

# The Sense or Non-sense of Being Apart of Talent Shows

## Show Notes

### KEY Takeaways

- Do some soul searching before you enter: what is the real reason for entering the competition;
- Be aware of what deals you sign;
- Have a solid strategy and plan;
- Be prepared to accept the opinions of judges and public: those opinions may not be in line with who you really are and/or your talent. It serves an entertainment purpose.

### Intro

- Some artists have managed to establish a solid career after a talent show, what does it take.
- It creates opportunity for exposure and a springboard for building a career

### The caveat

- It does take talent
- Some participants disappear into oblivion after one or two releases
- Strategy, aligning yourself with the right people
- Artist unfriendly deals at the basis of talent shows
- Prime time of the spotlight may be helpful

### The bad: the agreements

- Participation deal and TV show deal: full assignment of all rights in the music submitted to the auditions and the tv show
- TV productions will require all rights in order to produce and sell the show to broadcasters. Production houses want to be able to fully exploit and own the created content

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- Where's the rub: artist loses all control over and rights vested in their music
- What's in it for an artist: exposure, fame, build a real career? Think about your true intentions.
- 360-deals: not only pertaining music rights but also sponsor deals, acting gigs, bookings etc.
- Breach of contracts: high penalty sums

### **The good**

- Cuts past the fray
- Offers a platform a performer wouldn't normally get

### **Negotiation as protection**

- Full protection is not possible as TV shows are construed around rigid agreements

### **Strategize before you enter and after you complete**

- Think what songs you will submit
- Have your team in place
- How will you leverage the exposure
- Have a solid plan and execute your plan
- Read your contracts
- Add to your brand
- Talent shows are not the holy grail
- Use it to build upon your brand and not to define your brand
- Have a plan

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### Be critical of your own talent

- Do you participate to have some fun: great....pass us the beer ;)
- Know yourself: manage your expectations depending on your actual talent

### How to deal with judgements of the jury and/or public

- Public and/or jury will have an opinion for the purpose of entertainment
- Tv builds on people's story
- Take opinions with perspective

### Question your intentions

- What is your real reason to enter the competition: be honest with yourself in the first place

### Comments or questions ?

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