



**SPI Podcast Session #57 –
What the Music Industry Can Teach Us about Starting and
Running an Online Business
with David Hooper**

show notes at: <http://www.smartpassiveincome.com/session57>

Pat: This is the Smart Passive Income Podcast with Pat Flynn session #57! Beatbox!
[Beatboxing.]

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, who never finished a game of Monopoly in his life: Pat Flynn!

Pat: Hey, what's up everyone and welcome to session 57 of the Smart Passive Income Podcast. Thank you SOOOO much for joining me today. I'm recording this on a Saturday night...actually, now that I look at it, it's Sunday morning now, and I'm trying to get this all put together for you so that I can have it go live by Wednesday. I try to get these shows live for you by Wednesday now that we're at the weekly schedule for the podcast.

The reason I mention this today is because in about eight hours I'm going to be boarding a plane that heads to Nashville, TN to attend and speak at Michael Hyatt's Platform conference, which I'm EXTREMELY excited about. I'm totally stoked. It's going to be so much fun because, for one right now I'm just in love with public speaking, and as nervous as I get before presenting, I still enjoy it like mad.

But also, I'm excited to meet Michael in person. We haven't crossed paths physically yet, although we've become pretty good acquaintances online and primarily through Twitter and email.

He's an incredibly nice man, who just knows exactly what he's doing, and he's got a tremendous following, like...you know, hundreds and hundreds and thousands of people. He's got a new book that's just came out called Platform. Now this live event to go along with it, totally awesome. I'm so happy to meet Michael, his crew over in Nashville and everyone else who's going to be attending the conference.

By the time you listen to this, it'll be either be the last day of the conference, on a Wednesday, which is when I speak, or in the future and the event will have already passed. Either way, I hope I can follow up later about the event and maybe give you



some video footage or at least some pictures of me speaking and other people speaking. I'll definitely keep you posted, though.

For today, in sort of alignment with my trip to Nashville, I sort of timed it this way, a lot of you know Nashville is a hub for music here in the United States, and I'm excited to welcome my guest, David Hooper, on the show, who is actually from Nashville and is in the music industry. He's in the music business. He does music marketing, and we're going to be talking a bit about some of the interesting parallels between the music industry and what we're doing like online business and Internet marketing entrepreneurship.

There are a LOT of interesting similarities and lessons we can learn from his experience in the music industry, so let's get right into the interview where I start talking about how we've actually come to know each other. So, enjoy!

[00:02:54.03] So, David from MusicMarketing.com, he and I know each other because of a mastermind group. And you've heard me talk about mastermind groups lately a lot. SO important, not just because of the great advice you can get from your peers and the accountability part of it but also because you get the chance to become good friends with people. And a lot of you know I'm in a Mastermind group with Jamie Tardy from EventualMillionaire.com, along with Todd Trester from FinancialMentor.com and Rodgeric Russel from remarkablyhuman.com [I didn't check the spelling on any of these, sorry!] But David--David, correct me if I'm wrong but you were actually the one who put this group together with Jamie Tardy a few years ago, right?

[00:03:31.23] **David:** You know, I think the way that it worked was that I was looking for something and she was looking for something and she saw that I was looking to start one up and she said "Hey, I'm doing that too! So come on over here." And I said "Great!"

[00:03:46.26] **Pat:** Yeah, and it's been amazing. I mean, that was a few years back and it's still going strong. We're adding more people. I know you had to bail because you have a ton of stuff going on, and--just tell us exactly what you've been up to lately.



[00:03:58.02] **David:** You know what, the last two years I have a publishing business, primarily in the music marketing business. I also have a syndicated radio show, so we're recording every week and putting out new shows every week. But the last two years, I've actually spent writing a book and I'm not a natural-born writer so it's taken me two years instead of about thirty-sixty days like I thought it would.

[00:04:20.06] **Pat:** [laugh] I know all about that, haha!

David: [laugh] But here's the thing, Pat, this is what you're preaching. You're preaching smart passive income. It's because I've set up smart passive income that I was able to do that.

Pat: Mmhm. So you've been able to have the time to write this book while still having these other things in motion. I mean, you have a ton of other books that are live on Amazon and stuff, right?

David: I do. I probably have about ten books under my name. The difference between this one and some of the other ones is that this one really--I joke around about two years, and that's true, but it actually took about 17 years. I've been in business for about 17 years and this is, in a lot of ways, my life's work. And I knew that I was going to go big with this one, and I wanted it done right and brought in the editing team. We actually had 5 editors on this one, just to make sure NOTHING got through that wasn't supposed to get through, because like I said, I'm not a natural born writer. And that was actually one of the good lessons. You just want to start out with a great lesson, is that--I know you're a musician, Pat, and when you start playing music you don't--you know, a lot of these kids now that play, like, you know, Rock Band or these video games that are music-oriented, that makes it seem like it's really really easy but it's years and years of practice, and the same thing for writers.

You know, we look at a person with a book and all we know is that they just released a book, like Stephen King. We don't see the editing, and we don't see the rewrites and we don't see the writer's blog and everything that they had to go through to get it. And that was a really, really good lesson for me because even knowing that, even saying



that, you know I knew it on one level but when you have to experience it, you're used to so many people that make it look easy--I know a lot of people probably do that with you, they look at your monthly income reports, "Oh! This is easy!" but, they don't see, probably, 90% of what you do to make it happen.

[00:06:11.22] **Pat:** Yeah, I mean the people that REALLY know me know how much work I put into the site and, you know, a lot of people see that first income report from October 2008 and they're like "Wow, you made \$8000 the first month you released that book!" But then what I always have to tell people and remind them, and I remind them without them even asking because I want them to know that, that site was up for 2 years building an audience before I even started monetizing it. I mean, without that 2 years of constant work, two or three hours a day on the site pumping content out there for this exam in the lead industry, I wouldn't have been able to launch a book like I did.

[00:06:47.17] **David:** Yeah. Well, and in the music industry, we say "Every overnight success takes 7 years."

Pat: Heh, heh.

David: Just because you're hearing about them right now doesn't mean they weren't working.

Pat: Yeah. I mean, there's so many examples of that in business. And for those of you listening to the podcast right now, this isn't really going to be an interview with David about his book, although we're going to get into it because there's a lot of great parallels between what is inside his book and what we're doing in this kind of Internet business online marketing space. But this will be just kind of a--I mean, David and I are cool together. I mean, we have great chats with each other and we're just going to talk and it's like you guys are there listening like, fly on the wall status. So--

David: And I'll try to throw in some of the lessons, because I think--I'm a real believer in mindset, that's what I've written about in the past, because I really think that is the foundation of success. I mean, you have to be willing to have that tenacity and you



have to be willing to have the belief in yourself that things ARE going to get better, even when things are rough. And there's a lot of lean, lean times that you go through as an entrepreneur, and that's really what separates the successful people from those that were not successful.

Pat, you know, you lost your job doing architectural work, and it would be very, very easy to go out and get another job. There's some true grit that you have to have to kind of stick it out during those lean months when you're learning, but if you can get past that, that's when the action really starts to happen.

Pat: Right.

David: And the same thing happened to me, and the same thing happens to every entrepreneur that I know.

Pat: Yeah, absolutely. And there are things during that lean period where you can kind of make things happen a little faster, you know, getting the right education, hooking up with the right people--again, mastermind groups--all those things played an important role in my journey, at least.

And I'm glad you talked about being confident in yourself because one of my favorite quotes of all time is from Henry Ford--"Whether you think you can or you can't, you're right." And I actually have a placard on my wall that says that because I just look at that every day and I try to believe in myself as much as possible without--I mean, it's true, if you don't believe that you can do something, then it's not going to happen.

David: Yeah. Well, there are a lot of lessons from Henry Ford. One of them was the assembly line. People always give Henry Ford the credit for assembly line--that actually came from a pork processing plant. He was looking outside of his industry, you know, the way cars were done was completely different, but he said "Well, you know, this pork processing plant, that seems to work for pork--maybe it will work for cars." So he did that.

A lot of innovation comes from outside the industry, and that's actually one of the things that I talk about in my new book, "[Six-Figure Musician](#)" is how a lot of things that musicians are doing to market themselves now, it didn't come from the music marketing space, it came from other spaces.

Pat: Right, right.

David: So it's a little--and same thing for Internet marketing as well.



Pat: Oh yeah, absolutely. I mean, there's all kinds of parallels between all kinds of other things and Internet marketing. We'll get into that!

So your book, *Six-Figure Musician*, and the subtitle is "How to Sell More Music, Get More People to Your Shows and Make More Money in the Music Business." You can actually find it right now, it just launched on musicianbook.com. I mean, you've taken years of experience in the music industry and putting it into this book, because as you mentioned, I saw this on your website--there's more opportunity today for musicians and songwriters than ever before. I mean, why do you think that is?

David: Well, one of the reasons is because distribution is not an issue anymore. Used to be--I'm 40 years old, I started in the music business really when I was in college. I was working in record stores and I was in bands before that playing as a performer, but, for example, working in the record store...a band would have to record something, they would have to put it what we called a phonorecord, and a phonorecord is like a physical--not just like a record, but a CD, a 8-track, a cassette or something--put on a truck, get it to a distribution company, at the distribution company they would have to get it to the store, and then it would go to the end user.

Now you just pop it on the Internet, it goes directly to the end user, and we don't have any of these kind of distribution issues. Also, distribution is cheaper now, so much so that I'm actually giving this book away for free, because it doesn't cost me anything to print it up, it doesn't cost me anything to put it on the truck, get it to a distributor, get it to the retailer and get it to somebody, because every time you do that, it's like they take a chunk of the money.

So if you're to sell a book for like, ten dollars, you might end up with a buck or two, maybe, after you consider the paper and everybody taking their cut. So the biggest issue, I think, it's not an issue really. The biggest thing I think is really great for musicians, any creative people, and also Internet marketers, is that we have distribution. We've got a platform. You can put up a blog today and have anybody in the world read it tomorrow.

Pat: Yeah, absolutely. But what comes with that is HUGE competition, and just, you know, a sea of people doing all the same stuff. I mean, how do you stand out as a musician or any creative person in this freely, easily distributed content type of world?

David: [sigh] You know, that's one of the things that I think is the irony of the Internet, is that [laugh] the way you stand out is by getting OFF the Internet.



Pat: [laugh] That's so true.

David: Right? Because, when...for like a musician, I say "Man, you know, don't think that you can put up a YouTube video and just have folks buy your records or whatever it is that you're trying to do, make you famous."

Pat: Mmhmm.

David: When you're out there doing a live show, and you know this because you do a lot of public speaking...I really feel that anybody who can go out and touch as many senses as you can, you're going to have a natural advantage over the people that are just online. Like, you and I know each other. We've spoken to each other for hours, just through this mastermind group. So that's one sense, hearing people. So we've been able to develop a little bit more rapport. If I see you where I can shake your hand and...smell you--I don't mean to get weird, Pat!

Pat: Uhh, heh, heh. I'll make sure to wear my cologne because we're actually going to meet hopefully when I head up to Nashville for Michael Hyatt's--

David: Coming to Nashville, which is where I am, Music City USA! But, you know, if you think about going to a live show, this is one of the reasons that bands stand out, they're doing this, is that...you go into a club and you smell the stale beer and the sweat, body odor and smoke machines and you hear the guitars and you feel the vibration, if they're loud enough, and you're bumping into people and you're having this interactive experience with all of your senses.

And I think that's one of the things--don't think that you can just sit there on your computer. I think the computer is a great tool, and I was really blown away when I first got online, like, the number of other people that were like me, and it just got me connected to a real massive pool of people instantly. But the ones that I've really connected with are the ones that I've met in person.

So that would be the suggestion. I think it's so easy--the issue is, there's really not a barrier to getting online, and the barriers, like I've talked about, for example, putting a book out or putting a CD out or putting a product out that used to have printing or distribution--you know, that weeds some people out. And one of the barriers that you can get through right away is just by meeting people in person.

Pat: Mmhmm. Yeah, no, that's absolutely true. And it's funny, because each one of those senses that you touch is a different way that people can remember you or who you are or that experience. And I think that's really important.



I mean, I think they say smell's--I mean, once you smell something--I forgot what the exact quote is. But it's, smell is like the one sense that like, if you smell something from the past, it brings back all these memories and--

David: It's the most memorable, and that could be why the perfume industry is one of the largest industries in the world.

Pat: So how do we make our blogs and our website properties smell good?

David: [laughs]

Pat: That would be a GREAT headline for this podcast, actually...

David: [laughing harder] A crisp, refreshing smell!

Pat: Yeah!

David: For SmartPassiveIncome.com.

Pat: I mean, you could say "Go outside and read this in nature," I mean that's...

David: [laughing] You can't, uh, you can't make your blog smell any better, but what you CAN do--and I think you've done a really good job of this, and we're doing it right now, with podcasts, we've got audio here, where people can hear you and really get a feel for your personality. Certainly you've done a really great job of video...

Pat: And I'm going to do more video. I mean, I think podcasting AND video is just going to blow up this year.

David: Yeah, yeah! Well, it's getting so easy--and you know what is really amazing, and...you just turned 30, I've got to congratulate you on that.

Pat: Thank you.

David: So, as a 30 year old, you have grown up with this technology that a lot of people--like, I'm 40--haven't. So you're seeing a lot of people in their 20s and early 30s, they're very, very comfortable. And we're seeing some really, really great video. And that wasn't a skill that 30 year olds would've had 10 or 20 years ago, definitely.

So...that's one of the things that I think using photos, using images, and just changing things up so that you're hitting a different part of the brain every time somebody comes to your blog, and I know there are a lot of blogs that are text--you know, when I got online Pat, this is going to date me a little bit, but I got online pretty early, but you're talking about '92, '93...the web didn't really exist. There were just very few websites.



We had this thing called "Gopher" and it was all text! And you would Gopher to CDConnection, you could order your CDs. It wasn't like Amazon. All text.

Pat: Uh-huh.

David: And, all text. And, you know, you think about that kind of experience--you've got some people that are still kind of stuck in that age of 20 years ago, where they're all text! Well, these days you can bring in multimedia into it, and you can also by doing that show part of your personality, which I think is great. It's one of the things that you've done really well, it's authentic, it's real--you can't fake it on video.

Pat: I know. It's hard to, very hard to.

David: Yeah. Well, if you look at the "IM" community, you'll see the people that are very successful now--I.M., Internet marketing, for those who don't know--the people who were successful now were not like the guys who were successful 10 or 15 years ago. Those guys were, traditionally, direct mail people that came over to the Internet and just used it as a new platform, so they were using what we do in direct mail, which is text.

Pat: Right, with emails and stuff.

David: What's that?

Pat: With their email lists and...

David: yeah, email lists and just those one-page long sales letter websites. And I think that, that stuff is great, but it was kind of like, you know, if you think about the music industry, this is another music industry parallel that I think people can really relate to. If you look at, like, the 1970s, there weren't a whole lot of videos. And when the 1980s came along, when MTV came along especially, when people were starting to do more videos, it became more important that your band looked good.

I mean, musicians used to be a bunch of nerds, man! They were nerds! 60s and 70s, you know, some of them were a little flakey and things like that, but if you look at someone like Janis Joplin--not exactly video ready. Would not be a hit today. And that's really sad, because she's got something to offer.

But with that said, you know, I think it's the authenticity, and I think that's kind of where--we're kind of like the pendulum is going back the other way. We've had the super-slick stuff of the 80s, and now we're getting to where something real--that's why reality television is so popular.



Pat: Mmhmm.

David: If that is, in fact, real!

Pat: Heh! Right, I mean, there's--that's--there's a lot of argument against that. But you talk about authenticity, now I want to ask you this question. I've been wanting to ask someone who's an expert in music for a while, because I've been noticing lately--we could talk about how this kind of parallels with Internet marketing too, but...I've been noticing a lot of these great bands start up recently, just with the age of YouTube, by covering other people's music in different styles.

Like, Carmen did a cover of a Chris Brown song, where she rapped like a Busta Rhymes part superfast, and she got super famous for that, and now she has her own record. There's a lot of people like Boyce Avenue who's blowing up--I don't know if you know who they are. They started by doing covers of really great songs, really popular songs, to get in front of their crowd, and THEN introduced them to their music.

David: Right.

Pat: Now I have, like, sort of mixed feelings about that. And I mean, I will admit, I do love listening to covers of songs, but you know, then you get the whole intellectual property thing, and then people are making money off of covers on iTunes--I mean, well, what's your play on that?

David: Well, first of all, if a cover song is on iTunes, the writer IS getting paid for it.

Pat: Okay.

David: So--and anybody who's--it's also same as YouTube. YouTube has agreements with record labels and with publishing companies, the people who own the underlying composition or record labels of people who own the recording itself. So they've got agreements that they're going to pay--and they pay out a lot of money for that. So all that stuff is legal.

And you know, I think it's great! I think what it does is it leverages something that's already popular--you know, among a lot of bloggers, there's something called "news jacking." And an example of news jacking would be, for example, gun control is really hot right now. Or whatever. Presidential election or the Olympics or whatever is going on in the world, there's a lot of people searching for it at any one time, and a lot of people will, you know--"10 Tips That You Can Learn From the NRA." Or "10 Tips That You Can Learn From _____ Olympic Athlete."



So, to me, it's just leverage and I think it's an opportunity to, you know, use something that already has some momentum to get attention your way.

Also, for me, I think it's really good for what I call the life of a song. And I'll give you a great example of the life of a song--I've got a friend of mine whose name is [Buzz Casen](#). You've probably never heard of Buzz Casen. But Buzz wrote a song called Everlasting Love. And you've probably heard one of the versions of Everlasting Love. One of them is by Gloria Stefan, one of them is by U2. I mean, there's probably...it's been a hit every decade.

So you could consider those songs covers, right? Just like I Will Always Love You, Whitney Houston did it, it was a Dolly Parton song--she wrote it and she also recorded it. That extends the life of a song, which I think is really exciting and I think it's an opportunity for song writers to get paid. I think it's an opportunity for people to experience just amazing music again and again. So, I think that that's really good.

Here's the issue with it--is that, if you don't bring something original to it, it's like anybody can come on and knock you off. We have an example in my book about this with Harry Conick Jr. and we can use, if you want a more modern example, Michael Bublie.

Now, why are you going to go get a Michael Bublie song, when Frank Sinatra may or may not have done it better, depending on your taste? So, it will be interesting to see what he brings to the table--I think it's really important to have something that people cannot copy. Which is another reason that I like live events, is you can't copy them.

Pat: Yeah. That's true, that's very interesting. So what else--I mean, this is so interesting to hear about the music industry and to kind of exactly how it plays into Internet marketing and online business. What are a couple of other things that you feel are really important for us to understand?

David: You know, one of the things that I think is really great from the music industry is--keep going. You got something? It will go for a little while, you're going to hit a bump in the road...change it up and keep going. And I've got different examples of that related to the music industry.

For example--this is...[laugh] this is kind of a controversial one to start off with. R Kelly, right? R Kelly, famous R&B singer, got into some legal trouble, kept going. He just...you fight it, you keep releasing records, don't let that stuff get derailed.



Like, if you have Van Halen for example, the singer leaves, you get a new singer. Sometimes you're going to have more success--which you did, with their second singer! Third singer, not so much. Did they let it stop them? Nope! They kept going. Now they have the original singer back in there.

KISS is a great example of that. I mean, KISS, you know? They kept going, they took the makeup off. They brought in some new people. Then they did the same thing like I'm talking about with Van Halen, they put the makeup back on when that got tired.

So--I'm not--I think that's huge. I'd love to hear what you have to say about this Pat, because I think you make it look so easy, and I know because I'm in there with you that it's not, but you run into stuff like this all the time and there has to be that decision when you're like "All right, am I going to keep going?"

Pat: Yeah, no, there's--I definitely come to those walls every once in a while. And I think what keeps me going is just trying something new. And I think that's kind of where I'm really lucky, where I have this platform on the Smart Passive Income blog where I have the opportunity, and people expect me to try new things and kind of be the crash test dummy, which keeps me excited and it keeps me going. And really, I think it's just listening to the fans and just trying to understand what they want, too.

David: Mmhmm, mmhmm. Yeah, I think that's a real important part of it, is that you have to have--some people call it your "Why." Because sometimes things get really tough, either financially or emotionally, or--you know. You've got other things going on in your life. You've got a couple of kids, and that could totally derail what you're doing, so you've got to be really clear on why you want to do it.

Because you're having to make sacrifices to do it! And i think when you're really clear on why you want to do it, and you know, you know, the reason for your actions, that makes it easier to work around some of the bumps in the road.

Pat: Right. It's funny that you mention that. A lot of people know that I'm doing sort of a redesign right now. Right now it's early 2013, for those of you listening in the future. My redesign may already be up when you're listening to this! But I had Chase Reves and Corbett Barr from fizzle.co and thinktraffic.net, they came down to San Diego to help me with my redesign, and in exchange I would do some courses for fizzle.co and stuff like that.

And we rented a conference room in downtown San Diego and we just brainstormed about where I wanted the site to go. And one of the first questions that was asked of me was "Pat, why are you doing what you do on Smart Passive Income?"



And it was really...you know, I was like, you know, I really want to help people. Well, why? Why, why, why? I kept asking why and getting deeper and deeper and deeper. And I think that's one thing a lot of us can do with, you know, when we're trying to figure out where to go next or, you know, if we feel like we've kind of forgotten why we're doing what we're doing, it's just to keep asking you why.

I think there's a Japanese term for it...it's...I don't even know. But--

David: Yeah! It's kaizen.

Pat: Yes! Thank you! And that came from the Toyota Corporation to try and help them with problems in the assembly line. We're going back to cars and the assembly line now. Basically, to help fix a problem you have to ask yourself why five times, I think it was, in that example. But the more you ask yourself why, the more you're going to find out, really, the true root of that problem. Or, if you're asking yourself why you do what you do, you're going to understand the true root of why you're doing what you're doing.

And it basically came out to, for me, yeah I want to help people but I want people to feel proud of what they're doing. That's really what it came down to. Feel proud, and also, I am at home and I'm facing challenges because I have my family to deal with, and then also business, and those kind of mesh together every once in a while.

But I love the fact that I'm home with them, that I can witness all their firsts and be there with them, and that's what I want to give to other people by helping them start online businesses and create these opportunities for themselves. I'm not the, you know, "Oooh, you got to quit your job" type of guy, even though, you know, I was very blessed to have been laid off!

But really, it's just kind of giving yourself the opportunities to live the life that you really want to live. And being proud of the way that you do that, I think. Because there's a lot of people in this space, where--you know, maybe they've given people the opportunity to have those freedoms, but maybe they aren't doing it in such a proud manner, or a way that they can...I want my kids to look back years from now and say "Daddy did some great stuff and he really helped a lot of people at the same time."

David: You know, I'm so glad that you mentioned Toyota. Here's another thing about that, and I hope that I'm pronouncing that right, "kaizen," but it is spelled K-A-I-Z-E-N, so that's a great place for anybody to look up if they want to find out about how Toyota has been so successful.



The other thing is about the slow, consistent improvement. It's little bitty things, sometimes they say small hinges swing big doors? It's the small, consistent changes, and that happens for musicians when they're learning how to play, it happens with dancers when they're learning to dance, anybody who's ever been in the gym, you don't go in there 200 pounds of blubber and then come out 150 pounds of all muscle. It takes a long time!

So it's that slow, consistent improvement. You get better and better every month! And I think if you look at your old income statements, you'll see that you're getting better and better every month. Sometimes you hit a little bit of a dip, but then you bounce back.

And I've got another funny story about Toyota, and this is in the book. It's--and you got me on all these Japanese words, Pat!

Pat: Sorry, dude!

David: So it's Soichiro Honda. He's the founder of Honda Motor Company. He was actually turned down from an engineering job at Toyota. He was doing piston rings and because of poor quality they said "nuh-uh, not going to let you even work here." So he went on, eventually started Honda motor company, and that's another reason that Honda has been so, so successful. Anybody that's had a Honda knows what great cars they are. Both cars, Honda and Toyota.

Pat: Yeah. I have a Honda and a Toyota, actually.

David: There you go!

Pat: Yeah!

David: And there's a reason for that, right? So...I mean, that was his philosophy. That's how he built an amazing--they really embraced making mistakes. And I think that that's huge!

We were joking around before we started recording about another idea. And I said "Well, if it fails you can put it up and show people you make mistakes!"

Pat: Wait, which were we talking about?

David: Well, talking about doing something with iTunes.

Pat: Yeah, yeah, yeah.



David: Sometimes these ideas work, and sometimes they don't. Sometimes they're just disappointing, right? But if it fails, you learn from it, you pick up the pieces, and put it back together again a little bit better next time.

Pat: Yeah, definitely. I think the journey, you know, is going to have a lot of bumps. And if you go back to some of my older content on the blog, you'll see my writing style wasn't quite as fine-tuned as it is now, and I'm still improving. And I still get, you know, correction emails from some of my fans--which I actually love! It puts me in a--I'm like, thank you! Like, I totally forgot the apostrophe on "it's." You know, my bad. And that's just a little reminder for me to remember that next time, which is great!

And you know, we learn along the way. If you go back to some of my older videos, they're--I cannot watch my older videos.

David: Well, how about the podcast? I know this from being in radio, that I HATE to listen to those old shows. I'm like, ooh, it sounds like the equivalent of like a cardboard...it's awful!

Pat: Yeah, I can't listen to my first episodes, either. And I think you know, I get a lot of emails from people who have, you know, recently found me and they just take a week and listen to ALL my shows and they're like "Wow, I noticed the improvement show after show after show." But I'm still working on it!

As you probably can tell, if you were keeping track, I've probably said "um" a number of times in this episode, and now that I'm thinking about it I'm not saying it, but I know I'm going to say it later when I'm thinking about it. I just have to keep training myself and training myself along the way.

David: Well, I asked you before we started recording, I said--"Are you going to edit this?" Because I'm used to a very heavily edited show. And that, uhh...there it goes, right? It allows me to make mistakes which I think sometimes it's good, but there's something to be said about leaving mistakes in, because what you're doing is not perfect, and even though it's not perfect, you're still doing very, very well at it, as am I, and I think that's important to...

Y'know, let me give you a music business example. This is a great one. I don't know if you're an AC/DC fan, but--

Pat: Back In Black.



David: Okay, so before Back In Black, the very first record, it's called High Voltage. If you listen to High Voltage, the guitars aren't even in tune with each other! That didn't stop them from putting out a record, right? So if you listen to a lot of old music--and I think probably Back In Black has some of these things--as a matter of fact, it does, because the drummer, Phil Rudd...the drummer plays behind the beat.

There's something about the AC/DC sound that...the drums are a little bit off! Eventually, you know, they get rid of this guy, Phil, and brought in some other guys--Chris Slade, for one. MUCH better drummer, technically, but it wasn't that AC/DC sound!

So what happened? Well, they went back to Phil Rudd. This goes back to what I was talking about with some of these other bands. You can try something and if it doesn't work, you can always go back. So another huge lesson I think musicians have done a really good job of that. They just try!

Because, really, when you think about music, music is art. And music is about making a connection with people. But so is smartpassiveincome.com! So is this podcast! Everything that we do is art. It does not have to be perfect. It's about making a connection, and people would rather have something that's real and authentic than perfect. That's why a drum machine, which is technically perfect, has a button on it--it's called "Humanize." So a drum machine that gives you a perfect beat will actually mess up the beat just a liiittle bit, because the human ear actually likes that better.

Pat: That's so funny...that is really funny. It's funny, I was working with--uh, I said funny like 4 times just now, actually.

David: [laughs]

Pat: Now I'm like so self-conscious about what I'm saying!

I had a speaking coach for my recent presentation at New Media Expo. And it was such a great experience working with him. One of the first things we talked about was he asked me "How do you normally prepare for a speech?" (This was like, our first meeting together.) And I told him "I used to script everything! I would memorize 20 pages of words for a 45 minute presentation, and I would just know it front to back."

And I think that helped, getting that deep into the material, but it kind of hindered me as well. And this is what he told me--"You're not allowing yourself to be natural and be creative while you're presenting."



So what he suggested was, you know, memorize the intro just so you have that down and choreographed, and you memorize the outro, the finer points that you want to say, but in the middle you just kind of bullet point what you want to go over, and just talk naturally! And it's going to be so much better. It's going to be more natural, more Pat, or more you.

And I did that and I got a lot of great comments about that--people who have seen me in my previous presentations and my latest one. They were just like "Pat, you sounded like you were just on your podcast or you sounded more natural" and it was because I didn't script it but I knew the material well enough where I didn't have to worry.

David: I love that! I think that's a million dollar tip right there. And I can completely relate because, I talked about earlier about the very early radio shows that I do--that I did. And by the way, this is musicbusinessradio.com, if you want to listen to some of the stuff, it's me interviewing music industry people. Artists, A&R guys, record label presidents. Anyway.

I was actually scripting the intros and the outros and I would have the questions in-between where I thought people were going to go, and it ended up sounding bad, and I remember what the producer told me. He said "man, just, you know, just do it like you're talking to me. Put the script down and just do it!" And it sounded so much better.

And you know, I think part of that is just having the confidence to do it and just trust in yourself. That's another huge entrepreneur lesson, isn't it? Just trust in yourself and trust that it's going to be OK. It's scary, you don't know what's going to be on the other side of the wall--but you trust that it's going to be okay.

Pat: Yeah. And it doesn't have to be perfect, either, like what we were talking about. And I think that's really important, because that was actually a big issue I had when I was starting, especially with the videos and the podcast.

You know, I did quite a few takes of that first podcast episode. I did a number of takes of a lot of the videos that I've done. And now I'm just, whatever, I just put it out there and I'm improving my skills along the way, and it's just more natural, people enjoy it more.

David: Yeah! And it's still scary, in a way, I'd imagine. I remember I sent you some stuff before we did this conversation. I sent you custom bullet points and you sent just a one-line email back. "Hey man, we're just going to have a kind of discussion." Uh-oh!



Pat: Haha, sorry!

David: So now I've got to prepare for EVERYTHING, right? But the truth is, if you know the material--I know the material, you know the material when you go on stage, if you prepare -- which we always do. There's only a certain amount of preparation that you can get and you know, one of the things that I think is really interesting, I was taking stand-up comedy writing, like, second city, and also I've done some stand-up comedy where I'm performing just to get better at my public presentation.

One of the things that I thought was really interesting is that those guys are prepared. They make it look really, really good when they've got a heckler or somebody drops a glass, like the waitress drops a glass, or a siren goes by, they look "Oh, wow, that was off the cuff!" But it's not. So there's a balance. You prepare for what you think might go wrong, but eventually something's going to happen, you've got no idea.

Pat: Right, absolutely.

David: Can't prepare for everything.

Pat: Totally. Now, I'm on musicianbook.com, I'm looking at the kind of...I think you have it broken down to chapters or the points that you make in this book, and there's a few of them that I want to point out before you finish up because I can't believe we've already spoken for this long! It feels just like it's been 10 minutes. And I know we could talk for hours, and maybe we'll have to get you back on the show because this stuff is awesome.

David: Okay, well, I hope everybody else feels that way.

Pat: Haha, well, I feel that way, so...

David: Well, here's what we say in the direct marketing business. We say it can never be too long, only too boring.

Pat: Yes. Okay, so this is probably a question that a lot of people have, since I have someone in the music business on--if I wanted to break into music, and start a career in music, what would be my steps?

David: You know, there are a lot of ways to do it. How I would recommend doing it--and I think a lot of people will related that are listening to this, whether they're bloggers or in the Internet marketing space--is, come up with good content, and with music we have a saying here in Nashville, the songwriting capital of the world, that it all begins with a song.



So I would say to focus on your writing, and the great things about that is, as a musician you can have a second life as a writer.

Pat: Yeah, that's cool. Okay, so we have a good song, obviously. But I know a lot of people who are just veteran garage musicians, and they have amazing songs, they have great songs--or at least, I think they have great songs.

And they probably think they have great songs too. And I know a lot of musicians probably think they have great songs, but from there, how would you get people to--how would you get the world to understand you have a great song?

David: Well, the next thing you need to do is you need to record it. So sometimes--I mean, you see a lot of guys popping up on YouTube, which I think is just unbelievable. What a cool way to break, right? You can do it from your bedroom!

We always used to joke around that there's these great guitar players coming out of Nashville that goes "Well, there's probably some guy in his bedroom who's better than you, you just never heard of him." And now we can find out, right? And really, some of these guys, it's like "WOW! Real music still exists!" I'm blown away by some of the discoveries that I've seen. So I would say a good recording, and it doesn't have to be perfect, it can be on YouTube.

You've probably heard the saying that perfect is the enemy of good? Because if you worry too much about it, it never comes out. And I think one of the cool things about YouTube is, you see this all the time, people will put something out there, and they'll think "Eh, nobody's going to see this."

But they put it out, and it takes off and I think the reason for that--this is probably the biggest thing I would tell upcoming musicians--is the authenticity of it! It's like the full expression of yourself. How cool if you could go back and talk to your--because you're a musician, Pat!

Pat: I mean, I play the trumpet, and...I dabble on the guitar a little bit, you know.

David: But think about your trumpet playing or even guitar, or any instrument...if you could go back and see your 15 year old self before you had been just beaten down. Sometimes we know too much about the music business! I think that's why I didn't continue as a musician.

It's like, I got to watch sausage get made, and I think one of the cool things about the Internet is that you can just put that stuff out there, and you're seeing this full



expression, when people are so excited about music, because it really is an exciting thing to play and to perform and to write and to have other people react to it, like dancing! And I think that will be the next thing, is to get it out there in some way.

For a lot of guys, that's going to be a live show. Back in the day when I was a musician, we didn't have computers to record on! We recorded on tape, and it wasn't nearly as easy! But that can be done, too, like a live show.

It can be done through recording. And again, it's the...um....to give the parallel, the good song you would say, like, good content. If you got a song in your heart, as we say, that's great, but it needs to get out there. And the good recording, that will be like what you do with your blog, Pat, or this podcast. I mean, you have to have some way to get it out to people. It could be Live 101--I know you do a lot of public speaking as well.

Pat: Well, I think even beyond the blog, and this is why I have this sort of "be everywhere" strategy, the blog I compare it to throwing a message in a bottle and throwing it into the ocean. You're not going to know--when you start a blog, nobody knows about it. But when you put stuff on platforms like YouTube or iTunes, that's where people are already who are potentially looking for what you have to offer.

So that's why I'm really glad you said YouTube for musicians--I think YouTube's great for anybody who has something to say or something to share, especially if it comes from the heart.

And also, the podcast, as many people know who are listening to this, the podcast has done wonders for me! And I think that's why it's important--you know, I think putting stuff on a blog is great, and that should be the hub, because that's where all the action happens, it's where clicking happens.

But kind of reaching out and trying to build an audience. I think it's really important to get out there and put yourself on a platform like YouTube, where things can take off naturally without, you know, by just pretty much getting found on search, or...you know, it just takes one kind of influential person to just share something of yours and just have it take off.

David: It does. And I will say this, you can't just, obviously you know this from building the blog or videos that you put online, you can't just throw it out there and have it take off. Sometimes that happens. You got to get it in the hands of the right people, or it has to be so good that it cannot be denied. And we have things like that in the music business. I always think of Freddie Mercury, from Queen. I think of Michael Jackson--



when you watch him dance, you're like "WOW! That's just impressive." And that's the kind of stuff that really takes off on YouTube.

If you watch the Ellen show ever--and I've never actually seen the show, but I've seen all these videos that Ellen puts online on YouTube, and she seems, she's like my filter for all the cool videos, right? That probably everybody else already knows about, right?

But it's always stuff that people were just like 'Yeah, you know, I just put it up and it was so good it took off.' So I will say that. It's probably a bigger discussion--we always have a saying though, "it doesn't matter how..."

Well, let me...how am I going to say this? You can market a bad video. Good marketing will make a bad product fail faster. So all the marketing in the world won't help you if it's not good.

Pat: Love it, love it.

David: You know, Pat, one more thing for somebody who's breaking into the music business--it's one thing to have songs. I think the people...this is what YouTube is really so great for, is...to build a connection.

For example, you'll see these kids in their bedroom and you get the feeling like they're being bullied at school or something, but they can be a superstar on YouTube and you really start to see into their lives, and you get to see who they are as artists, and it doesn't have to be like--that's kind of depressing, isn't it? Getting bullied at school!

But you get to see who they are, and I think that's when the cool things, and why your blog has taken off, because you're saying--I mean, you talk about the kids, you're talking about your wife, and if we look at artists that have really, really done well, like--we know Ted Nugent hunts endangered species and he loves guns, and we know about Eminem's ex-wife, Kim. They let us into their lives, and I think that's one of the great things about YouTube, and it certainly works for blogging, as you can attest to.

Pat: Right. And social media, too! I mean, making those connections and having those small conversations with people just creates fans for life.

David: Yeah, yeah. People want to feel like they know you! And that's one of the ways that they can do that, and that's why, speaking of social media, I really love Twitter. Because, I mean, how cool is it that it makes it really easy for you to have not one-to-many conversations, but a one-on-one conversation in only 140 characters and it's really, really quick, so I would encourage everybody to use Twitter if nothing else for a way of interacting with people one-on-one.



Pat: Yeah, I think that's great advice.

Now to finish up, if you could give everybody one piece of advice before we go, maybe something actionable that they can take away from this. I mean, I know we've covered all different things, and I just wanted to get you on here today just to discuss stuff, you know? I love talking about this stuff! I feel like we should just hook up on Skype every once in a while and just TALK.

David: Yeah, man! Yeah, let's do that. Well, let me give you a big idea, and this is the way I approach my company, and I think this is a mistake a lot of people make when they're first starting out.

I think about three different types of people when I think about my company. I think about visionary, I think about management, and I think about the technician.

So for example, let me give you an example of a technician job. I've got some people right now that are working on some graphics for me. Could I do the graphics? Yeah, I could probably do the graphics. I got somebody making a video for me. Could I do it? Yeah, I could do it. But that's more of a technician job.

What I've got above that technician is a manager. I've got a manager, project manager, that basically I'll work hand in hand with her and she manages, she tells people what to do. I'm at the top, I'm the visionary, and I think about big picture things. And that's my highest--if you want to get into the 80/20 principle again, that's my highest leverage. It's not me sitting around editing videos; a lot of people can edit videos.

But how many people can think about the big ideas that I'm thinking about? Well, just me, when it comes to my market. So I spend time doing things that nobody else can. And I really love the idea--technician is an important part of the thing. I think that's an extremely important part of the process. It's, I think of it as like a circle, it's not really like a pyramid, right?

I really enjoy--part of the thing I like about being the boss or being the president or whatever you want to call it, the founder of a company, is that I'm able to employ people. I'm able to give them work, and if somebody's enthusiastic about graphics, or they're enthusiastic about book covers...I didn't design my own book cover...then I can hire them, I can pay them to do THEIR passion. So I got the technicians, I've got the manager above them to make sure that the technicians do what needs to be done, and then I just sit there and think about big ideals.



So I think about doing what it is that you do that nobody else can do. That really is the big idea, and that's where you get the most leverage.

Leave you at the music business example--songwriting, for example. you can't outsource a song, but when you're writing a song, you can get leverage on that by letting the technicians and go out and play it. Letting those guys go out on YouTube and play it. You're making money on that every time they're doing the work. You've already done your work. THAT'S where the real big payoff is, in anything.

Pat: Songwriting sounds like an awesome thing to do. I can't imagine just writing something and then hearing a band play it. That would be so fulfilling for me.

David: It's not unlike what you do, Pat. You're writing something, it's got rhythm and it's got melody, but it's just you connecting to an audience. And if anybody just wants to see an incredible example of it, go download a Taylor Swift record. Taylor Swift knows her audience, and the way she writes, or co-writes, she connects with them in a certain way where they hear that song and go "Oh oh oh that's about me! That's about me!!"

And we've all heard songs like that, right? You go to weddings, like 'Oh, that's our song!' And if you can do that in your blog...[inaudible] made. I mean, where you're speaking to a bunch of people, but they think that you're personally speaking to them. And you know, people think--I have a buddy of mine, he wrote a lot of songs for Britney Spears. Hit Me Baby One More Time--big hits that everybody would've heard. And he's, you know, 45 year old guy. [Laughs] I said, it's a little weird, that you can channel the mind of a 12 or 13 year old girl. It's scary, isn't it?

But that, you know, funny story. I was talking to another guy I know, he wrote a song called Like A Virgin by Madonna. Did you know that was written by two dudes?

Pat: Uh-uh.

David: NO! Nobody knows that! Right?

Pat: [singing] Like a viiirgin!

David: It's all [inaudible] wrote that, because it's so perfect for her. Nope. So, you know, that's where the real leverage is. Madonna's still out there on two, and those guys are still collecting those royalties.



Pat: Yeah, that's crazy. Alright, David. Thank you so much for your time--I mean, like I said, we could just talk for hours I'm sure. We'll have to get you back on sometime, and you know, maybe talk about how the book did.

David: Pat, I'm going to keep track of this book. We're giving it away free at musicianbook.com, and I will report back to you with--it's very scary to me to release it for free, and it's brand-new up there, but I will report back with you and let you know how that did, because I'm trying to spread ideals here, and I'd like to encourage other people to spread their ideas, and trust, just like what we're talking about.

Pat: Well, you know me and free. If you can inspire people and change people's lives with your book, they're going to want to pay you back in one way or another.

David: Absolutely.

Pat: All right. Cool, David. Thanks! Take care, and we'll talk to you soon.

David: Sure.

Pat: All right, I hope you enjoyed that interview with David Hooper! Again, if you go to musicmarketing.com or musicianbook.com, you can get the PDF version of Six Figure Musician for 100% free, which is really cool. Of course, just reading a book or a PDF file isn't going to get you six figures in the music industry or any industry, really. But David's been at this since 1995, so he definitely knows a thing or two about how to give yourself the best chance to do that.

Again, David, thank you for your time, and everyone else listening, thank you for listening to the show. If you're interested in writing an eBook, I recommend you check out my free book, ebooksthesmartway.com, where you can get my guide on how to publish, automate and market an eBook.

Again, 100% free for a simple exchange of your email address in order to get that book, and you can unsubscribe to that list if you want at any time. But just stay on a couple of weeks to get some of the exclusive tips. If you're not convinced then by all means, just unsubscribe, but stick around and you'll see that it's worth it.

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