



# MANIFESTO

FOR A 21<sup>ST</sup> CENTURY MUSIC INDUSTRY

GAMMONKEY

# PREFACE

WE ARE THE MUSIC MAKERS.  
AND WE ARE THE DREAMERS OF DREAMS.

ARTHUR O'SHAUGHNESSY  
(AS QUOTED BY WILLY WONKA)

THIS MANIFESTO IS FOR EVERY PERSON WHO HAS EVER DREAMED OF  
BEING AN ARTIST. I DECIDED TO WRITE IT BECAUSE I BELIEVE IN THE MUSIC  
INDUSTRY. NOT THE ONE THAT HAS JUST PASSED,  
BUT THE NEW ONE JUST BEGINNING

I RECOGNISE THAT NOT EVERYONE WILL WANT TO FOLLOW WHAT'S INSIDE.  
IT WOULD BE EASIER JUST TO HOPE THE OLD INDUSTRY WOULD COME  
BACK. IT WOULD BE SAFER IF SOMEONE ELSE WOULD JUST MAKE OUR  
DREAMS COME TRUE.

BUT THE NEW INDUSTRY CAN NO LONGER WORK THAT WAY.  
THE ENCOURAGING PART IS WE NOW ALL HAVE AN EXCITING  
OPPORTUNITY TO ACHIEVE AS ARTISTS.

THERE IS NO SECRET FORMULA TO THIS NEW INDUSTRY.  
IN FACT ITS VERY SIMPLE - IT STARTS WITH YOU.  
YOU JUST HAVE TO DREAM IT - AND THEN MAKE IT HAPPEN.

- MELNYK, 2011 -

# CONTENTS

## **A MANIFESTO**

A VISION OF ARTISTS TAKING CONTROL  
OF THEIR OWN CAREERS

## **THE FUNDAMENTALS**

SIX STATEMENTS TO GUIDE THE NEW  
MUSIC INDUSTRY

## **MAKE IT HAPPEN**

THE STEPS TO GETTING STARTED AND  
THE NEW ROLE OF LABELS

## **MYTH BUSTING**

A FEW BELIEFS WE NEED TO CHANGE  
TO MOVE FORWARD

# A MANIFESTO





**IMAGINE AN INDUSTRY WHERE MUSICIANS  
HAVE ULTIMATE CONTROL OVER THEIR  
OWN CAREERS.**

**THEY HAVE A VISION OF SUCCESS FOR THEIR ART.  
AND A PLAN FOR THE BUSINESS THAT WILL SUPPORT  
THEIR WORK AND HELP THEM DEVELOP THEIR TALENT.**

**THEY ARE AN ACTIVE PART OF A COMMUNITY AND  
CONNECT PEOPLE THROUGH WHAT THEY CREATE.**





THE MUSIC INDUSTRY HAS CHANGED. MUSIC IS NO LONGER A COMMODITY TO BUY - AND AS A RESULT, PROFITS ARE DOWN. BIG LABELS ARE IN DEBT AND HAVE FAILED TO HELP THE ARTISTS THEY REPRESENT TO MAINTAIN THEIR OWN SUCCESS.

YET THIS IS THE MOST EXCITING TIME TO BE INVOLVED IN MUSIC. DISTRIBUTION AND PRODUCTION HAVE BEEN DEMOCRATISED - ANYONE CAN NOW CREATE ART AND DELIVER IT TO THE EYES AND EARS OF FANS ANYWHERE ON THE GLOBE. FINALLY THE ARTIST HAS BEEN EMPOWERED. MOST ARE STILL REALISING THIS AND THE OPPORTUNITIES THAT THE CHANGE CAN BRING TO THEIR CAREERS.

THE FOCUS OF THE MUSIC INDUSTRY MUST SHIFT AWAY FROM THE LABEL TO PUT MUSIC BACK IN THE HANDS OF THE THOSE THAT SHOULD NURTURE IT - THE ARTIST AND THEIR COMMUNITY.

**WE CAN DO THIS NOW  
THIS IS OUR MANIFESTO**





THIS MANIFESTO SETS OUT THE VISION FOR A 21ST CENTURY MUSIC INDUSTRY. IT OUTLINES THE ROLE OF THE ARTIST AND THE CONNECTIONS THEY MAKE WITH THEIR COMMUNITY.

IT ALSO ESTABLISHES A NEW PLACE FOR THE RECORD LABEL, WHICH MUST ADAPT IN ORDER TO ALLOW THE INDUSTRY TO CHANGE.

THE MANIFESTO IS COMPRISED OF SIX FUNDAMENTAL STATEMENTS. THESE ARE MEANT TO PROVIDE GUIDANCE AND SHOULD SPARK DEBATE.

ADOPTING THE FUNDAMENTALS OF THE MANIFESTO WILL LIBERATE THE ARTIST, ENABLE CHANGE AND DELIVER A SUSTAINABLE FUTURE FOR THE INDUSTRY.



# THE FUNDAMENTALS



## ONE

MUSIC IS ART.  
IT IS NOT SOLELY A  
COMMODITY FOR  
COMMERCIAL GAIN.

## TWO

MUSIC IS CREATED BY  
ARTISTS.  
WE CONNECT  
COMMUNITIES.

## THREE

AS ARTISTS WE CREATE  
REWARDING  
EXPERIENCES THAT  
CAUSE CHANGE -  
FOR OURSELVES, AND  
OUR COMMUNITIES.

## FOUR

THE RELATIONSHIP  
BETWEEN ARTIST AND  
COMMUNITY IS BASED  
ON MUTUAL RESPECT.

## FIVE

AS ARTISTS WE HAVE NOT  
YET CREATED OUR BEST  
WORK. WE VALUE  
DEVELOPMENT OF OUR  
TALENT AND THE SKILLS  
TO HAVE A SUSTAINABLE  
CAREER.

## SIX

WE HAVE A  
RESPONSIBILITY TO  
ENHANCE THE  
ENVIRONMENT.



**ART**

## **ONE**

MUSIC IS ART.  
IT IS NOT SOLELY A  
COMMODITY FOR  
COMMERCIAL GAIN.

PUTTING SOUND ONTO PLASTIC DISCS AND SELLING THEM TO A MASS MARKET HAS CREATED CONSUMERS RATHER THAN COMMUNITIES.

A NEW INDUSTRY ROOTED IN THE DIGITAL WORLD MEANS THAT MUSIC WILL MOST LIKELY BECOME FREELY AVAILABLE. THIS IS A LIBERATION FOR MUSIC. MAKING ART INTO A PHYSICAL COMMODITY SHOULD BE QUESTIONED.



# COMMUNITY

## TWO

MUSIC IS CREATED BY  
ARTISTS.  
WE CONNECT  
COMMUNITIES.

ANYONE CAN MAKE MUSIC - TECHNOLOGY HAS MADE IT EASIER THAN EVER. AN ARTIST IS SOMEONE WITH THE BRAVERY TO DELIVER THEIR WORK TO THE WORLD. IN DOING SO THEY BRING TOGETHER A COMMUNITY OF LISTENERS, FANS, AND OTHER MUSICIANS.

ARTISTS MUST TAKE AN ACTIVE ROLE IN CONNECTING AND NURTURING THEIR COMMUNITY.



# CHANGE

## THREE

AS ARTISTS WE CREATE  
REWARDING  
EXPERIENCES THAT  
CAUSE CHANGE -  
FOR OURSELVES, AND  
OUR COMMUNITIES.

CHANGE CAN BE AN EMOTIONAL RESPONSE TO THE ART  
ITSELF. THIS IS THE GLUE THAT BINDS THE ARTIST TO THEIR  
COMMUNITY.

ARTISTS MUST DETERMINE THEIR OWN VALUE AND  
REWARD. TRADITIONALLY THIS HAS BEEN MEASURED IN  
TERMS OF COMMERCIAL GAIN WHICH DOES NOT FULLY  
REFLECT OR SATISFY AN ARTIST'S TRUE CREATIVE  
INTENTION.

# FOUR

THE RELATIONSHIP  
BETWEEN ARTIST AND  
COMMUNITY IS BASED  
ON MUTUAL RESPECT.

THERE IS AN UNDERSTANDING THAT EACH ONE NEEDS  
THE OTHER. THEREFORE AS ARTISTS WE CANNOT EXPLOIT  
THE ATTENTION OF OUR COMMUNITY. AND THE AUDIENCE  
WILL RECOGNISE THAT MUSICIANS NEED THEIR SUPPORT  
IN ORDER TO KEEP MAKING THE ART THAT THEY LOVE.

THIS IS THE SYMBIOSIS THAT WILL SUSTAIN THE INDUSTRY.

# RESPECT

## FIVE

AS ARTISTS WE HAVE NOT YET CREATED OUR BEST WORK. WE VALUE DEVELOPMENT OF OUR TALENT AND THE SKILLS TO HAVE A SUSTAINABLE CAREER.

ARTISTS MUST NOT ONLY PROGRESS MUSICALLY, BUT ALSO BE ABLE TO MANAGE THEIR OWN BUSINESS STRATEGY.

THIS WAS ONCE THE DOMAIN OF LABELS - ARTISTS NOW HAVE THE FREEDOM TO BE THEIR OWN BRAND AND WILL DEVELOP THE SKILLS TO MAXIMISE THIS POTENTIAL.

# DEVELOP

# ENHANCE

## SIX

WE HAVE A  
RESPONSIBILITY TO  
ENHANCE OUR  
ENVIRONMENT.

THE MUSIC INDUSTRY HAS A MAJOR IMPACT ON THE ENVIRONMENT. YET UNLIKE OTHER SECTORS IN BUSINESS, WE SEEM TO BE TAKING VERY LITTLE RESPONSIBILITY AND EVEN LESS ACTION TO REDUCE OUR IMPACT.

A 21ST CENTURY INDUSTRY MANAGES ITS FOOTPRINT AND ENCOURAGES SUSTAINABLE BEHAVIOURS WITHIN ITS COMMUNITY. WE DON'T EXPLOIT OUR ENVIRONMENT FOR THE SAKE OF THE EXPERIENCES WE CREATE.



**MAKE IT HAPPEN**



THE FUNDAMENTALS OF THE MANIFESTO ARE SIX AREAS TO GUIDE ARTISTS IN THE NEW INDUSTRY. HOW YOU BRING THEM TO LIFE WILL DEPEND ON YOUR VISION FOR YOUR OWN CAREER.

HERE'S JUST A FEW IDEAS ON WHAT THEY MEAN IN PRACTICE.

# HOW DO YOU MAKE IT HAPPEN?

# ONE ART

ESTABLISH A LONG TERM VISION FOR YOUR MUSIC CAREER.

DEVELOP A STRATEGY TO SUPPORT YOUR VISION FINANCIALLY.

# THREE CHANGE

ESTABLISH A WAY OF MEASURING SUCCESS FOR YOUR VISION RATHER THAN SIMPLY BASING ACHIEVEMENT ON SALES OF A PRODUCT.

# FIVE DEVELOP

ACQUIRE THE SKILLS TO MANAGE YOUR OWN BUSINESS.

AND STRIVE TO CONTINUOUSLY DEVELOP YOUR TALENT.

# TWO COMMUNITY

WORK TO BUILD COMMUNITIES ONLINE - THIS INCLUDES MAKING A GENUINE CONNECTION TO OTHER ARTISTS AND FANS.

FIND A TEAM WHO CAN HELP YOU REALISE YOUR VISION.

# FOUR RESPECT

DEMONSTRATE TO FANS THE VALUE THEY HAVE IN ACHIEVING YOUR VISION.

GIVE BACK TO THE COMMUNITY - FIND WAYS TO ENSURE ITS NOT A ONE-SIDED RELATIONSHIP.

# SIX ENHANCE

CHOOSE NOT TO PRESS CDS.

MEASURE THE IMPACT OF TOURING AND FIND INNOVATIVE NEW WAYS TO REACH YOUR AUDIENCE AROUND THE WORLD.

PUTTING IT  
ALL INTO  
PRACTICE  
CAN BE  
EASY.

THREE STEPS  
TO TAKING  
CONTROL  
OF YOUR  
OWN  
CAREER:

IT ALL STARTS WITH A FOCUS ON YOUR INTENTION AS AN ARTIST. WHAT IS YOUR DRIVE TO CREATE? WHAT DO YOU WANT TO GET OUT OF YOUR CAREER? WHAT DOES SUCCESS FEEL LIKE?

THEN ESTABLISH WHERE YOU WANT TO BE A FEW YEARS DOWN THE LINE. WORK BACKWARDS TO CREATE MILESTONES. SET OUT GOALS FOR EACH STEP OF THE WAY SO THAT YOU CAN MEASURE ACHIEVEMENT.

ONCE YOU HAVE YOUR GOALS ARTICULATED, YOU CAN MAKE A PLAN FOR GETTING THERE. WORK OUT ALL THE RESOURCES YOU WILL NEED. WRITE DOWN A BUSINESS PLAN WITH A BUDGET FOR THE NEXT YEAR.

LOOK ACROSS YOUR PLAN AND SEE WHO ELSE YOU CAN GET INVOLVED. MAKE A PICTURE OF WHO YOUR COMMUNITY IS - FROM THOSE WHO CAN HELP BUILD YOUR SKILLS, THE TEAM WHO WILL HELP YOU SHIP YOUR ART, TO THOSE WHO WILL SUPPORT YOUR WORK.

FORM PERSONAL CONNECTIONS WITH YOUR COMMUNITY. USE SOCIAL MEDIA TO BUILD SUPPORT AND START CONVERSATIONS ABOUT YOUR WORK.

THEN:  
GET YOUR WORK OUT INTO THE WORLD  
(AND SEE WHAT HAPPENS NEXT!)

MOST IMPORTANTLY, SAY THANK YOU OFTEN TO THOSE WHO HAVE SUPPORTED YOU AT EVERY STAGE.

**ONE**  
VISION FOR  
SUCCESS

**TWO**  
PLANS AND  
COMMUNITY

**THREE**  
MAKE IT  
HAPPEN



SO WHAT DOES THIS MEAN FOR LABELS AND ARTISTS WORKING TOGETHER?

THERE IS STILL A PLACE FOR LABELS IN THE NEW INDUSTRY. SOME ARTISTS WILL NEVER NEED A LABEL IF THEY MAKE THE FUNDAMENTALS WORK FOR THEM. FOR OTHERS, A LABEL COULD PLAY A DIFFERENT ROLE. BUT THINGS LOOK ALOT DIFFERENT NOW.

# WHAT ROLE DO LABELS PLAY NOW?

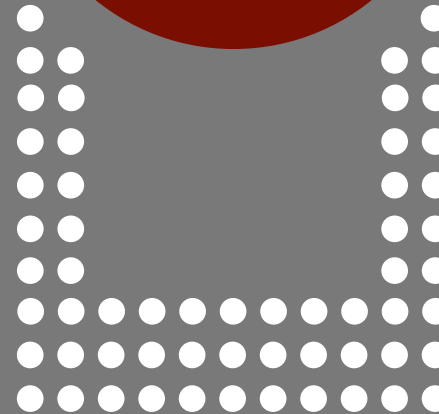
# RELATIONSHIPS BETWEEN ARTIST, LABEL AND COMMUNITY

## OLD INDUSTRY



**AUDIENCE**  
CONSUME

## NEW INDUSTRY



**COMMUNITY**  
REACT

THE SHIFT BETWEEN OLD AND NEW ALLOWS THE ARTIST CONTROL OVER THEIR OWN CAREER AND CONNECTS THEM DIRECTLY WITH THEIR COMMUNITY



**MYTH BUSTING**



IF WE ARE GOING TO MAKE A SHIFT IN THE WAY THE MUSIC INDUSTRY OPERATES, WE WILL ALSO HAVE TO CHANGE OUR PERCEPTION ON ISSUES THAT ARE HOLDING US BACK.

OUR BELIEFS ABOUT THESE KEY AREAS ARE CREATING FEAR. WE ARE USING THEM AS EXCUSES TO STOP US FROM MOVING FORWARD. WE NEED TO CHANGE THESE BELIEFS AND TAKE RESPONSIBILITY FOR A NEW WAY OF WORKING.

# WHAT BELIEFS NEED TO CHANGE?



# MYTH:

## ARTISTS AREN'T MAKING ANY MONEY OFF OF THEIR MUSIC ANY MORE

IN 2009, THE RECORD INDUSTRY WAS WORTH US\$ 140 BILLION.\*

CLEARLY MUSIC HAS A FINANCIAL VALUE. HOWEVER, IT IS UP TO EACH ARTIST TO DECIDE WHAT THAT MEANS TO THEM IN TERMS OF REVENUE FOR THEIR WORK.

THE OLD INDUSTRY WAS BUILT ON A CASCADE OF REVENUE – FROM RETAIL TO DISTRIBUTION, MANUFACTURING, LABELS AND PUBLISHING. ARTISTS CAN MAXIMISE THEIR REVENUES BY DEVELOPING THEIR OWN BUSINESS MODEL THAT WORKS WITHIN THEIR VISION.

CONSIDER - HOW MUCH MONEY DO YOU EXPECT YOU WILL MAKE FROM YOUR CAREER? DO YOU HAVE A VISION FOR WHAT YOU WANT TO ACHIEVE, AND HOW MUCH MONEY YOU WANT TO EARN ALONG THE WAY?

UNTIL YOU OUTLINE WHAT SUCCESS MEANS IN THESE TERMS YOU WILL CONTINUE TO BELIEVE THAT SUPPORTING YOUR CAREER IS IMPOSSIBLE.

\* *RECORDING INDUSTRY IN NUMBERS 2010, IFPI.ORG*



# MYTH:

## **MUSICIANS ARE CREATIVE. THEY DON'T HAVE TIME TO RUN A BUSINESS.**

THERE ARE TWO MYTHS HERE THAT  
NEED TO BE ADDRESSED.

FIRST:  
MUSICIANS CAN BE ARTISTS AND ENTREPRENEURS.

TO SUSTAIN YOUR CAREER, YOU MUST TAKE  
RESPONSIBILITY FOR THE ASPECTS THAT WILL FUFILL YOUR  
VISION. THIS DOSEN'T MEAN YOU WON'T NEED HELP  
ALONG THE WAY, BUT IT IS IMPORTANT FOR EVERY ARTIST  
TO ESTABLISH THEIR OWN VISION AND SET OUT THEIR OWN  
BUSINESS STRATEGY. ONCE THIS IS ACHIEVED, YOU CAN  
TAKE THE STEPS TO FIND SUPPORT FOR AREAS THAT YOU  
MAY NOT YET HAVE THE SKILLS TO IMPLEMENT YOURSELF.

AND SECOND:  
TIME IS JUST A PERCEIVED BARRIER.

TIME IS SOMETHING THAT YOU CONTROL. MAKING TIME  
TO UNDERSTAND HOW THE BUSINESS ASPECTS OF YOUR  
CAREER ARE MANAGED CONTRIBUTES TO THE  
LONGEVITY OF YOUR CAREER. IT IS AS MUCH A PRIORITY  
AS THE MUSIC ITSELF.



**MYTH:**

## **GETTING SIGNED TO A LABEL MEANS YOU'VE MADE IT.**

THERE ARE GREAT LABELS THAT HAVE IN THE PAST ENABLED ARTISTS TO HAVE AMAZING CAREERS. BUT GETTING SIGNED DOES NOT GUARANTEE YOU SUCCESS.

“MAKING IT” NOW MEANS YOU HAVE OUTLINED YOUR OWN VISION FOR SUCCESS – AND YOU KNOW WHAT IT FEELS LIKE TO BE SUCCESSFUL. YOU ARE THEN NOT BEING MEASURED BY SOMEONE ELSE’S CRITERIA FOR ACHIEVEMENT.

A LABEL CAN PROVIDE INVESTMENT AND MARKETING SUPPORT, BUT TAKING CONTROL OF THESE ELEMENTS YOURSELF DOES NOT DIMINISH WHAT YOU ARE TRYING TO ACCOMPLISH.

COMPARE THIS TO ANY OTHER SMALL BUSINESS OWNER WHO SETS OUT TO RUN THEIR OWN RESTAURANT OR START THEIR OWN DIGITAL EMPIRE. LISTEN TO THEIR STORIES AND IT IS CLEAR THAT WHAT THEY VALUE IS THE FREEDOM INDEPENDENCE GIVES THEM.

IF YOU VALUE YOUR OWN CREATIVE EXPRESSION, WHY WOULD YOU NOT ALSO WANT THE SAME FREEDOM FOR THE REST OF YOUR CAREER?



## **THIS IS YOUR MANIFESTO**

**YOU CAN TAKE CONTROL OF YOUR OWN CAREER. YOU CAN CREATE A VISION FOR YOUR OWN SUCCESS. AND YOU CAN BUILD A COMMUNITY OF SUPPORT.**

**IT IS EXCITING. IT CAN WORK FOR YOU. AND YOU CAN MAKE IT HAPPEN.**





## THANK YOU

THIS MANIFESTO HAS BEEN INSPIRED BY GREAT THINKERS.

TO CHRIS ANDERSON, FOR SHOWING US THE VALUE OF THE LONG TAIL  
AND THE POWER OF FREE.

TO SIMON SINEK, WHO INSPIRES ME TO INSPIRE OTHERS.

TO SETH GODIN, FOR REMINDING US THAT SMALL IS THE NEW BIG.  
AND FOR SETTING OUT THE STEPS THAT EVERY LINCHPIN, NO MATTER WHAT THEY DO,  
CAN USE TO RECOGNISE THEIR VALUE.

AND FINALLY TO ALL FUTERRANS, WHO ARE TRULY REVOLUTIONARY THINKERS  
AND INSPIRE ME EVERY SINGLE DAY.

MORE THOUGHTS CAN BE FOUND AT:  
MELNYK-REVOLUTIONS.BLOGSPOT.COM



## ABOUT GAYMONKEY

GAYMONKEY BEGAN IN 2004 AS A RESPONSE TO THE CHANGING MUSIC INDUSTRY. OUR VISION FOR THE LABEL WAS TO CREATE A SPACE WHERE ARTISTS COULD COME TOGETHER FREE OF MAJOR LABEL INFLUENCE IN ORDER TO ACHIEVE THEIR CREATIVE GOALS, WHATEVER THEY MIGHT BE.

OUR DEVOTION TO THIS MISSION HAS ALLOWED US TO WIN AWARDS, HAVE TOP 20 ALBUMS AND PERFORM IN SOME OF THE WORLD'S GREATEST SPACES. BUT MOST OF ALL, WE HAVE BEEN HONOURED TO WORK ALONGSIDE AMAZING CREATIVE PEOPLE.

THIS MANIFESTO IS THE NEXT STEP IN OUR OWN JOURNEY AS A LABEL. OUR NEW MISSION: TO ENABLE ARTISTS TO ACHIEVE. WE WILL GIVE BACK THE KNOWLEDGE OF WHAT WE HAVE LEARNED, AND EMPOWER OTHERS WHO WANT TO TAKE CONTROL OF THEIR OWN CAREERS.

GET IN TOUCH TO FIND OUT HOW.

## ABOUT MELNYK

JEFF MELNYK IS THE CO-FOUNDER OF GAYMONKEY RECORDS.

HE HAS RELEASED TWO ALBUMS - "SILENCE" AND "REVOLUTIONS" - WINNING CRITICAL ACCLAIM AROUND THE GLOBE. HE HAS ALSO PRODUCED FOR ARTISTS INCLUDING THE PET SHOP BOYS, TEMPOSHARK AND LOUIE AUSTEN.

MELNYK'S OWN VISION IS TO HELP OTHERS BY BRINGING SHAPE TO THEIR CAREERS. HE IS A SKILLED BRAND STRATEGIST AND TRAINED COACH WHO HAS WORKED WITH SENIOR TEAMS IN THE BOARD ROOMS OF SOME OF THE WORLD'S BIGGEST BUSINESSES.

FIND HIM ON TWITTER  
@GAYMONKEY  
.....

OR EMAIL:  
JEFF@GAYMONKEYRECORDS.COM  
.....

GA.35

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PHOTOS BY BOYARDE  
(TAKEN FROM OUR CATALOGUE OVER THE YEARS)  
EXCEPT MAJIKER PHOTO BY RAPHAEL NEAL

FOR MORE INFO GET IN TOUCH  
[WWW.GAYMONKEYRECORDS.COM](http://WWW.GAYMONKEYRECORDS.COM)  
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