

# Will McNicol

guitarist, composer & performer

## 10 Things that Changed my Career and How They Happened

### 1

#### Winning a National Competition

Why?	How?
Opened doors + increased network	Looked at the journey of other musicians
Helped with securing gigs & tours	Researched benefits of competitions
Led to press coverage	Kept it relevant to my own style

### 2

#### Signing with an Agent

Why?	How?
Introduced to new venues	Researched who booked with the venues I knew
Saved me time	Researched who worked with the artists I knew
Increased fee potential	Got a personal introduction with good EPK

### 3

#### Partnering with Key Brands

Why?	How?
Introduced new fans	Kept the brands relevant to my own style
Some rather nice free or discounted gear	Got a personal introduction via the competition
Led to further endorsements	Kept my eyes out at festivals and shows

## 4 National & International Press Coverage

Why?	How?
Broadened fan base	Competition coverage
Paved the way for international appearances	Reaching out for album reviews
Led to future work as writer	Built working relationships with editors & writers

## 5 Website and Online Shop

Why?	How?
Useful 'shop front' for my music	Started with simple landing page
Monetised both my physical and digital products	Slowly added more options
Grew with me over the years	Researched what other artists offer

## 6 Digital Distribution

Why?	How?
Gave me a global reach	Researched digital distributors
Gradually became viable income stream	Worked with label on Spotify distribution
Grew fan base	Collaborated with other musicians

## 7 International Performances

Why?	How?
Some of the most inspiring experiences	Started with festivals
Access to new audiences	Made the most of my contact list
Led to more press coverage and promotion	Built gradually over years

## 8 Collaborations

Why?	How?
Transformed my musical output	Chose the people I worked with carefully
Pushed me to the next level	Reached out to people I admired
Led to fresh opportunities	Planned new releases around collaborations

## 9 Yearly Touring Schedule

Why?	How?
Saved me time	Worked with my agent on regular tours
Allowed me to plan new releases	Built regular schedule with venues
Relieved some of that 'self-employment' stress	Gradually built contacts over years

## 10 Making the Most of Everything

Why?	How?
Made for better use of my music	Spread out album promotions
Maximised the potential of all my content	Monetised more of what I created
Introduced fans to more of my work	Divided and spread out video content