

PART IV

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## Metal Activities

## Personal Take VI – Richard Taylor

### *Enjoy the Ride*

My band – Everything for Some – wasn't particularly good! In fact, we probably hold the record for the most number of gigs played to the least amount of people. Post-show overpriced service station pasties on the road at 3 am seemed to cost more than we ever got paid. Our music 'career' as a band was funded by numerous terrible minimum-wage temporary jobs. Once we split, I then got into independent promoting. On more occasions than I can remember, after preshow sleepless nights, I would inevitably be heading to the cash machine to cover the show loss and the remaining costs. Unless incredibly lucky (or compromising your passion), I don't believe there is any other industry where you would put more work in to get so little out financially. However, I still look back at those days as some of the best in my life. Music is incredible, and music is shit!

To recall a 24 hours on tour, I remember travelling to Newcastle on a tour bus, drinking on the way and blasting out music with friends. Then followed a soundcheck, backstage shenanigans and an awesome gig in front of some actual people, followed by cocaine, pills, drinks and an after-show party and then back on the bus to the next city, absolutely loving life. Five hours later, after finally getting an hour of sleep and doing the cocaine luge in the bus bunk, I awoke to no serotonin left in my body, a horrendous stink from fifteen blokes in a bus, a lost bank card, the realisation we had left merch at the venue, my mouth chewed to bits and a general overall feeling of questioning my life choices.

This rollercoaster of emotions over a 24-hour period, for me, epitomises life in the music business and the mindset you need to be able to enjoy your passion. The highs are as high as you can get: to play a killer show, promote a band you love and feel part of that creative process, manage an artist you love to a level of success, and the friendships you make with likeminded people are, I believe, as good a feeling as you can get. The competitiveness, financial requirements, sense of injustice, pressure and worry and the lack of security in what you do can be very testing. If I can give one piece of advice to anyone beginning their journey, if you have the ability to sack off the negative shit and are comfortable in taking things as they come, then just enjoy the ride.

You never know where music will take you, the lows will be lows, but the highs, when they come, will be higher. The music industry beats a lot of people down, but you can experience more in a short space of time than most would in a lifetime.

I'm currently writing this at the tail end of 2020. At the beginning of this year, I was moving forward with some considerable investment for my live music promotional and software company. This very soon evaporated with the news and spread of Covid-19, alongside the possibility of making any revenue this year (and as I write for the foreseeable future). It would be difficult to think of a more damaging period for the live music industry. However, the friendships and relationships I have made throughout my time being involved in music have provided new opportunities from the crisis, and new projects I'm now working on in the recorded sector are beginning to build momentum. I cannot emphasise enough the importance of networking and building relationships in the music business. This is one industry where things can happen quickly, and there will always be opportunities if you keep moving forward.

Positive Mental Attitude is everything.

Richard Taylor, founder and CEO of MusicPlanet Live

