



**The #1 Blunder Most Artists Make  
That Keeps Them Unknown, Broke & Hating Their Day Job**

**(Video Companion pdf)**

**Copyright © 2017 Aaron Bergbusch**

All Rights Reserved.

# Who This Is For

This is for artists who know they have great songs but are having trouble taking the next step...

- Artists that want to turn their songs and music into a career they love.
- Artists who want to feel good about their dream and who they are.
- Artists who want to share their music with the world.

## Yet in my experience I've seen time and time again artists who are:

- Doubtful they'll ever make any money in the music industry.
- Spinning with the overwhelm of all the tactics they need to be on top of: social media, marketing, promotion, publicity, etc.
- Promoting their music in a one-shot and haphazard way that doesn't accomplish anything.
- Anxious they'll never find the time to get anywhere in music.
- Looking for one big break to justify all the sacrifices they've made.
- Not experiencing enough freedom and fun in their music career, but focusing on all the 'hard work'.
- Seeing only conflicts between their music dream and their life.
- Expending effort and expense setting up and playing gigs but not making any impact.
- Writing, practising and recording songs, but not sharing them.
- Feeling isolated and disempowered.
- Never quite ready to launch.
- Spending big money and time on recording and then releasing music that doesn't get heard. (It's still worth it, but this is the definition of a 'hobby'.)
- Practising songs a lot, but not how to interact with the audience.
- Unable to see how their efforts are going to lead anywhere.
- Trying to believe in other dreams, but always finding themselves right back where they started.

## And before long, things spiral down into a world of cynicism:

- Always knowing they could have been so much more but not having done it.
- Not really understanding why they never got themselves to live their dream.
- Anger and touchiness and sensitivity regarding precious music instead of joy and a feeling of accomplishment.

- Settling for some kind of other dream that just doesn't do it, that never does it.
- Confusion owing to the self-sabotage of both music and whatever else they find themselves doing.
- Ultimate dissipation of everything they wanted to build, all the potential they always knew they had.

Wouldn't it feel great if you could go about your music career without all this BS hanging over your head?

How much more fun it would be! How much easier it would seem.

It's in you, it's in all of us, to get up on stage and take over the room. To trust who we are and inspire our audiences and the world.

## **Rest assured, this one report isn't going to attempt to solve all of these issues!**

All the same, it *is* possible to get on top of them, and the first and most important step in getting there is to expand your awareness.

What follows is an exposé of 3 big blunders most artists make that keep them unknown, broke and hating their day job PLUS 3 awareness-expanding action steps that will help you tackle them.

## BLUNDER #3

# TOMORROW, TOMORROW SYNDROME

Tomorrow, Tomorrow Syndrome is believing that everything is going to line up all at once to make your dream come true sometime tomorrow, or in some vague future, without ever taking a long hard look at what's going on in the present. The problem is, tomorrow never comes.

### ACTION STEP

How do you define progress? Is it getting heard? Is it making money? Is it quitting your day job? Or... is it something else?

Do you remember a vision that you had? Take a moment now to remember that vision....

What was that vision? What did it look like? Maybe you were on stage in front of a large audience? What did that vision *feel* like?

Have you achieved that vision? Have you lived that dream? Have you felt it? Have you experienced it again and again? What happened to that vision?

Are you making the kind of progress in your music career like you always thought you would?

Answer the question with a simple yes or no. A simple yes or no answer will do, but you must know... You must know without question.

- Yes
- No

## BLUNDER #2

# THE DREAM BOOMERANG

The Dream Boomerang is trying to believe in a dream other than music for awhile, before ultimately finding yourself right back where you started. The problem is, if you're always trying to believe in a different dream, chances are you won't get very far with any one of them.

### ACTION STEP

You may have heard it said that 99% of musicians will never make it. Have you ever counted yourself among the 99%? Think about that. I bet the answer is no. Think about what that means.....

Your dream is the only thing that's ever really mattered. You have felt something, you have experienced something, you have allowed yourself to feel something, you have allowed yourself to experience something, to share something, through music.

What music has done for you is expand your awareness of something greater. Something greater that you belong to. Something greater that is also who you are. And once your awareness has been expanded, there is no going back. Music has become for you the source of all joy and the source of all regret.

## Do you know that your dream will never die?

Answer the question with a simple yes or no. A simple yes or no answer will do, but you must know... You must know without question.

Yes

No

## BLUNDER #1

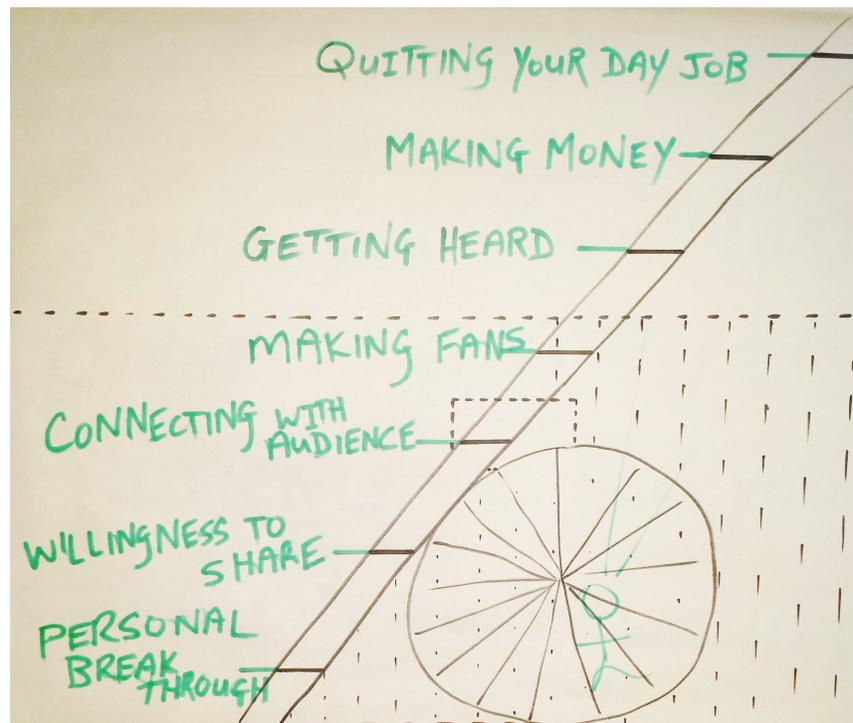
# RAT IN A CAGE

Rat in a Cage is running around desperately trying to implement tactics - what everyone is telling you you really need to be doing so you can get heard, make money, and quit your day job - when none of it is actually relevant to where you're at in your music career. The problem is, like the rat in a cage, running on the wheel may be good exercise, sure, but it's not going to get you any further ahead.

The big mistake is that people believe that 'Getting Heard' comes before 'Making Fans'. But in fact, this happens only very rarely. This is the music industry myth, the con, that keeps you on the wheel! The fact is, making fans comes before getting heard.

How do you make fans so that you can get heard? You do this by connecting with your audience. When you connect with your audience, you make fans, and then you get heard. That's how you get out of the cage!

The degree to which you connect with your audience depends on your willingness to share. And willingness to share is what defines success in music. Your willingness to share determines how big you get. How much you grow. How much you give. How much you get. How fast you grow. How much you create. How well you create. Willingness to share is how you get up on stage and take over the room. None of the tactics even matter unless you become truly willing to share who you are.



## **ACTION STEP**

Think about how it all started out. Try and feel it. Remember it. It's what's at the core of the dream. You want to reach out to people. 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 connection that you're going for, this is the one simple realization that makes sense of everything else. Concentrating your efforts on this one thing will cut through the BS and make everything more fun.

**Do you know that connecting with your audience is all you really ever wanted anyway?**

Answer the question with a simple yes or no. A simple yes or no answer will do, but you must know... You must know without question.

- Yes**
- No**

# Is That All There Is To It?

Here is just a small list of resources with tons of free advice covering a huge breadth of topics in the music business:

**musicthinktank.com, musicians.about.com, diymusician.cdbaby.com,  
musicbizacademy.com, bob-baker.com, aristake.com, tomhess.net,  
musicindustryhowto.com, blog.sonicbids.com, makeitinmusic.com,  
newartistmodel.com, musiciansway.com, onstagesuccess.com,  
cyberprmusic.com, grassrootsy.com, musicclout.com**

And of course,

**musiciansbreakthrough.com**

## Hang on a sec.

It's a little bit overwhelming isn't it? There's more information there than you can use right now probably. And yet, as you probably know, this is only a very small sampling of what's available on the internet. Right there, online, there's everything you could possibly need to *know*...

Maybe you've already read a lot of that stuff. Maybe you've even paid money for some specialized coaching, DVDs or books. If you want to know my recommendations for singing courses, marketing courses, live performance & songwriting courses, just send me an email and I'll be happy to share them. ([aaron@musiciansbreakthrough.com](mailto:aaron@musiciansbreakthrough.com))

### **So, if you think about it, it's not really knowledge that's the problem.**

You have a strong desire too, right? After all, you've read all the way down to the bottom of this document. Because music is your dream. You've always wanted to be a successful artist. You've always wanted to connect with the audience from the stage. You've got great songs and you want to share them, for them to get heard by a wide audience. And you don't see yourself in your current day job for the rest of your life...

### **So it's not a lack of desire...**

And in fact, probably, you're pretty good at what you do. So, what's the real issue...?

## **Why aren't things happening for you in music like you always thought they would?**

Why aren't you taking that next step that is right in front of you? Because somehow, when push comes to shove, it's hard to get out that door, isn't it? It's hard to do what needs to be done. To reach out online, to book a show, to set aside the time to put together a whole set. To put yourself out there. You know what you need to be doing, but you're not doing it. Why is that? You've thought about doing all these things, you might even have done a few of these things, but every time you resolve to really go for it, other thoughts crop up too...

"There's not enough money in it, there's not enough time, it's hard to make it in the music

industry, I can't be a rockstar and have a family, I'm not ready, they're not going to like it..."

...(Is any of that stuff even true?)

You've made sacrifices, and you've had opportunities, but at the end of the day, somehow you get sidetracked.

### **What if you could address what's *really* holding you back?**

So you can do what you've always wanted to do. So you can take advantage of the opportunities right in front of you to advance your music career, and you can feel good about it. So you can end this sense of conflict between your dream and your life.

### **What a relief that would be!**

Because until you get on top of this, it doesn't matter how much more information you get. It doesn't matter how many more skills you develop. You're going to live in a world of half-measures, of what you should be doing, of what you could've done. You're going to always be bringing this sense of conflict up on stage with you and it's going to always get in the way of you connecting with your audience.

## **It all starts with that feeling that you know.**

That feeling that got you into music in the first place. That feeling that you're going for, but just can't quite... *reach*. This is what you want to share with the audience, what you've always wanted to share... What happened to that feeling?

In fact, it's the fundamental thing that's going to make or break your music career.

I want to help you find that feeling again. And that's why I've created the **Audience Connection Masterclass**.

To get more information about the Masterclass, feel free to email me right now at [aaron@musiciansbreakthrough.com](mailto:aaron@musiciansbreakthrough.com) and I'll send you an invitation!

Until soon,

Play all out, share all the way, and get as big as you want my friend!



A handwritten signature in black ink that reads "C-B/M" with a stylized flourish at the end.

### **About the Author**

**Aaron Bergbusch** spent years and years on the Dream Boomerang and believing in Tomorrow, all while getting a lot of excellent exercise on the Wheel, in the safety of his Cage - until the day came when he realized that no matter what he believed about the impossible life of the musician, no matter what those voices told him about how he was wasting his life, his dream was never going to die. What followed was pure inspiration, and ultimately, the best gig he's ever had. Also known as the *Northstar for Rockstars*, Aaron is the creator of the [Audience Connection Masterclass](#).