

BUILDING *Your* TEAM

Having the right people around you is the single most important key to your success in country music.

Here is my list of the 5 people you will need to help you take your career to the next level.

1: A Manager. Your manager will be the person who oversees your entire career. He or she will bring opportunities like partnerships and sponsorships and will often handle business matters such as financial agreements and contracts. A manager is invaluable and will help you manage your day to day schedule.

2: A Publicist. Your publicist's job is to handle your public relations including sending out press releases to announce your latest projects and collaborations, book your interviews and basically get your name out there to all forms of media in the hopes of landing you interview opportunities.

3: A Booking Agent. Your booking agent will be the person who deals with promoters and books your musical performances.

4: A Marketing Expert. Your marketing expert will help you get all the things you are doing in front of your fans and your potential fans. He or she can assist you with your digital marketing including social media, web design, fan relations and concert promotion.

5: An Accountant. Your accountant will help you manage your finances including payroll, cash flow and taxes.

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