



# THE COMPOSER'S BUSINESS BOOSTER



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**Your work & value as a  
Media Composer**

powered by the **Music Interval Theory Academy**

# YOUR SUPPORTIVE MINDSET

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**People pay you for the value you provide, not the hours it took you to create something.** Before you give a price for your work or service, find out the perceived value for the client. Ask questions ...

>> What do you hope to achieve with the music/service? <<

>> What's the purpose of the music/service? <<

>> What would be your loss of profit if you don't use any music? <<



## High Value

- great, let's continue
- there's always a budget or deal for high value
- who's the decision-maker

## Low Value

- refuse to work for a loss
- exposure and referrals from the 'wrong' clients won't help move your career forward

**Problem:** The concept works wonderfully in theory, but how do you build your reputation to the point that 'good' clients accept working with you?



# 2 LEVELS OF SUCCESS

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Concept by **Blair Enns**, founder of "Win without Pitching"

## 1st Level



- the goal is to **position yourself** on the market, ideally, you want to create a category of one
- **say 'yes'** to almost everything and very often
- build your **skills and credits** by working hard



Your goal should be to get to the second level of success as quickly as possible. The longer you stay on the first level, the harder it will be to get to the next!

## 2nd Level



- you can't work more hours, so you have to change something else, and that's your **mindset**
- **say 'no'** to almost everything
- focus on taking **more risk**, not more work!

**All profit in business comes from taking somebody else's risks!**

- Peter Drucker

- the more risk you're willing to take, the **more money** you'll make
- find out **your risk capacity** (to stay healthy)
- learn more about **your client's risks** => that's your opportunity to earn more
- **examples:** delivery by tomorrow vs. next month, one revision vs. ten revisions



# THE VALUE

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Concept by **Alex Hormozi**, founder of Acquisition.com LLC

$$[\text{value}] = \frac{[\text{dream outcome}] * [\text{likelihood of achievement}]}{[\text{time delay}] * [\text{sacrifice \& effort}]}$$

## How to deliver (the most) value as a media composer

### Dream Outcome

- What would that be for your client? **Maximize it** by taking as much risk as possible.
- Consider offering **related services or products** (stems, edits, alternate versions).

### Likelihood of Achievement

- **Show your expertise** via your credits list, IMDB link, and referrals.
- Show your process, involve the client, offer **guarantees** (feedback sessions, revisions, deadlines, etc.).

### Time Delay

- **Minimize it!** On the market, "fast" even beats "free"!

### Sacrifice & Effort

- **Minimize it!** Be easy to work with and an enrichment for any team.
- Be pro-active, free your client's mental capacity, and even **protect the client** from potential problems you might foresee.

**Note:** Many composers struggle to write original and fresh music and get frustrated. At MITA, we share best practices & proven shortcuts based on Interval Theory that will help you rise above the generic noise and stand out from the crowd.

<https://musicintervaltheory.academy/>

