



3 SECRETS ABOUT YOUR AUDIENCE

That Will Change How You Approach Your Live Show Forever

Secret #3: Your Audience Wants What You Want

This is huge. You get up on stage and the audience is present, giving you their attention. They're open to what you're presenting. And yes, that can feel a little scary.

But the fact is, in that moment, the audience *wants* to know who you are. The audience *wants* to connect with you. The people in the audience *want* to share something with you, to create something with you.

So if you think about it, the audience wants what you want.

The audience wants to connect with you.

The audience wants you to *show* them who you are. That's why it's called a show. It's when you don't give it to them that their attention wanders.

Yes, there are ways and ways of keeping the audience's attention in how you design your show. But if you're holding yourself back, the audience's attention will wander no matter what you do.

The audience wants to fall in love with you. But you have to let them. Your intention has to be to connect with the audience. If you think about it, it's all you ever really wanted anyway...

Do you know that this is true? A simple Yes or No answer will do.

Think about that.

Do you know, that Connecting With Your Audience is All You Ever Really Wanted Anyway?

That's how it started out. Think about that again for a moment. Try and feel it. Remember it. It's what's at the core of the dream. You want to reach out to people. To share. You have always just wanted to reach out to people. People you once knew and loved and a bigger audience. An ever bigger audience. To connect with them. To show them who you are. To create something bigger than any one of you and all of you put together. *This* is what it means to live your dream. This is what you're going for.

And this is what the audience is there for, whether they know it or not.

This connection, the ability to connect with your audience, this willingness to share, is what's going to allow you to have the best gig you've ever had and it's what's going to enable you to get as big as you want.



And just to give you an example so you can get in touch with this at any time, just consider - as an audience member, when you go to an open mic or a show, what do you want from the performer? Is it perfect playing? No.... Is it an amazing voice? That helps, but that's not it...

It's sharing something. It's when the performer reaches out that the audience gets excited....

Action Step

Here's something I suggest you do, an assignment to help you with this secret - if there's an open mic in your town, go to one, but don't bring your guitar, just go as a member of the audience. There's no pressure on you.

And then ask yourself: What do you want from the performers? Are they giving it to you?

At the end of the night think about which performer you liked best... was it the one with the best chops? Maybe.... but just try it - be honest, which performer did you like best? Why do you think you liked the one you did?

This could be very interesting for you.

Secret #2: It's completely up to you, it's entirely within your power, to allow connection with your audience in everything you do.

How do you do this? How do you give them what they want? How do you show the audience who you are?

You have to get out of your own way.

Your self-consciousness is what gets in the way of you giving anything to the audience.

You can't be self-conscious and have a good stage experience. As an audience member, it's exactly what you don't want in the performer. You can't help but notice it. It gets in the way. You just want the performer to do their thing, absolutely, without restriction. That's the performer's job. That's when the performer is actually giving something.

Guess what? The audience isn't going to waste a lot of time thinking about your future in the music business. The audience is there for the moment. It's either a very full moment or the moment simply passes.

It's your willingness to transcend your self-consciousness that makes or breaks the moment.

At its core, self-consciousness is really fear of judgment. If you think about it, guilt, shame, worry, doubt, second-guessing, these too boil down to fear of judgment.

And the solution, the solution is to overcome all of these fears. To defeat these fears. To stop believing in them. Because they're all bogeymen. None of them is true. They only feel that way because you believe in



them. There doesn't have to be a conflict between your dream and your life. You can't live your dream if you believe it involves some kind of conflict.

It's the fear of failure and it's the fear of success that's getting in the way. That's causing you to hold something back.

- The idea that no one is going to want to be with you for more than a couple of weeks once they figure out there's no real money in music and that you don't actually like your day job.

The idea that having any kind of real relationship is just going to distract you from your music career.

The idea that you can't have a family if you're going to be touring all the time.

The idea that you'll never make any money with your music.

The idea that if you don't make money with your music it will be proven to have been a worthless waste of time.

The idea that if you put any money into taking a real vacation you'll be ruining your chances of making it in music.

The idea that you're being selfish or irresponsible pursuing a music career.

The idea that you'll never be good enough.

The idea that you're too old to get up on stage.

The idea that your wife will leave you if you are a musician.

The idea that your parents will disown you if you are a musician.

The idea that your children won't respect you if you are a musician.

...And it goes on.

Action Step

Are any of these ideas familiar to you? Just as an experiment, the next time you're planning to go to an open mic or play a gig, pay attention to all the thoughts that are going through your head as you're leaving the house and leading up to the moment you go on stage. Just try and notice what's going through your head and if you can, write down these thoughts.

What's going through your head before you leave home? What's going through your head when you arrive? What's going through your head when you get on stage? Notice it. Is it helping your performance? Or is it getting in the way?

All of these ideas, otherwise known as fears, worries, doubts, shame, guilt, second-guessing, and self-judgment,



all of these will get in the way of you connecting with your audience.

How can you possibly overcome all this conditioning so you can connect with your audience?

You have to deeply and profoundly accept who you are. To love yourself and forgive yourself for being a bloody musician. Because fear is the opposite of love. Because love is the opposite of fear.

It takes a magnificent willingness to do this. Some call it vulnerability. I call it invulnerability. When love replaces fear you become invulnerable. You learn to love yourself. And interestingly, it's also what it means to love your audience.

Your job as an artist is to get on top of this so that you can inspire others. You need to improve your relationship to your dream. To bring it to a point where you're willing to share who you are, and nothing is holding you back.

This, in fact, is the definition of success on many levels.

You don't have to be beholden to all the fears repeating in your head based on past influences. Stuff that happened in the past. Those things are over. It's time to crush everything that's holding you back.

Secret #1: When you share all the way, your audience becomes willing to do the same.

When you share all the way, you show your audience that it's ok for them to do it too.

It will amaze you. Share all the way and your audience will enthusiastically do what you ask - they'll clap along with you, they'll laugh along with you, they'll cry along with you. They'll see you. They'll hear you. And they will remember you.

Connection happens. And together with your audience, you create something big.

When you inspire your audience, when you connect with your audience, when you give them a better show and a more real experience than they ever expected, when you help them know who they are because you've been willing to share who you are... your music will become personal to them. You have become personal to them. They will not forget you. And they'll support you in everything you do. And nothing will be able to stop you.

This moment that you create together is something very real. This is what it means to live your dream. To change the world even. And once you know what this is, you can do it again and again.

Because you see, I believe everybody has the same conversation going on in their head.



Everyone's relationship to their own dream, and how they perceive it, and how they're judging themselves relative to it, is the drama of their life story. This is the only thing that's really going on. The only thing that matters. A vague awareness of the present moment, the best moments, draws us on. Makes life bearable and unbearable at the same time. You, musician, can bring this moment on. The best moment. The very meaning of life. That's why you, we, us, are so valuable. That's why you will be revered. You can show them that it's possible for them too. They'll jump at the opportunity. It's what they're looking for. It's what we're all looking for.

Action Step

Now take a moment to consider everyone else in your life. Everyone around you. Every single one of these people also has a dream. We're all in this space. Our relationship to our dream is a spiritual relationship to life itself and it connects all of us.

Think about that.

See everyone in this way, and love everyone for it. It's a beautiful thing. We all just want to be who we are and to share it with everyone. We all want to grow in the direction of our dream. We all just want to let everyone else know who we really are.

But we're afraid to do it.

So your action step here is to look around. Consider the people in your life. See it in everyone.

And next time you get on stage, try and see this in the faces of the people in the audience.