

“THE STORY OF A SONG”

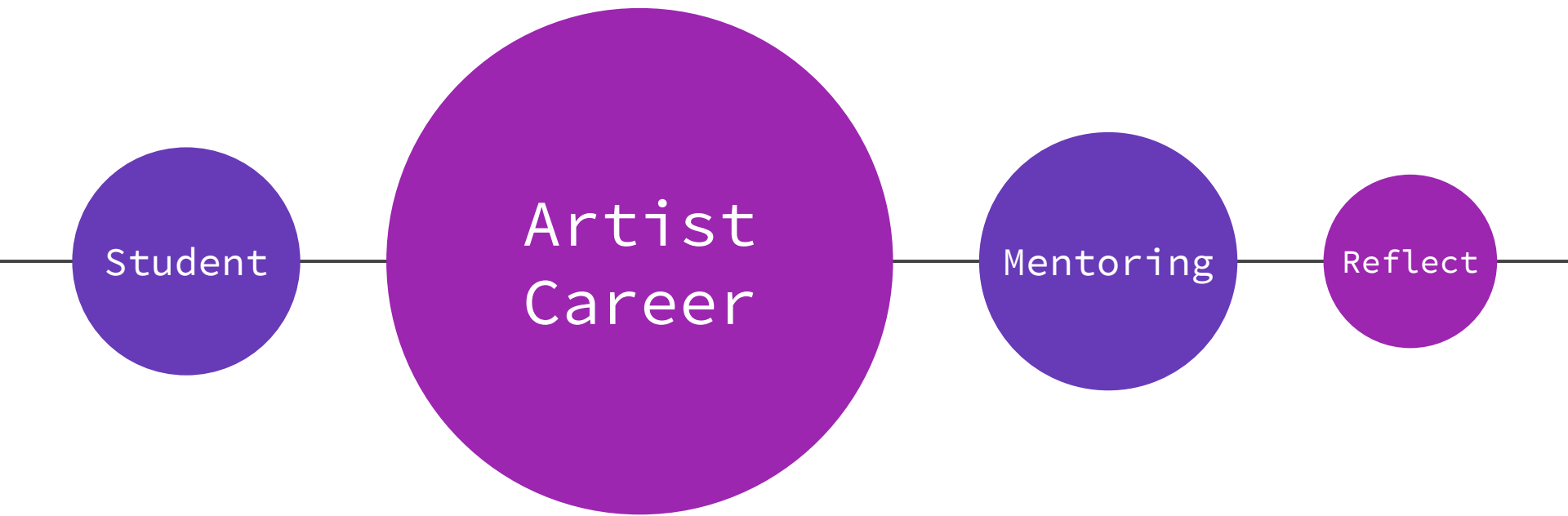
CHRISTOPHER BURNETT

About CHRISTOPHER BURNETT

I'm an artist and a lifelong member of the creative class. I recently turned 60 years old and have been a working professional musician since the age of 18. I have always worked in the music industry. I've been married to the same woman for nearly 40 years, we have two adult children with college degrees and 4 grandchildren. I still practice.

I'm from a military family, grew up in Kansas, and am a country boy despite having travelled and lived many places around the globe since childhood, and I'm glad to be here!

“The Story of a Song” is also about life as an artist ...



1. OBJECTIVE VALIDATION

One definition of what success looks like ...

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- o In **1999**, an **unknown jazz saxophonist and composer** recorded his debut CD.
- o The record contained **7 instrumental songs and was distributed independently** using the new music platforms made available via the Internet.
- o The **music ultimately garnered fans from around the world**, resulting in sales to people in **38 countries**.
- o One song from the CD ("Waltz For Mom") achieved the **number 1 position on the Jazz Charts** at the largest music website of the time, which included the music of jazz legends like Charlie Parker and several well known major label jazz artists alike.
- o Another song from the CD ("To Each His Own") was **licensed by the Weather Channel** for their television broadcasts.
- o At the conclusion of this beginning era of digital music, **the music had been downloaded over 509,000 times! An average of 12,725 downloads per month over a 40 month period.**

Also see the **All About Jazz** article - <http://www.allaboutjazz.com/mp3com-we-made-history-by-chris-burnett.php>

509,862 downloads!

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MP3.com advised artists and members to update or remove all links and references to the URL www.mp3.com. *"Additionally if you would like a historical record of your page, we recommend that you capture screen shots of the page as well as your artist statistics pages since they will no longer be available once the site goes offline"*, concluded their announcement.



**2. SO, HOW DO YOU DO THIS AS AN
UNKNOWN INDEPENDENT JAZZ MUSICIAN?**



10,000 HOURS LEARNING

o The result of slightly over 2 decades of conservatory level technical training and the concurrent *on-the-job progressive usages* of developed skills in all applied aspects of music performance (instrument mastery, composition, arranging, conducting and applied theory)



+FUNCTIONAL LIFE SKILLS

o The result of slightly over 2 decades of professional level business training in *all applied aspects of music business and general company management* (administration, ethics, fiscal budgeting, leadership training, marketing and public relations)

3. THE 21st CENTURY ARTIST PARADIGM

LOCAL IS GLOBAL

- o Artists **must be entrepreneurial**
- o Artists must think both, **strategically and tactically**
- o Artists must be **"scene builders"** locally, regionally, nationally and globally
- o Artists must decide **how best to subsidize** their own artistry - this looks different for each of us
- o Artists must **stay connected and stay current**



4. CONCLUSION

The continuing
“story of a song” ...



Contact

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