

THE MUSIC INDUSTRY EXPORT TRAINING PITCHING 101

10 questions to ask yourself before you have that meeting...

1. What do you want from the meeting? What are your goals?
2. Who is the person you're pitching to? Have you done your research? (Their likes/ dislikes? Their existing roster of artists? Have you watched their TV shows?)
3. What is the genre/style of your music? What makes your sound/your style original/unique?
4. What are you bringing to the conversation? You – your personal approach to the music you are presenting, the influences on your work. (As with performing on stage, the more you personally become involved, the more your listener will become involved as well).
5. What is the story of you and your music? How do your life influences, personal credentials contribute to this story?
6. What package of pluses are you bringing to the table? (CD, website, manager, agency, label or distribution, publicist, photos, performing schedule, awards, sample tracks, skills to record others' music, skills to compose)
7. What questions would you like to avoid? How will you answer those questions?
8. How do you end the meeting?
9. Do you have a card/one sheet with your upcoming showcase performance? Do you have a copy of your most recent CD, where your music is available?
10. How do you intend to follow up the meeting? Each meeting is first and foremost, a conversation, and the follow-up is all about building relationships.

