

THRIVING VS. SURVIVING: THE MUSICIAN AS ENTREPRENEUR

2018 MTAC Convention

Hyatt Regency Orange County

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SOURCES & RESOURCES

Books

- Beeching, Angela Myles. *Beyond Talent: Creating a Successful Career in Music*. 2nd Edition. Oxford, 2010.
- Brinkmeyer, Lynn M. *Advocate for Music! A Guide to User Friendly Strategies*. Oxford, 2016.
- Cutler, David. *The Savvy Musician: Building a Career, Earning a Living, & Making a Difference*. Helius, 2010.
- Cutler, David. *The Savvy Music Teacher: Blueprint for Maximizing Income & Impact*. Oxford, 2016.
- Johnston, Philip. *The Dynamic Studio: How to Keep Students, Dazzle Parents and Build the Music Studio Everyone Wants to Get Into*. InsideMusicTeaching.com, 2012.
- Nytch, Jeffrey. *The Entrepreneurial Muse: Inspiring Your Career in Classical Music*. Oxford, 2018.
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- Timmons, Jill. *The Musician's Journey: Crafting Your Career Vision and Plan*. Oxford, 2013.
- Yost, Kristin K. *How I Made \$100,000 My First Year as a Piano Teacher*. Self published at Amazon.com, 2011.
- Yost, Kristin. *The Mindset of a \$100,000 Piano Teacher*. Ikeen Music, 2017.

Companion Websites

- Beyond Talent*: <http://global.oup.com/us/companion.websites/9780195382594/>
- The Savvy Musician*: <http://savvymusician.com>
- The Savvy Music Teacher*: <http://global.oup.com/us/companion.websites/9780190200824/>
- The Musician's Journey*: <http://global.oup.com/us/companion.websites/9780199861347/>

Artist Websites

- Anderson & Roe: www.andersonroe.com
- Angela Myles Beeching: <http://www.angelabeeching.com>
- David Cutler: <http://www.trunkmusic.org>, <http://savvymusician.com>
- Jennifer Eklund: <https://pianopronto.com>
- Hilary Hahn: www.hilaryhahn.com
- Deborah How: <http://www.musette.org>, <http://www.bravurainnovations.com>
- Philip Johnston: <http://insidemusicteaching.com>
- Jonathan Keijser: <http://www.jonathankeijser.com>, whatwouldbeethovendo.com
- Valentina Lasitsa: www.valentalisitsa.com
- Joseph & Kyung LeBlanc: www.arsnovaimages.com, www.reedworkshop.com, www.sagestringquartet.com, www.sagestringquartet.com
- Elissa Milne: <https://elissamilne.wordpress.com>
- Ramon Ricker: <http://www.rayricker.com>
- Kathleen Tagg: <http://www.kathleentagg.com>
- Jill Timmons: www.artsmentor.com
- Tim Topham: <https://timtopham.com>
- Kristin Yost: <http://kristinyost.com>, <http://www.centreformusicalminds.org>

Entrepreneurism

- <http://www.entrepreneur.com>
- <https://entrepreneurhearts.com>

Academia and Careers in Music

- <http://www.academiccareers.com>
- <http://www.online-phd-programs.org/adjunct/>
- <http://www.chronicle.com>
- www.higheredjobs.com
- <http://majoringinmusic.com>
- www.music.org
- http://www.sc.edu/study/colleges_schools/music/spark_laboratory/retreat/index.php

Arts and Arts Education Advocacy

www.americansforthearts.org/advocate
<https://www.arteducators.org/advocacy>
<https://www.namtaartadvocacy.org>

Related Articles

Adjunct Faculty in Higher Education

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Flaherty, Colleen. "25 Years Without a Raise," *Inside Higher Ed*, February 22, 2017.
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Arts Funding and Budgets

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Bridgman, Ann. "Budget Cuts Affect Music, Arts," *Eugene Weekly*, April 11, 2013.
Cooper, Michael. "New York City Opera Files for Bankruptcy," *New York Times*, October 3, 2013.
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Artist Related

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Fields-Meyer, Thomas. "One for the Road," *People Magazine*, November 29, 1999.
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Entrepreneurism

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Fernandes, Paula. "What is Entrepreneurship?" *Business News Daily*, March 21, 2016.
Robinson, Joe. "The 7 Traits of Successful Entrepreneurs," *Entrepreneur*, January 2014.
Schurenberg, Eric. "The Best Definition of Entrepreneurship," *Inc.*, January 9, 2012.
Taylor, Bill. "The Best Entrepreneurs Are Missionaries, Not Mercenaries," *Harvard Business Review*, April 11, 2016.
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Whitmore, Jacqueline. "The 10 Traits That Define Entrepreneurial Success," *Entrepreneur*, March 1, 2016.

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