

# **Mid-West Band Clinic**

## **The 3 V's to Musical Success**

### **Versatile, Virtuoso, and Vulnerable**

**By Jessy J**

**Clinician Name: Jessy J**

**Clinic Title: Versatile, Virtuositic, and Vulnerable: The 3 V's to Musical Success**

**Clinic Synopsis: An entertaining and informative clinic about the demands of being a working musician in today's competitive marketplace. Help prepare your students for musical success by teaching and encouraging them to know about the 3 V's of performance by being Versatile, Virtuositic and Vulnerable.**

**What is the Target Audience for this clinic? Educators, students, and exhibitors that are interested in learning more about the day to day experiences of a working musician in the contemporary marketplace.**

**What will the audience take away from this clinic? Practical pedagogy, tips on becoming a multi- instrumentalist, networking, online marketing, song writing, and publishing.**

**What is included in the handout? Presentation outline and practice materials as well as artist bio information**

**Biographical Information:**

**Jessy J is a Latin Saxophonist, Singer, and composer from Portland Oregon...**

**Note: throughout the Clinic I will be making reference to Paul Arden's best seller "Its not How Good you are, Its how good you want to be"**

# Virtuosic

**“Nearly all rich and powerful people are not notably talented, educated, charming or good looking.”**

**“They become rich and powerful by wanting to become rich and powerful”**

**Ask yourself or your students**

- a. How good do you want to be?**
- b. I just want to have fun with my friends in band class**
- c. I want to be “OK” = average musician**
- d. I want to be a leader in Jazz Band, lead trumpet or Alto Sax section leader**
- e. I want to become a professional musician and dedicate my life to my craft**

**All of the above are correct answer:**

**Music is a Gift and it is up to us to decide what we would like to do with our gifts and talents.**

**If you decide to become a professional musician much dedication is required!**

**You must become “VIRTUOSIC”**

**(Ask the audience what it means)**

**Definition from *Webster’s* dictionary: one who excels in the technique of an art; *especially*: a highly skilled musical performer**

**To become a Virtuoso you *must* dedicate your life to your craft.**

- 1. Practice, practice, practice**
- 2. Sacrifice yourself, including your personal time, holidays, etc**
- 3. Be intense and don’t worry about the future**
- 4. You have to have faith that all the practicing, sacrifice, and pressure will pay off.**

## **Practice Tips:**

### **# 1 Create a practice Heaven:**

- **Pictures for inspiration~ for me I have pictures of my favorite composers on the wall like Bernstein and Gershwin.**
- **Growing up I had pictures of Charlie Parker and Dizzy Gillespie on my band folder**
- **I have pictures and awards from various special events~ i.e. picture of a live performance at Carnegie Hall, A thank you trophy from the Army for performing for the troops and other Charitable organizations**
- **Space: dedicate a room where you practice away from distractions (TV, Video Games, Internet, people, etc.)**
- **It important to see the BIGGER picture, you are practicing today to achieve GREAT things in the FUTURE.**

**It is an investment in YOU, your ART, and your CRAFT**

### **#2 Reward Yourself**

**I recommend rewarding yourself/students with “mini treats”**

**What does this mean?**

**On the occasion that you just completed a piano recital, band/orchestra competition, chair test, or college jury**

**Treat yourself to your favorite restaurant, shopping, a day off at a theme park, whatever makes you happy.**

**You need to celebrate your successes!**

### **#3 Keep a Journal**

**A practice log will help you achieve success at a much higher and faster rate. That way you can see what you are working on and keep track of your achievements.**

#### **#4 Make short term and long-term goals**

**Short Term examples:**

- i. Learn all Major and Minor scales 12 scales (2 octaves)**
- ii. Practice my doubles 45 minutes a day**
- iii. Audition for 4 symphonies this year, etc**

**Short Term goals should feed into Long Term Goals~**

**Long Term examples: -----**

- i. Record an album**
- ii. Write a film score**
- iii. Master Pro-Tools or Finale**
- iv. Compose 4 pieces for string quartet**
- v. Tour with w/a pop musician~ Lady Gaga**

**Success = Satisfaction with where you're at and what you're doing.**

**The only person you need to impress is yourself. If you spend your life trying to make others happy you wont be satisfied.**

**Recap:**

- 1. Create a practice routine**
- 2. Make specific goals (short/long term)**
- 3. Keep a journal and progress on your growth**
- 4. Reward yourself**

**You'll get to where you want to be in a hurry!**

**Because "its not how good you are, its how good you want to be" *Paul Arden***

## **Versatile**

**I wouldn't be where I am today without having an open mind**

**I wanted to play flute in elementary band, but my band director asked me to play the sax instead...**

**Because I really wanted to be in band with my friends and sister, I played the sax.**

### **#1 Be Flexible**

**Think about an opportunity that you would have missed out on had you not been "flexible" with your answer to a simple question...**

- 1. "Will you play sax instead of flute?"**

**And you end up becoming a professional saxophonist!**

- 2. "Want to have sushi tonight?"**

**You've never had sushi but you end up meeting your future spouse at the restaurant**

- 3. "Tommy, would you like to sign up for baseball league?"**

**Your best friend signs up for baseball and although you don't know how to play you sign up too so you can be with your friends. Suddenly you fall in love with the game and end up becoming a college coach, a player in the minor leagues or the Majors!**

**So you see what I mean by being flexible~ it really pays off!**

### **#2 Fake it 'til you Make it**

**I can't tell you how many times I've said that I can play or do something than hurry home and learn "how to" right before we need to perform/record, etc.**

**Especially when I was in college, I tried out double reeds, strings, etc**

**\*I really encourage people to experiment with all different styles of music/instruments until you find your voice**

### **# 3 Be a Multi-Instrumentalist**

**My very first pop gig was with Jessica Simpson on Good morning America- I was playing Tenor Sax, Baritone Sax and Flute.**

**From that tour I was connected (recommended) to join Michael Bolton's world tour singing back up vocals, Tenor Saxophone and flute.**

**After that I performed with Seal on a special for UK Television on alto sax, tenor sax, flute and vocals.**

**I can't remember the last time I did a show with only one instrument??**

**I was so dedicated to music at one time I said I would play the nose flute if I needed to, lol!**

**I recommend that all wind/brass instrumentalists learn Keyboards or Guitar for the purpose of understanding theory, ear training, chords, and sight singing (solfege)**

### **#4 NETWORKING**

**Get to know as many as people as possible and make sure they know what you can do!**

**Looking back on my life I can see that my networking started early on in elementary school. My best friends used to come over to the house and we would practice or play duets together. Later on in Jr High I was in an All-Star Jazz Band that produced many professional Musicians that are on the L.A. music scene today. From there in High School I was able to collaborate with tremendously talented young musicians in the Grammy Band and also**

**All Southern Honor groups, etc. They are still some of the most impressive people I have ever met.**

**While studying at USC I was a part of the Disney All- American College Band and through this experience I met many of my friends that have become “keys” in my networking process today. For instance while I was at Disney I met one of my best friends that became a music arranger for David Foster. I few years later he began arranging for Buble and he called me to do a session for some music they were working on.  
On the stories go on and on...**

**I got my gig on a Broadway show from a roommate in the ALL American College Band...**

**From the Broadway Show I gained valuable International exposure and met a mentor who pushed me to become a “SOLO” artist, selling and composing my own music...**

**From there I met producer Paul Brown that produced my first 3 internationally acclaimed albums**

### **# 5 Don't be afraid**

**“A person who doesn't make mistakes is likely not to make anything”**

**The definition of growth is when you do something outside your comfort zone and “expand and increase”**

**The goal is to LEARN constantly and I can tell you that I am actively seeking this growth on a daily basis by arranging music, and involving myself in professional groups.**

**Remember what we said earlier~ you must dedicate yourself completely to your craft, no excuses!**

### **#6 Be Business Savvy**

**The business of music is no joke, and I have the contracts to prove it**

**You've got to KNOW the biz**

### **Suggested reading**

**All You Need to Know about the Music Business (Donald Passman)**

**This Business of Music (Various)**

**The plain and simple Guide to Music Publishing (Randall Wixen)**

### **Trade Magazines**

**Billboard**

**Variety**

**Jazziz**

**Downbeat**

**JazzTimes**

**Local Union publications**

**Guitar Player Magazine**

### **Be involved in Musical Communities like**

**ASCAP**

**BMI**

**Local Musicians Union**

**When you're involved you'll feel more connected**

**Music is evolving so quickly with great online advances like:**

**Facebook**

**Twitter**

**Youtube**

**Amazon**

**itunes**

**What's next??**

# **VULNERABLE:**

**liable to increased penalties but entitled to increased bonuses**

**Be vulnerable to yourself, Be you because no one else can be!**

**That's a great advice I received from a mentor and it is so true.  
You have to be YOU**

**YOU are special, unique, and delicate**

**Being Vulnerable can be scary because in essence you are putting yourself out there (your craft) people can love it or hate it. But remember you are not your instrument, you are a work in progress This is you TODAY and TOMORROW you will be BETTER!**

**“Everybody wants to be good, but not many are willing to make the sacrifices it takes to be great”**

**You mustn't confuse being good with being liked.**

**I'm going to play a few examples for you and 'd like you to guess who the artist is?**

**(demonstration)**

**All right being vulnerable means its ok to have a VOICE and celebrate that voice. It could be in any medium, an instrument, compositions, etc.**

**Your vision of where or who you want to be is the greatest asset you have.**

**Without having a goal it is difficult to score.**

**So vision yourself in the lifestyle and future that you would love to LIVE and be there, Be that person that does the things that they set out to do, because anything is possible!**

**To learn more about Jessy J please visit [www.JessyJ.com](http://www.JessyJ.com)**



**Jessy Plays Selmer Saxophones**

**And uses RICCO REEDS**

