

13 Problems an Indie Artist/Label Encounter

1. Lack of understanding the traditional music industry process thoroughly
2. Lack of vision for future music industry processes
3. Not having the proper people available to teach the process for music success
4. Not properly setting the business structure to conduct legitimate business (contracts)
5. Do it yourself marketing/promoting without proper knowledge of successful practices
6. Independent producers that can make a rough draft and not a ready to be mastered final version for radio
7. Inability to create a strong image to accompany their music
8. Lack of Corporate presence to support the process of breaking into the music industry
9. Not knowing what professionals are needed to assist them and at what stage the professionals are needed
10. Not presenting themselves properly to business professionals and supportive communities
11. Not understanding what responsibilities they have as an independent
12. Not understanding how to manage what money is being used for their craft
13. Placing unqualified assistance in control positions (company exec., manager, booking agent, etc.)

There are many more issues that Indie artists/labels encounter. Research is the key to learning the proper process to being a success as an Independent. M.I.D.L. encourages internet research and reading as many books about the Business of Music.