



Building Your Music Team

Know what each person owns.

Artist and manager

The artist sets creative priorities and retains the decisions reserved to them. A manager coordinates the career plan, opportunities and agreed business tasks. Define authority: who may spend, quote, approve, sign or speak publicly. A management title alone does not answer those questions.

Specialist roles

A booking representative pursues or negotiates live opportunities within their agreed scope. A publicist develops media opportunities. A marketer plans how an audience discovers and responds to the project. An advertising specialist manages paid placements. An editor creates finished assets. These functions may overlap, but the work and accountability must still be clear.

Rights and financial support

An entertainment attorney advises on legal terms. An accountant or qualified tax professional handles the work they are engaged to perform. A bookkeeper organizes records. A distributor delivers recordings and provides agreed services. A publishing administrator handles specified composition administration. Do not assume one partner handles every royalty or legal obligation.

Create a responsibility list before adding names. One person can hold several roles if they have the skill, time and clear boundaries. Several people should not quietly assume the same task belongs to someone else.

Interview with the same questions.

Compare candidates against the same brief. Otherwise, the most charming proposal may win while the most useful service is overlooked.

Ask how the work happens

Who is doing the work? What inputs do you need from us? What is the first milestone? What could delay delivery? How are revisions handled? What happens if the assigned person becomes unavailable?

Ask how success is assessed

Which deliverables are you responsible for? Which outcomes depend on an editor, audience or other third party? What report or completed file will show progress? Ask for a sample report stripped of private client information.

Ask about capacity and conflicts

How many projects are active? Who is our contact? Do you represent another party in this transaction? Are there referral fees or other interests we should know about? Confirm any restriction that could affect the artist's options.

Make the decision visible

Score relevant work, process, capacity and budget fit from 0 to 2: 0 = missing evidence; 1 = partly supported; 2 = clearly supported. Record the reason. This is an internal comparison tool, not a scientific rating. Do not let a strong total cancel a serious unresolved concern.