



# Capture Your Spirit. Keep Your Soul.™

## **"The Art and Science of Self Promotion"**

### Lecture/Workshop Series Overview

#### MISSION STATEMENT:

It is my mission to become the first "rock star" created by the Internet. I intend to reinvent the "rock star" by design—forgoing the traditional methods of an agent, manager, or record company. My vision is to utilize high tech and high intensity to promote a revolutionary shift in the dynamics and economics of the record industry. Seemingly, a new industry will be born—one controlled by artists and musicians.

My music offers a powerful affirmation of the human spirit and is the driving force behind my mission.

*Lots of musicians talk about using the Internet to revolutionize the music Industry. Scooter Scudieri is doing it.*

**Larry Katz/The Boston Herald, 10/23/02**

*"Fear prevents us from becoming our full possible selves. It is my ultimate wish that we may someday live in a world without fear. This ideal is not well represented in today's music. It is my vision to help transform the industry by channeling positive thought and turning it into action. Dedication meets resistance at every twist and angle, but I have never argued my limitations. I always knew there would be a way to bring my music around the globe. I just never knew where it would come from. Now I know...and I have transcended all boundaries."*

*"Not everyone wants to be in that much control. But for the true fighters out there, the ones who want to change their worlds: join me in this process of creation and help educate and empower artists, musicians, and music lovers. Blessed are the joy makers! Together, we will build a music industry controlled by musicians. New web-based technology has opened the door for reform, positive change, and growth for the antiquated music business model. In the flux of the music industry, we have a chance to shed some gorgeous white light."*

**Peace, Scooter Scudieri**

**Note to Professors, Program Board and CDC Directors:** This is a comprehensive, forward thinking seminar/workshop designed to empower students with the knowledge that everything they need they have, and everything they want is attainable. With that in mind, please choose the topics that would most benefit your class curriculum. Scooter has been writing and performing for 20 years. He has shared in panel discussions and has written numerous online articles pertaining to the future of music. Scooter is endorsed by MEIEA and is a member of the NAPM, and ASCAP. Scooter has most recently presented his workshops at Berklee College of Music, University of Massachusetts/Lowell, the 2002 Global Entertainment and Media Summit, GEMS '03, and the 2003 MEIEA Convention.



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#### S Y L L A B U S

**I. I Am a Soldier on the Front Lines of a Music Revolution: Artist-to-Fan!** *"The music industry only exists because of the musicians and songwriters- the true creators. Take away the songwriter or the musician and the industry falls."*-Scooter Scudieri @ The Global Entertainment and Media Summit March 1, 2002

- A. World of Total Connectivity** – the Internet- transcending all boundaries
  - 1. Taking Control- channeling energy into your music, writing and career
  - 2. DIY- literally everything a record company can do- you can too
  - 3. The Choice is Yours- for the true fighters, why hand over your career to someone else?
- B. Preparation Meets Opportunity**
  - 1. Establish clear goals and objectives
  - 2. Building on a Solid Foundation- good music sells
  - 3. Creating Buzz
  - 4. Reaching Critical Mass
  - 5. When to Launch – turning your thoughts into action
- C. Innovation and Persistence**
  - 1. Train Your Brain- reconditioning process
    - a. Finding the smallest glimmer of an opportunity and exploiting it
  - 2. I Watch A Lot of Spy Movies- but I don't have a clue
    - a. Learn from experience- hands on- grow from mistakes
    - b. Follow the Trail- all branches from the path
- D. Dedication Meets Resistance**
  - 1. The Machine- how the music industry has dug into the trenches
  - 2. Don't Give in to the Demons-
    - a. Your own insecurities
    - b. Hidden agendas- the offers of others
- E. Reaching In and Reaching Out**
  - 1. One Person Makes the Difference- bouncing ideas off someone who believes in you
  - 2. Find Your Following- my fans: how they help - why they help
  - 3. S.O.U.L™ (Special Operations Unit Ltd.™)

**II. Scotch on the Rocks- the 19<sup>th</sup> Street Epiphany in NYC**

- A. What Is and What You Think- May Not Be What You Think It Is**
  - 1. Knowing when something isn't working
  - 2. I Had a Band- the dream vs. reality
- B. Redefining Your Goals-** tearing yourself away from preconceived notions
  - 1. Hot Flash- what's wrong with this situation? Burning questions?
- C. Music Drives My Mission**
  - 1. Sensitive Scooter- what makes my music tick
  - 2. Too Loud-" *above all the shouting, you needn't shout too- you have a pure voice*"-Bradley S.
  - 3. Musical Inspiration- my incredible partner- my wife Kelly

**III. I'm Not a Rock Star, but I Play One on the Internet**

- A. Incomprehensible Sparkle and Flash-**why you can't compete with multi national corporations and why it doesn't matter
- B. Cookie Cutter-** why the consolidation of the music industry has destroyed development
  - 1. Stop trying to get signed- when a record company needs a band- they make one
  - 2. 30,000 titles released- 250 sell more than 10,000 copies
  - 3. Quick breakout of costs (recoupable)
- C. Reinventing the Rock Star-** from the Internet out
  - 1. The fine lines between Confidence, Arrogance, and Ignorance
  - 2. Shift focus from international stardom to creating beautiful local scenes
  - 3. Utilize online and offline marketing- word of mouth, postcards, fan list updates
  - 4. Tricks with street teams and fan clubs (i.e. my Special Ops Unit)

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**D. Designing Your Web Site**

1. Choosing a name- Scudieri.com vs. firstrockstar.com
  - a. The radio screw-up
  - b. My moniker-my mission- the end justifies the means
2. Navigation, access, and updates- how to keep it flowin

**E. Don't Ride the Fence**

1. Are you still trying to attract the record exec? Or are you going to do this yourself?

**F. Can't Tell the Pigs From the Humans- George Orwell's *Animal Farm* reference**

1. Independent consortiums (small scale monopolies vs. large scale corporations)
2. Staying focused and clear on your path

**IV. Time Management- Inspiration vs. Frustration**

*Mounting a full-scale campaign to establish your own musical career using a laptop computer and boundless energy to promote music that focuses on the positive aspects of the human spirit- and getting ideas about success without the record industry to the widest possible audience- is not an easy task!*

**A. Family Balance-** my wife is my soul mate- our child comes first

1. Yes, I can do it all
2. My Family First
  - a. Relationships and finances- everything else can wait
3. Good Health is Bliss- sleep deprivation and its effect on the psyche

**B. Daily Planning** – seriously putting your life in order- values, mission, role

1. Train Your Brain part 2- time management
  - a. Getting organized – my friend The Franklin Daily Planner- a 14 year journey
2. Limits and expectations- a reward system- 30 tasks in a month
3. I'm playing video games- am I screwing up?

**C. Capital** – How I raised \$50K from my fans- how I received a loan of \$15K from a bank

1. Writing a business plan- SBDC
2. Attracting investors- short term/long term objectives
3. Maxed out credit cards- sometimes a necessary step

**D. Playing Live Gigs-** one vs. 100: Having clear goals and objectives

1. Why slugging it out in clubs and coffee houses isn't necessarily "the way"
2. Getting the most out of a performance- money vs. exposure (Borders Books story)
3. Colleges: covers or original? What are you trying to do? Are you having fun?
4. Booking a tour across the country

**E. Internet** – always on?

1. Research vs. surfing- how to find what you need and not drown in the suds
2. Cross referencing- HTML- the way our minds work
3. Email- it's own art form (examples from my archives)
  - a. Drafting
  - b. Bulk
  - c. Protocol- responsible etiquette- timely response

**F. Writing and Playing-** making the time

1. This is what I base my entire mission upon- and I better be good.
2. It comes in waves- always be open to the source

**G. Recording-** commercial vs. home studio

1. How I chose a studio and recorded in NYC with industry veterans that I hand picked
2. How and why I bought a digital studio
3. Pre production is key
4. How I learned to mix on head phones cause I couldn't afford digital speakers

**H. Guerilla Marketing-** how I landed the Jewel gig and turned it into a firestorm

1. Luck is preparation meeting opportunity
  - a. The Global Entertainment Summit- I was ready, willing, and able
2. Postcards, posters, flyers- PDF files (examples from my archives)
  - a. My brag book- articles vs. quotes
3. Networking- what the hell is networking?
  - a. Street teams, word of mouth, fan clubs
4. Playing off possibilities
  - a. Be impeccable with your word
  - b. The fine line between buzz and harassment
5. Keeping an eye on the long run
6. Friends and family- the beginnings of my Special Operations Unit Ltd™
7. Practical vs. idealistic

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**V. Transforming Negative Energy Into Positive-** *"It's a matter of perception- it's all a slight of hand- this isn't the reception you had planned."*-from *Dream Like a Child* by Scooter Scudieri

- A. You're Not From These Parts-** far from the music hubs of the world
  - 1. How I turned being from WV into my biggest asset
  - 2. All my work is done on a laptop in my 8'x10' office
- B. Yup, I'm Different**
  - 1. Charisma- the elusive quality
  - 2. No competition -unique- one man's junk is another man's treasure
  - 3. Setting the trend
- C. Believe in Yourself-** say what you mean and mean what you say
  - 1. How we can become so desensitized to words that they lose all meaning
  - 2. *The more you hear "No" the closer you are to "Yes"*- Peter Spellman
  - 3. Be true to yourself- only what will impact my mission
- D. Giving Away My Music**
  - 1. Yes, I give away music- not out of desperation- but rather, communication
  - 2. Familiarity Has More Value than Scarcity- John Perry Barlow theory
  - 3. Increased Popularity- demand for live performance

**VI. The Future is So Bright...own your music- choose your path**

- A. New Business Models-** where technology is headed
  - 1. Cooperative Music Venture- my contract with Jewel's management-why they accepted
    - a. No record contract- I own all my rights
    - b. Split costs and profit 50/50
    - c. Exclusive distribution online
    - d. \$8 price tag
  - 2. Young Musicians and Students are the Future of the Music Industry
    - a. XM Radio: satellite radio subscriptions, streaming audio
    - b. Music partnerships: commercials, movies, TV licensing
    - c. Authenticated official versions of songs
    - d. Whole package deals- video, lyrics remix capabilities
    - e. 20 songs for sale- design the album tracks and burn a disc with art at home
- B. Standing in the Light of Retaliation**
  - 1. RIAA- represents record companies, not musicians
  - 2. Copyrights, Napster and free downloads
  - 3. New rules are needed for new times
- C. Endless Possibilities** - dedicating my life to a noble cause
  - 1. Develop, Design, and Sign- the most publicized, artist friendly recording contract in the history of the record industry- I'm talking venture capital- patrons if you will...
  - 2. Guide Music Lovers- educate the public about the new industry
    - a. WorldwithoutFear.com/org- site dedicated to conceptualization of peace
    - b. Musiciand4peace.com/org- organize and mobilize peace concerts
  - 3. Release an Unprecedented Amount of Albums
    - a. The first 5 years of new contract
    - b. Acoustic and electric albums of the same songs
    - c. Different producers of the same song
- D. My Final Thoughts**
  - 1. Five major events that shaped my career
  - 2. Question and answer session

**Scooter Scudieri tours extensively giving lectures and workshops as well as live music performances for a stipend plus air fare and hotel expenses. For booking information and availability, please contact [scooter@firstrockstar.com](mailto:scooter@firstrockstar.com)**