

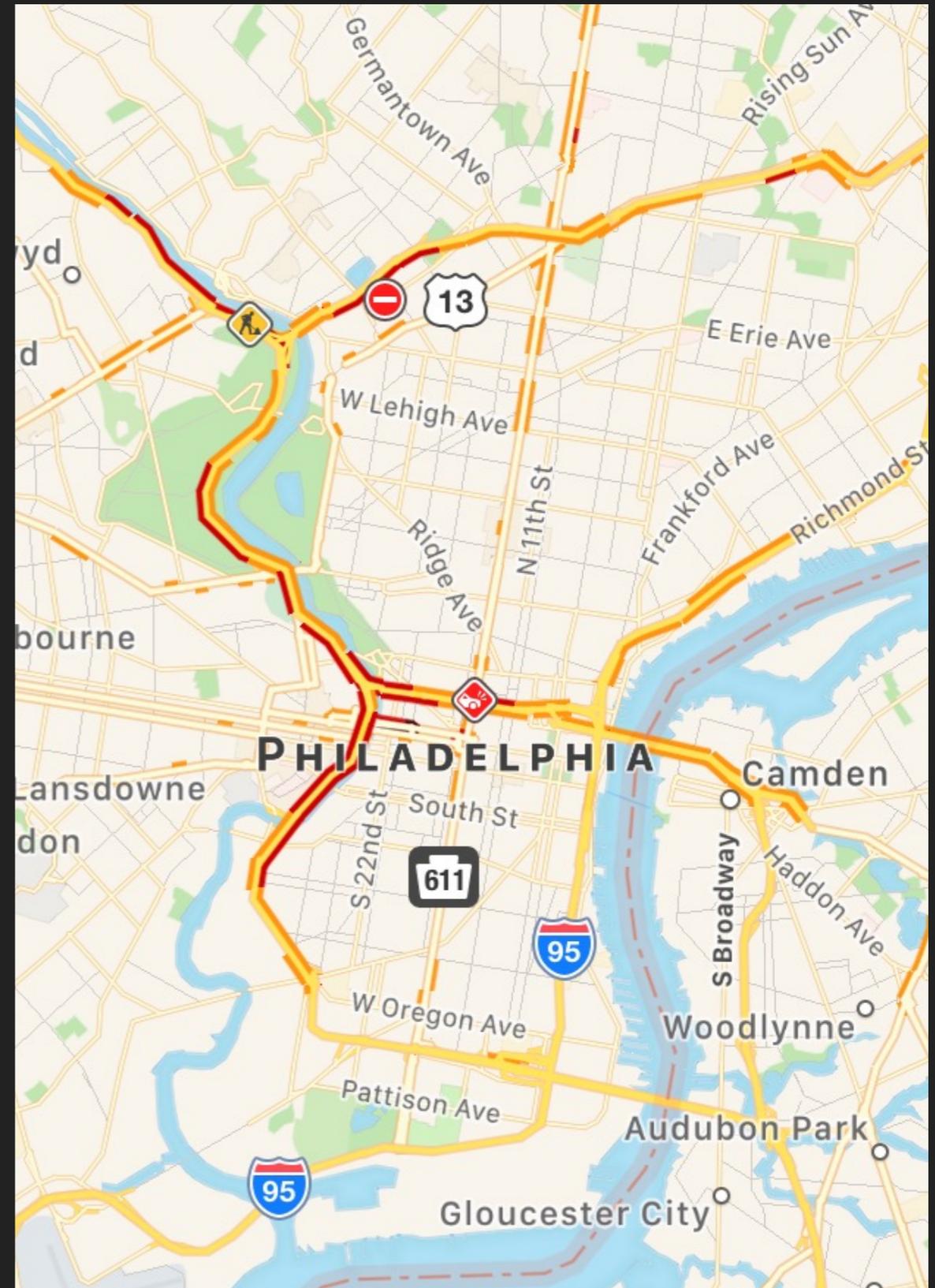
ANTHONY TRIPLET PRESENTS

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**REDEFINING SUCCESS  
OUTSIDE THE ORCHESTRA**

# LOCATION, LOCATION, LOCATION

- ▶ Where do you want to work?
  - ▶ Do you already have a network
  - ▶ Start building a network ASAP
- ▶ Join AFM local, state music education associations, and other local professional organizations
- ▶ Know the ensembles and players in the area



## REDEFINING SUCCESS

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# REVENUE STREAMS

- ▶ Create your own work, do not rely on ensemble work
- ▶ Freelance performance
- ▶ Teaching
  - ▶ Private Lessons
  - ▶ Public & Private School
  - ▶ College
- ▶ Retail
- ▶ Other musical strengths
- ▶ Non-musical skills



# TAXES

- ▶ Use an accountant and keep all receipts and tax documents in order
- ▶ 1099 independent contractor: No tax withholding, you are responsible to pay taxes
- ▶ Deduction: Careful to not take a loss and become labeled as a hobbyist

# THE BASICS TO GETTING ON A GIG

- ▶ Practice, Practice, Practice!
- ▶ Diversify musical styles and instrument doubling
- ▶ Have a smartphone and answer all phone calls, e-mails, text in a timely fashion
- ▶ Go to performances of people and ensembles you wish to play with in the future
- ▶ Keep a lead sheet of performance opportunities and follow up

# ON THE JOB

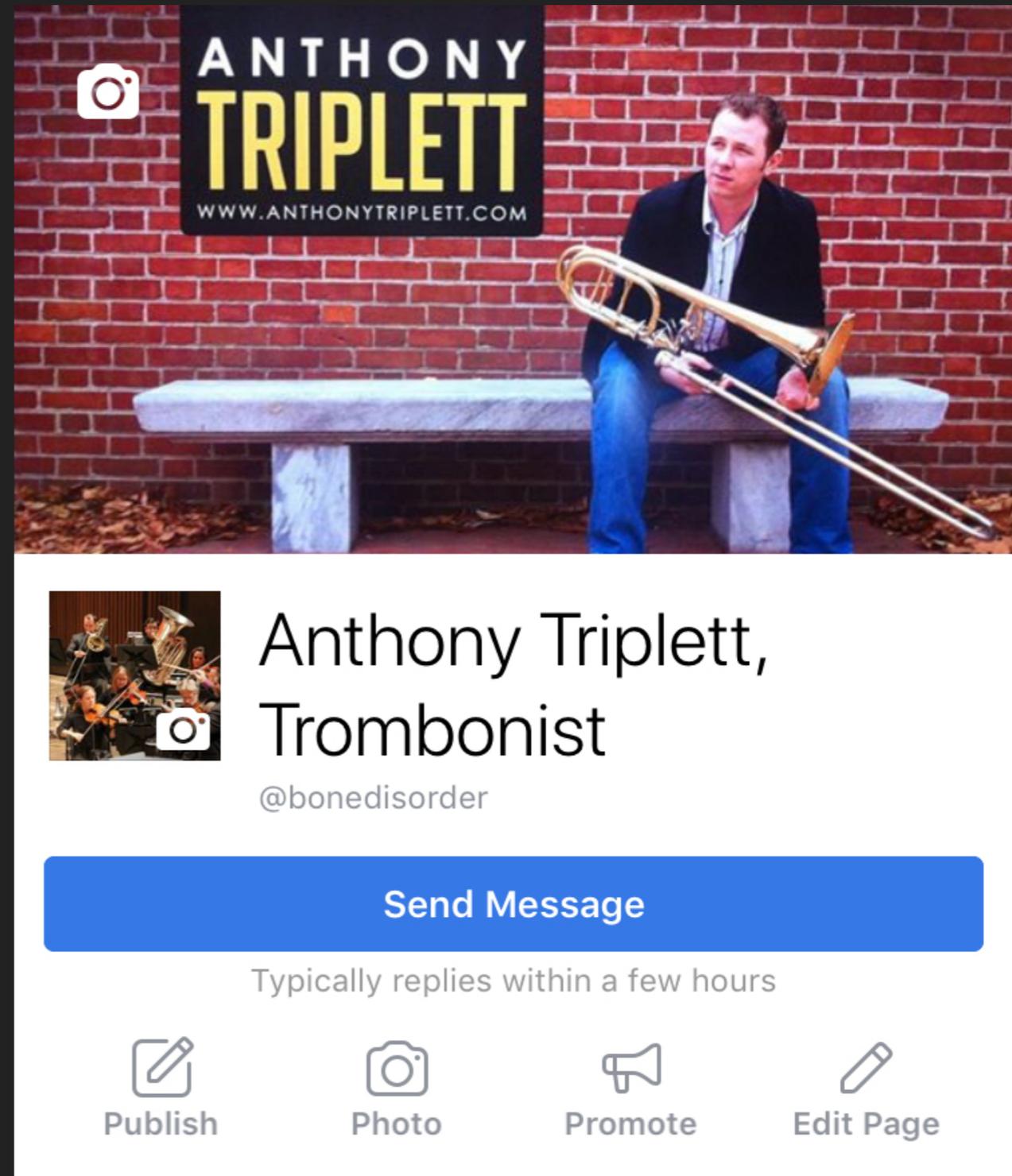
- ▶ Do your actions say "I'm a Pro"?
- ▶ Be early, plan to be on site at least 30 minutes early
- ▶ Be nice to EVERYONE no matter what they can do for you!
- ▶ Look professional, dress appropriate for rehearsals and performances
- ▶ Playing well is expected, always sound your best

# BUILDING A BRAND & MARKETING YOURSELF

- ▶ Maintain an up to date website
  - ▶ Use a professional photographer
  - ▶ Offer something to the visitor and give them a reason to come back
- ▶ Artist / Clinician with instrument manufacture
  - ▶ Validates your brand by being associated with a quality manufacture
  - ▶ Artist profile on company website
  - ▶ Assist with marketing materials
- ▶ YouTube
  - ▶ Great way for someone to hear your playing without leaving their house
  - ▶ Videos should have a clean look with good audio quality
  - ▶ Fill the down time between gigs with constructive projects

## SOCIAL MEDIA

- ▶ Choose a platform and use it
- ▶ Separate personal and professional page
  - ▶ Avoid airing frustrations about rehearsals or other players personal page
- ▶ Post consistently with images and videos
- ▶ Interact with fans by responding to all comments and messages
- ▶ Appropriate place for more personal pictures and videos, but should remain professional.



The image shows an Instagram profile for Anthony Triplett, a trombonist. The profile picture is a man sitting on a bench holding a trombone. The bio reads "Anthony Triplett, Trombonist" with the handle "@bonedisorder". Below the bio is a blue "Send Message" button with the text "Typically replies within a few hours". At the bottom are icons for "Publish", "Photo", "Promote", and "Edit Page".

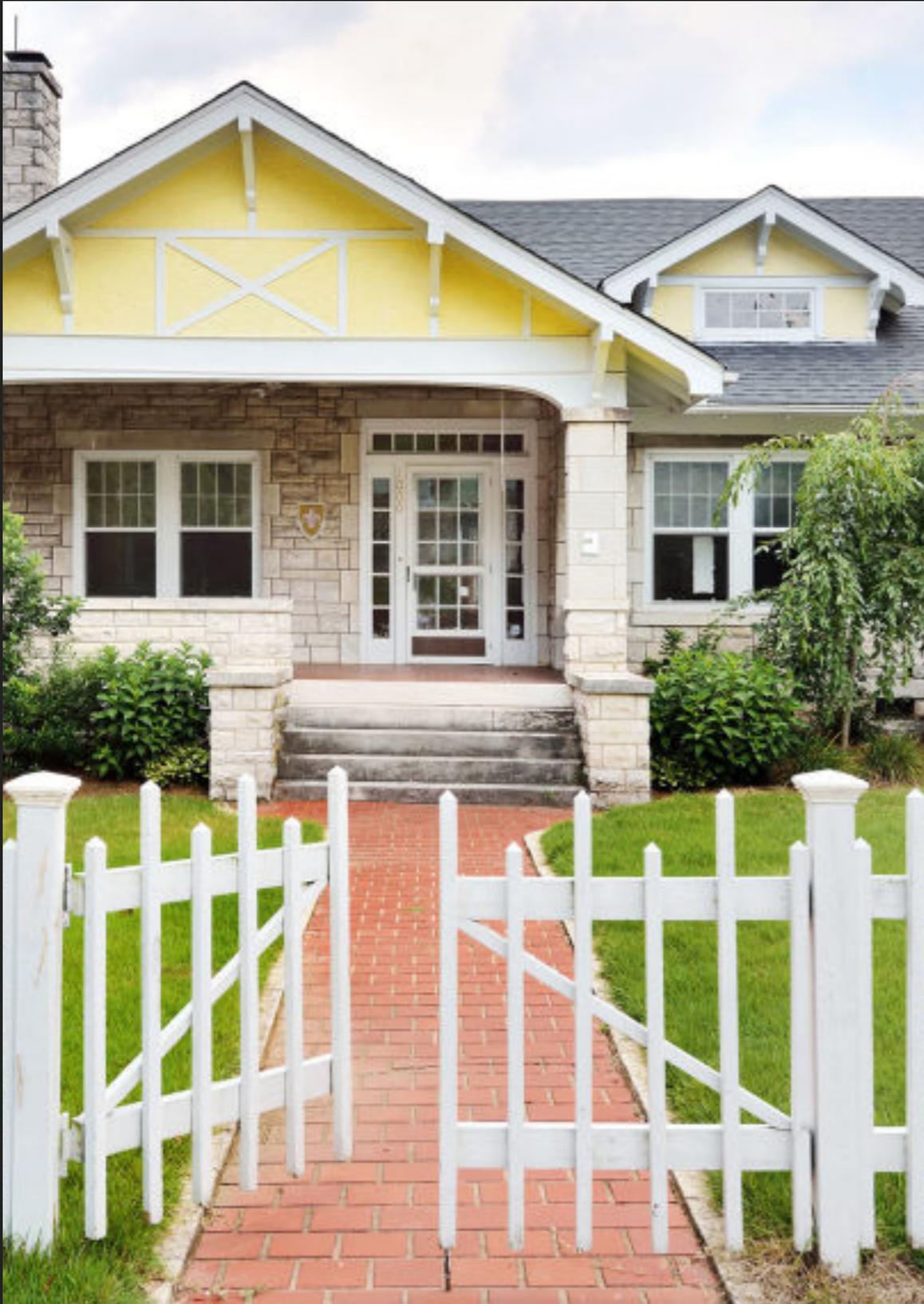
 **ANTHONY  
TRIPLETT**  
WWW.ANTHONYTRIPLETT.COM



 Anthony Triplett,  
Trombonist  
@bonedisorder

[Send Message](#)  
Typically replies within a few hours

 Publish  Photo  Promote  Edit Page



## HOME LIFE

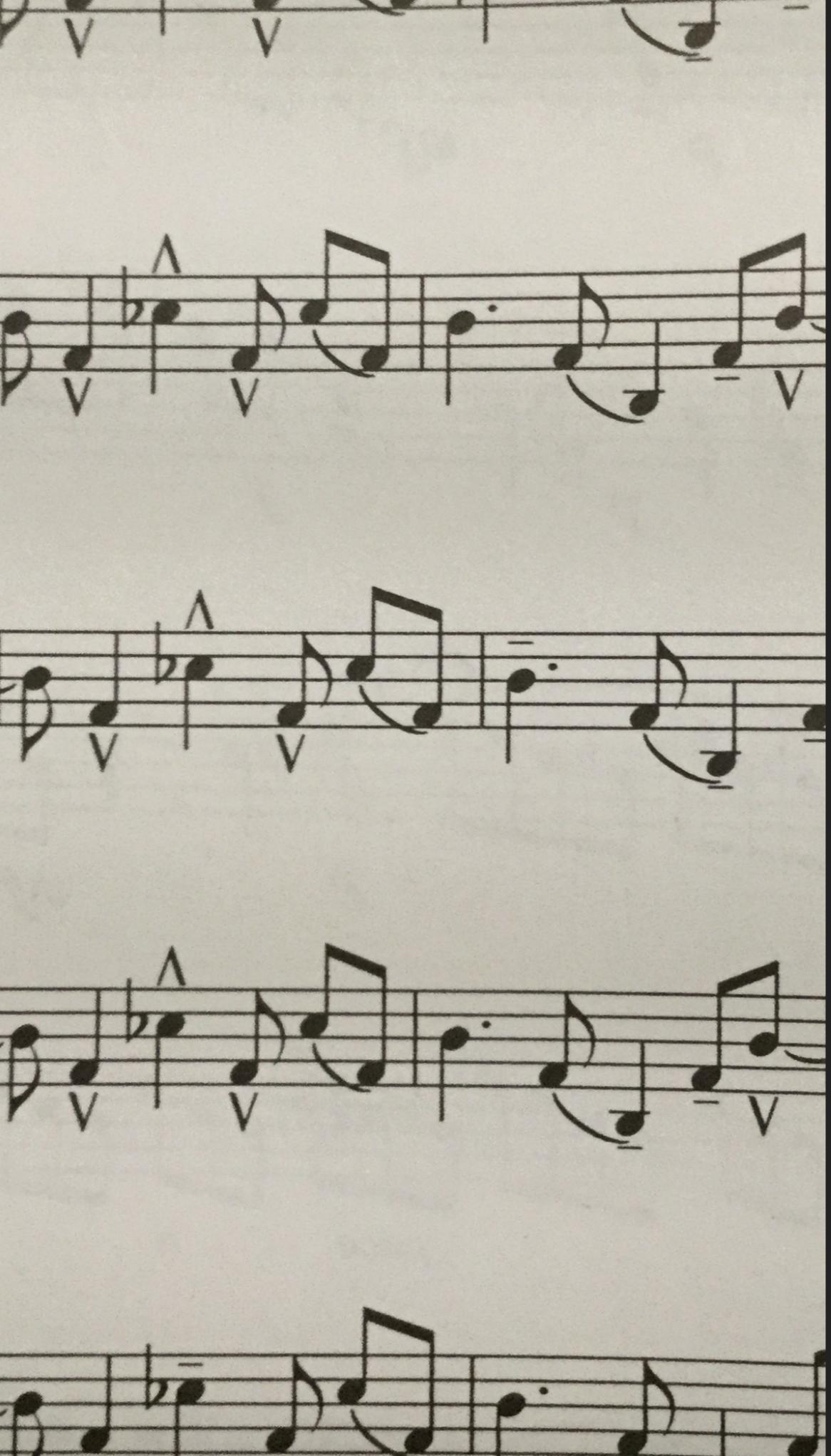
- ▶ Take care of yourself physically and mentally
- ▶ Musician schedules are nights, weekend, and holiday heavy
- ▶ Time management
- ▶ Set work boundaries
- ▶ Limited practice time
- ▶ Have a hobby that is not trombone related

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A vertical strip on the left side of the image shows five staves of musical notation. The notation includes various note values, stems, and beams, typical of a musical score.

# THANK YOU!

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