

SUCCESS CAMP

WITH

INNERSOUND
AUDIO



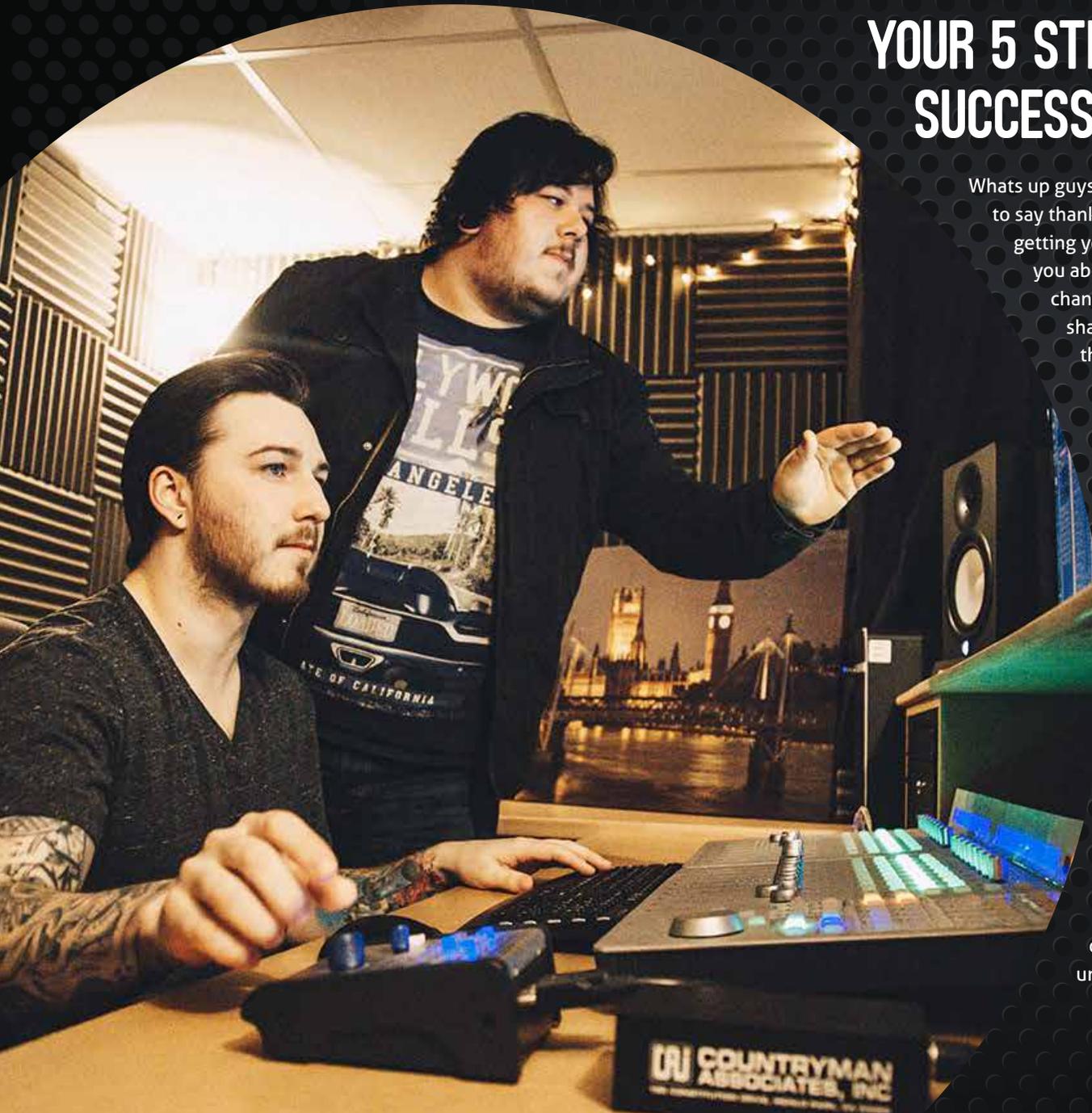
TOP 5 MISTAKES THAT BANDS MAKE

YOUR 5 STEP BLUEPRINT TO ACHIEVING SUCCESS WITH YOUR BAND

Whats up guys, this is Sam & Joe Graves from Innersound Audio and we just want to say thank you for joining us! Secondly, we want to say congratulations for getting your hands on this blueprint! We don't know whether a friend told you about this, or you saw it on the internet. But either way, this is going to change the way you think about and operate your band! We're going to share with you the TOP 5 MISTAKES THAT BANDS MAKE so you can avoid them and build the career you deserve!

I guess the first thing you're wondering is, what makes us qualified to help you? And that's a good question. I wouldn't want to waste my time taking advice from someone who hasn't been through something themselves and seen it with their own eyes! So here's a quick history of our experience in the music industry...

We've been musicians since we were kids in all kinds of different bands! We started off doing Metallica covers and moved on to writing our own music. When we were teenagers, we started a band called With One Last Breath which eventually got signed to a label, we even got taken on by a renowned booking agent and international management. We weren't a band for very long but in that time, we did some pretty cool stuff. We had the honour of playing at Download Festival, the Kerrang! awards, doing several sold-out UK academy tours with huge bands like Of Mice & Men, Asking Alexandria, Motionless In White and all kinds of other cool stuff! But even with all of these amazing experiences and opportunities, we never 'made it'. And you know who's fault that was? It was our own. We were young at the time. Passionate, driven, but completely uneducated. We made all the same mistakes as so many other bands.



All these great opportunities we had and still didn't manage to build our own empire?! Why was that?! Well, now that we're older and a little wiser, we've learned that there's a lot more to becoming successful than just landing some great opportunities. It's what you do with those opportunities that counts. So you need to be prepared.

Since our band days, we've actually become far more known in the industry as music producers! In fact, that's actually kind of the reason we didn't want to continue with the band anymore. We quickly found that producing other bands and helping them succeed was our biggest passion and no doubt, what we were put on this earth to do. Throughout our career as producers, we've landed some incredible opportunities and some amazing experiences! We've worked with hundreds of bands. From unsigned locals all the way to huge names on major labels! This has taken us all over the world and even allowed us to do session musician work playing open-air major festivals on MainStage to over 20,000 people on occasions!

Anyway, this isn't about us... Our point is simply that in over 10 years of doing what we do, we've had the unique opportunity to see first hand what the real difference is between the huge bands we've worked with and the local bands that never leave their hometown! And we've boiled it down to 5 key points. Talent is essential, but without the right strategy and hard work, you may find yourself just struggling for years and years and then giving up. So instead of trying to figure this out on your own, you can save yourself years of hell and just follow our blueprint! After all, why would you try to figure out how to bake a cake on your own when you can just grab a recipe book?

By downloading this blueprint, you've shown that you truly care about taking your band to a whole new level and you're willing to invest your own personal time learning how to do so! That alone puts you way ahead of so many other musicians in the game and proves that you DO have what it takes to become a true success. So let's jump in!





THEY DON'T STAND FOR SOMETHING BIGGER THAN THEMSELVES

So... you write great songs, you look awesome and you present yourself to the world in a professional manner... Congratulations. You are officially a professional entertainer! But bands are more than just entertainment, aren't they? People define themselves by the bands they listen to. They can dictate our social groups and even represent our values and beliefs. I mean, why would someone ever run around telling people that they're a rock chick who loves vintage music when they could just wear an AC/DC top? We obsess over bands and follow them throughout their lives because we have an emotional attachment to them and the individual members that create them. Because that's what we are. Human beings are emotional creatures that justify things with logic. So if you aren't creating an emotional connection with people, it doesn't matter how good your songs are or how cool you look. They will never see your band as anything more than just entertainment.

The biggest reason many bands fail to gain a dedicated following is simply that they are entirely focused on themselves and their own reputation. They want to be successful just to boost their own ego. This is all well and good, but the problem is, people, don't care about you. Not until they know you can help them one way or another or be of value to them. Sorry, we know that sounds brutal. So let's word that a little differently... When was the last time you bought a KitKat to support Nestlé? That's right, you never did. You bought it because you wanted it. They provided something that you wanted and they got what they wanted in return... Your money.

So how does this work for a band? Well, it's exactly the same. You need to give the people what they want! It's the law of value. You get back when you give. And what do they want? Well, that's up to you to decide. The biggest bands are known to inspire people to live a certain lifestyle or represent a cause.

Let's take Bob Marley for example. Many people before him and many people after him created very similar music and were just as talented. So why did he become a global legend and not the other musicians? It was because he was an activist for love, peace, the underprivileged and all kinds of other important issues! And people all over the world who shared those ideals could instantly connect with him on an emotional level which built a relationship with him. Everything that he represented resonated through his existence including his songs, interviews and the way he lived! This made him far more than just entertainment.

So if you try to make it all about you, then no matter how well you do everything else, it's game over. Start to think about what impact you can have on the world. What do you have to offer? What issues are important to you?



THEY DON'T SET EXACT GOALS AND MILESTONES

This is a classic. We've worked with hundreds of musicians and they all have the same goal... "I want to make it". I get that, that's a cool dream... But the problem is, not a single one of them could define 'making it'. And when you can't define something as an actual milestone, then you don't have a solid outcome to work towards.

'Making it' in a band is an incredibly vague term and can differ drastically from person to person. Do you want to be selling out 10,000 cap shows worldwide 10 months of the year? Do you just want to make enough money to live on? Do you want to sell a million records? You see, all of these are solid, tangible goals to work towards.

Instead of saying "I want to make it". Come up with some solid short-term and long-term goals. If you're just starting out, maybe say... "By the end of this year, I want to have reached 50,000 Facebook 'likes', have an album recorded and ready to launch and 3 UK tours lined up". The goals can be as big or as little as you want... But if you have solid goals to work towards, you can simply get on google, look into how it's done then get to work on it! If you need answers, then let us assure you, they are out there. Especially if it's been done before. Seek, and you shall find.

And we know it's cliché, but don't be afraid to fail. If you know where you're going, and you're willing to persevere, you technically can't fail. Think of it like this... You're at home, and

you need to drive to the shop. You start driving, but a tree has fallen over and blocked the road you normally take. Do you give up and go home? Probably not... If you need to get to the shop, you'll simply find another route. When we simply HAVE to do something, we will find a way. Think back on your life, you'll be able to remember at least one time you overcame something truly difficult simply because it was the only choice!



THEY DON'T HAVE A GREAT PRODUCT

This one shouldn't shock you... But it certainly doesn't stop a never ending herd of bands half-arsing the hell out of everything and being stunned when no one gives a shit about them! That's right. it happens ALL the time!

Picture this...You ordered a big daddy meal from KFC... The chips were soggy, the gravy was cold and they forgot your extra hot wings... Would you demand your money back?! I know I would... And honestly, I'd be the same with bands too. We all would. In fact, we all consistently ignore shit bands every single day! Our favourite bands, the ones who's shows we attend, the ones we buy merch from and talk about are consistently providing us with what we want! They give us our favourite songs produced to perfection, they inspire us with the things they say and do. They entertain us and attend to us through their social media every single day and they always continue to deliver the goods!

As humans, we are programmed to focus on the negative. I'm not saying try to be perfect because that's not possible... But there is a difference between imperfection and just plain shit. Don't give people a reason to instantly dismiss you by not giving them everything you've got!

If your favourite band weren't giving you new music, weren't playing shows, weren't keeping you in the loop on social media etc... Would they even be your favourite band? The answer is no. You probably wouldn't have even heard of them. So take a moment to thank them for working so hard and making an effort to be in your life!



THEY EXPECT TOO MUCH FROM OTHERS

If we had a penny for every time a band had an amazing album ready to launch and said... "Right, we're just gonna wait for some backing, then we can get rolling"! Well, we'd probably only have about £1... But our point is, so many bands have this crazy false illusion that it's someone else's responsibility to make them successful!

They think that because they wrote some cool songs, someone will just swoop in out of nowhere, get them signed to Sony, pay for all kinds of crazy press, put them on some huge tours, give them a £250,000 advance and they can just hop on the magic elevator of success! It's such a magical dream that we almost can't blame bands for entertaining this fantasy. Especially since about 99% of them all seem to believe that this is how it works.

We hate to be the guys to say it, but that's not gonna happen. It actually never did and never will. Now, we know what you're thinking... "I know someone who has some connections". Yeah, we've heard that many times... So what?! It really doesn't matter if you know some dude who has Slipknot's booking agents email... There's still a 400% chance he'll ignore anything in his email that isn't from a direct colleague or close affiliate.

It's your responsibility as a band to focus on building some fire behind yourselves by focusing on building a fan base, building a relationship with them and perfecting your craft until you have a stable foundation and THAT is when a team of decent backing will come knocking on your door.



THEY DO NOT ACT!

This is the nail in the coffin for almost every band. They simply DO NOT ACT!!! They are talented dudes, they have big dreams, but they simply do nothing. It's not even that they are lazy, it's usually that they are perfectionists. Which is a silent killer for bands! Perfect doesn't exist. So don't spend 2 years writing 1 song, taking 6 months to record it then a further 3 years figuring out how to release it. Good enough, is good enough. Work hard, be proud of what you do and most importantly, keep moving. This is why there are so many bands out there who certainly aren't perfect, but they have and will continue to change the world!

So there you go! It's all simple stuff, but not knowing this can stop even the most talented and driven people from succeeding! So we want you guys to use this as your blueprint. Print it out and refer to it every day until you know it inside out!

You may not be where you want to be now, but here's something we tell people all the time... In 10 years, SOMEONE has to headline Download Festival. Someone has to be that band that you can't escape on the radio. Why can't it be you? Well, it can! But you have to decide that, aim for it and work hard every single day. Even if you don't quite hit that exact goal you were aiming for, we can tell you right now, you're going to be somewhere damn close and a hell of a lot better off than just floating around, hoping that you'll just magically end up there somehow.



INNERSOUND (AUDIO)

**WE WISH YOU ALL THE LUCK IN THE WORLD AND HOPE THIS INSPIRES
YOU TO TAKE ACTION ON YOUR DREAMS!**

WE'RE ALWAYS HERE TO HELP SO NEVER BE AFRAID TO HIT US UP!

**PEACE OUT,
SAM & JOE GRAVES**