back.** You might stand with a straight back but have your neck craned forward. Keep your head up and back.
12. **Personal space is important.** The proper spacing varies from country to country and situation to situation, but it's important to respect the personal space of others. If you're too close to the other person, you'll make them uncomfortable, they won't listen, and they'll avoid you in the future. If you're too far away for the situation, it just seems odd.

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→ It's easy to tell if you're getting a little too close because they'll back away from you. Take the feedback and use it.

13. **Mirror the other person.** If you've ever really paid attention, you've probably noticed mirroring. That's when the actions of two people start to match each other; it only happens when both parties are really in sync. For instance, you pick up your glass and the other person picks up theirs.

→ Mirroring happens naturally on its own when the connection is strong. But it can also be used consciously to improve rapport and communication.

→ Mimic the other person's posture and mannerisms. If her hand is in her lap, put your hand in your lap. If she moves her hand when she speaks, do the same thing. The key is to not mirror everything and to allow a delay. Don't mirror in real time, but rather stay a few seconds behind.

→ If you do it too much, it looks odd and can actually distract the other person from what you have to say.

Body language can have a dramatic effect on your ability to get others to listen to you. Take a couple of these tips and put them into practice for the next 3-4 weeks. Then add a few more after the first group have become habitual. In no time at all, you'll be commanding attention like never before.

"Everything actually "happening" in the digital realm is between real people. They are not numbers. They have feelings, hopes, and desires just like you."
- Will Hutchinson (CD Baby)

PSYCHE

We've touched on a few things related to beliefs and attitude, like confidence and assertiveness. But how can you attain the actual mindset you need to naturally display all the qualities we previously mentioned?

For creating the mindset you desire, affirmations and NLP (Neuro-Linguistic Programming) are excellent and effective tools. They both speak to your sub-conscious and can change your beliefs at the root.

AFFIRMATIONS

We ultimately believe what we think about all the time. You might as well believe things that serve you. Repeat your affirmations a couple of times each day. Whenever you notice negative self-talk, stop yourself and replace the negative thoughts with positive affirmations.

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Using these affirmations will support your efforts to be more influential:

☞ "I am a fascinating and interesting person."

☞ "People want to hear what I have to say."

☞ "I am worthwhile and important."

☞ "I am in command of all social situations."

☞ "I am charismatic and desirable."

☞ "What I have to say is important."

☞ "People are grateful to hear what I have to say."

☞ "I am completely free to be myself."

☞ "I am the most confident person in the room."

Feel free to come up with some affirmations of your own. The simple way to create affirmations is to imagine what beliefs will help you achieve your objective. Keep your affirmations positive and in the present tense.

NLP

NLP stands for neuro-linguistic programming. NLP was developed in the 1970s as a therapeutic and self-development tool to improve communication. The mirroring strategy we mentioned previously is an NLP technique.

One of the best ways to utilize NLP is for building rapport. There is little communication occurring without the presence of rapport. Rapport doesn't necessarily mean that the two parties are in agreement, but rather that there is mutual understanding and trust.

When in rapport, your ability to influence others increases dramatically. Rapport allows you to affect the other person's psychology. People are much more likely to listen to you and implement your suggestions. Research suggests that many decisions are based more on rapport than the actual merit of the choices available.

Use these NLP techniques to build rapport with others:

1. Emphasize the similarities. When you're communicating with someone, you can choose to either emphasize the differences or emphasize the similarities. If you can focus on what you have in common, a lot of the resistance people feel will gradually disappear. If you emphasize the differences, rapport will be next to impossible to develop.

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- ☞ It takes practice, but you can quickly develop the habit of focus on what you have in common with others.
1. Use pacing. Pacing is mirroring taken to the next level. With mirroring, you're developing rapport by showing that you're similar to the other person. Once you've established rapport with mirroring, you can then lead the person; in essence, they will then be mirroring you.
 - ☞ You will know if you're in rapport because the other person will copy your actions. This is a great way to test rapport: Pick up your glass. Tilt your head. Scratch your nose. If the other person does the same, then you're in a strong state of rapport.
 - ☞ Match body posture. Stand or sit the same way. Be subtle in your mirroring or you will offend the other person.
 - ☞ Match their breathing.
 - ☞ Match their way of speaking. Use some of the same vocabulary. Match their speed of speech. This includes language patterns. Some people have phrases they like to use. Don't be afraid to use the same phrases in conversation.
 - ☞ Once rapport is firmly established, you can then lead the other person. For example, if you behave in a way that is calm and relaxed, the other person will become calmer and more relaxed. Once they are

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mirroring you, they are far more receptive to your ideas and suggestions.

Having a high level of rapport makes communication easier and more effective. Remember to minimize the differences between you and the other person. Maximize the similarities. Accomplish those two things and rapport becomes much easier to establish.

MINDSET RECAP

In a nutshell, the mindset you want to have is:

"I am a good, interesting and important person with interesting and important things to say. I move through the world without apology; I do and say whatever I think is right. I am kind and supportive of others."

Would you listen to that person?

Would you respect them?

Would you trust them?

"Great song writing is communication in its purest form."
- Bruce Dickinson (WaterBear)

LANGUAGE AND VOICE

People judge others based on the words one chooses to use.

Vocabulary provides a glimpse into another person's level of knowledge and education. Your vocabulary will be better developed around subject matters that you know well. This includes things like commonly used terms and lingo.

There are also certain words that generate interest and acceptance. Other words can have the opposite effect.

Follow these tips to use your language and voice more effectively:

1. Be positive. Positive words and positive people make us feel good. If you're saying positive things, people will like you more and be more inclined to listen.
2. Keep your vocabulary reasonable for your audience. You most likely wouldn't use your graduate level vocabulary while talking to a bunch of 3rd graders. Likewise, if you're a doctor, the person you're talking to in the grocery store might not appreciate high-end medical lingo.

☞ Talking over someone's head greatly reduces communication. You're not communicating if you're not being understood. It also puts people off and makes them feel inadequate. It accomplishes nothing

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positive.

3. Vocabulary can establish credibility. Use the appropriate words in the proper manner. If you sound like you know what you're talking about, people will assume that you do. If others think you know what you're talking about, they're more likely to listen.

→ As soon as someone thinks to himself, "This guy doesn't know what he's talking about," he's done listening.
4. Be gentle. If you don't agree with someone, you could say, "I'm not sure I agree with that." That's a little less harsh than, "You're wrong." Making definitive statements in disagreement doesn't encourage communication. In this example, the other person would be likely to either start defending himself or to simply stop listening to you altogether.
5. Vary the inflection in your voice. If you sound like a monotone robot, stop. Free up your voice and allow it to sound interesting.
6. Vary your volume. Add some emphasis to your words. Be lively in your speech. Be sure the volume is appropriate for the environment. If you want people to listen to you, first they have to be able to hear you. Speak up.
7. Speak at the proper speed. Talking too fast makes it more difficult to be understood. Speaking too slowly causes people's minds to wander. They

can hear faster than you can speak. But you can speak faster than your ability to speak clearly.

8. Enunciate. If people are constantly asking you to repeat yourself, you likely need to either speak up or enunciate. Don't mumble.

Use your language and voice to the best of your capability. These are the things that everyone actually hears when you speak. It makes good sense to put your best foot forward.

"Every time you treat someone well and stick to communicating like a professional, it will only burnish your reputation in the music industry."
- www.thebalancecareers.com

FINAL WORDS

Getting others to listen is important. Our ability to influence others in a fluid and ever evolving landscape like the music industry is paramount to success in nearly every endeavor that involves other people. Maybe no one has been listening to you up to this point, but that can all change.

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The things that make others want to listen and pay attention to you are all things that can be cultivated and improved.

Starting with charisma makes a lot of sense. Having charisma is the epitome of having attention and admiration. If you have charisma, by definition, people are going to listen to what you have to say.

The next step is to incorporate the tools and techniques detailed in this report. Start small by implementing one or two strategies at a time into your daily routines, and then add more as you're ready.

Life is so accommodating. You interact with people every day at home, at work, and out in public. You have an unlimited number of opportunities to practice every day. If you need more opportunities, **get out** and talk to more people.

If you practice every day, how could you not become a great and interesting communicator relatively quickly?

Set a goal of becoming a more commanding, interesting, and persuasive speaker. Find a way to gauge your progress and keep track of how you're progressing. Have the intention of improving every day and you will improve. You can be successful at this if you simply put in the effort and give it the attention it requires.

By learning to talk so others will listen, you'll develop a necessary skill that will enable you to build and strengthen true relationships, discover

opportunities previously unobtainable and enjoy your time spent in the music industry.

Such amazing results are well worth the effort, especially if you have serious ambitions with your music career and wish to sustain good wellbeing and positive mental health.

If you'd like to learn more about how you can navigate the music industry in a more positive manner, avoid common music business pitfalls, and be more confident and happier in your music career; why not take advantage of 20% off an online consultation with Toby Jepson and Rob Town at Lightning in a Bottle.

