



“The Entrepreneurial Muse”

ABOUT THE BOOK

“The Entrepreneurial Muse: Inspiring Your Career in Classical Music” explores principles of entrepreneurship in a classical music setting. It’s designed to help students, emerging professionals and educators alike negotiate the ever-changing landscape of a professional music career. Readers will expand their view of possible career paths in classical music, think creatively and realize their professional goals through the entrepreneurial process.

ABOUT THE AUTHOR

Jeffrey Nytech enjoys a diverse career as a composer, educator and author. As director of the Entrepreneurship Center for Music at the University of Colorado Boulder, he is a leading figure in the emerging field of arts entrepreneurship. Nytech is in frequent demand as a speaker, workshop facilitator and consultant. He is represented by Cadenza Artists.

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

Welcome to the 16th meeting of Connect: 21CM’s Book Club. Join us as we read “The Entrepreneurial Muse: Inspiring Your Career in Classical Music” by Jeffrey Nytech, designed to help you approach your career creatively and gain footing in today’s music market.

BEFORE YOU READ...

“The Entrepreneurial Muse” describes how modern classical musicians can balance artistic integrity with the necessities of entrepreneurship. Think about how you balance these forces in your own musical life and ask yourself how you can unlock your potential.

AS YOU READ...

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

CHAPTER BREAKDOWN:

NOVEMBER 1-7: PAGES 1-54

“[Our] music education system tends to reinforce the notion that ‘success’ in the classical music world encompasses a narrow range of options: soloist, orchestra performer, chamber musician, teacher. This makes it particularly difficult for conservatory-trained musicians to open up the aperture of their career lens and pursue new, unconventional paths – not to mention remaining nimble enough to adapt to changing circumstances and capitalize on setbacks. But for the would-be musician-entrepreneur, this flexibility is critical.” (p. 14)

Nytech asserts that to be successful, musicians need to broaden their minds and be able to adapt to ever-changing environments. In the comments, share a time when something didn’t go as planned. Have you ever broken a string right before a concert? Maybe you’ve had an outdoor gig and the weather wasn’t cooperating. How have you been able to adapt to changing environments?

NOVEMBER 8-14: PAGES 55-114

“While the ways we choose to meet our universal need for music differ according to personal tastes and sensibilities, the decision to consume a given musical product often hinges on factors unrelated to the music itself. ... Research supports the notion that needs unrelated to the music itself – let’s call them “extramusical needs” – often drive our formulation of need vis-a-vis a particular product.” (p. 75)

Nytech elaborates on “extramusical needs” by describing the results of a survey of thousands of first-time orchestra attendees: “It wasn’t the repertoire, the soloist, the ticket price or the quality of the orchestra that kept the newbies from coming back. The top reason, by far? Parking.”

What are some other “extramusical needs” that we need to consider when planning events?

NOVEMBER 15-21: PAGES 115-151

“We begin the entrepreneurial process by taking stock of our own gifts, skills and passions. ...). After all, before we can begin planning our entrepreneurial endeavors, we have to know what we care about, what we bring to the table, and what gaps exist in our knowledge or experience that we might need to address.” (p. 116)

Nytech suggests an exercise adapted from David Cutler’s book, “The Savvy Musician.” Readers are to assemble a “skills inventory” by dividing their skills into categories – primary musical, secondary musical, nonmusical and distinctive – and areas for growth and improvement.

Create your own skills inventory. What have you learned about yourself? Tag a friend who helped you develop a particular skill!

NOVEMBER 22-30: PAGES 152-207

“Despite the long-established allergy musicians have to the notion of ‘failure,’ for musician-entrepreneurs, failure is the natural result of the process of continual growth, exploration, and refinement. ... Fear of failure is a natural thing for almost everybody, but remember that the only way we continue to grow – as musicians, as entrepreneurs and as people – is to continue to push the boundaries of what we know we can do.”

How do you overcome your fear of failure? Do you have techniques or a particular mindset you employ when trying something new? Share your thoughts in the comments!

QUESTIONS FOR THE AUTHOR?

We hope you enjoyed November’s book club selection and the dialogue with colleagues on 21CM.org. Do you have a question for the author? Send us your questions via email at bookclub@21cm.org or message your questions on Facebook to [@21CMBookClub](#).