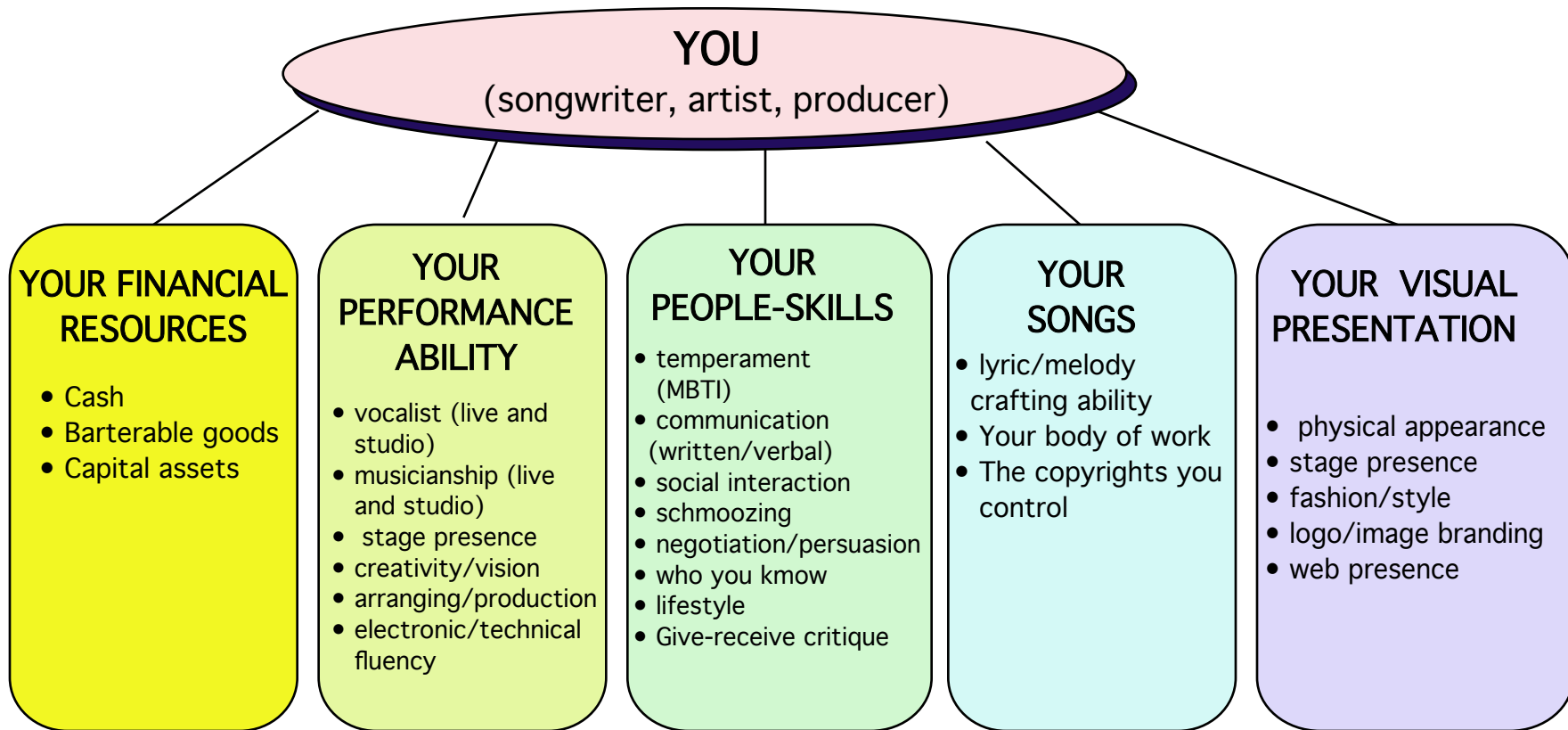


The Five Currencies of the Music Business

In the music business, everyone has five bank accounts, each filled to a different level with a different kind of currency. How you manage those accounts has great impact on how far you get along the path you choose.



The music business is unfortunately not a meritocracy, i.e. talent is not always recognized or rewarded. Success can be achieved through use of the other currencies, bypassing talent. That's not a matter of fair/unfair -- it's just an eyes-wide-open understanding of how the business works. For detailed discussion of the Five Currencies, their relative importance and how they interact, see the full article at http://www.billpere.com/Songwriter_Tools.htm