



## Break into the Scene

### ABOUT THE BOOK

Having a career you love is a common goal, but it can be challenging to get a music career started. In this book, Seth Hanes shares how he went from broke valet driver to successful freelance musician and contractor. Through real-life stories, humor and actionable tips, he shows the way for anyone looking to break into the music scene, whether your dream is to become a full-time musician, a teacher, or even if you just want to earn a little extra money on the side.

### ABOUT THE AUTHOR

Seth Hanes is a musician, digital marketing consultant, speaker, and founder of [musiciansguidetohustling.com](http://musiciansguidetohustling.com), which is regularly visited by musicians all over the world. He maintains a busy career as a performer and teacher around the Philadelphia area. As a digital marketing consultant, Seth has worked with everything from multimillion-dollar organizations, book publishers, and musicians from ensembles like the Philadelphia Orchestra and the New York Philharmonic.

**HOW TO USE THIS GUIDE** Each book guide follows the weekly Connect: 21CM Book Club discussions led by Sylvia Yang on Facebook [@21CMBookClub](https://www.facebook.com/21CMBookClub). Feel free to follow along with other book club members in real time or go at your own pace.

Welcome to the eighth meeting of Connect: 21CM's Book Club. Join us as we read *Break into the Scene: A Musician's Guide to Making Connections, Creating Opportunities, and Launching a Career* by Seth Hanes. An entrepreneur and freelance musician himself, Hanes has created a quick guide on how to launch your own freelance career.

### BEFORE YOU READ...

Have you ever thought about what it takes to become a freelance musician? What happens after school when you venture into the "real world?" What steps have you already taken to facilitate your freelance career? And looking to the future, what steps do you plan to take in order to further your career?

### AS YOU READ...

We offer a few questions for each chapter so you can dive deeper into your reading.

### CHAPTER BREAKDOWN:

#### APRIL 10-16: PAGES 1-34

"Everyone has time, energy, a unique skill set, and most importantly - a natural network." (p. 13)

Take a moment to think about who you already have in your natural network: people you already know through your day-to-day encounters.

Hanes gives the following as examples: private instructors, professors from your school, classmates or colleagues, family members, friends, congregation members from your church, coworkers at your job, connections you've made at previous gigs (p. 16). Show them that you appreciate them. Tag someone from your natural network in the comments!

#### APRIL 17-23: PAGES 35-54

"Whether you are a principal player in a major symphony orchestra, touring the world with your band, a music teacher who freelances on the side, or a student starting from scratch, I think we can all agree that, at some point, we were clueless about our options in music." (p. 36)

Think outside of the box! Hanes points out that there are countless freelance opportunities in

music. You could perform for regional orchestras, you could teach music theory lessons, you can do instrument repair ... the list goes on.

In the comments, post what types of opportunities interest you!

#### APRIL 23-30: PAGES 55-104

"We have all said, 'Oh, I need to find the time to do...' at some point. Your goal should not be to *find* the time. Your goal should be to *designate* time so that whatever you need to do actually gets done." (p. 56)

Follow Hanes's Action Step on page 58: Open your calendar, look at your schedule, and designate a block of time to focus on getting started as a freelancer.

In the comments, post the time of day you focus best. Are you a morning person? A night person? Maybe you're more of a 2 a.m. person? Let us know!

#### APRIL 30-MAY 4: PAGES 105-165

"One of the most effective tools you can have in your arsenal of skills is the ability to deliver a soft sell. ... In a soft sell, your goal is to articulate the value of what you offer, and let your customers know they are in complete control of the final decision." (p. 113)

The concept of a soft sell isn't regularly discussed, but it's crucial when becoming a musician of the 21st century. It's all about getting yourself out there and making it known that you are an interested musician. In the comments, post a small introduction. It doesn't have to be long or very detailed - just who you are, what you play, and what your interests are.

Let's expand our natural network by connecting with the people participating in the Connect: 21CM Book Club!

### QUESTIONS FOR THE AUTHOR?

We hope you enjoyed April's book club selection and the dialogue with colleagues on 21CM.org. Do you have a question for the author? Email us at [bookclub@21cm.org](mailto:bookclub@21cm.org) or message your questions on Facebook to [@21CMBookClub](https://www.facebook.com/21CMBookClub).