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Are Marketers Musicians?

By John Calder

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<http://www.TheEzine.net>

Almost everyone has tried to play a musical instrument at some point. There were always a few around who seemed to have a natural talent, while the rest of us (and our families) had to struggle through sour notes, boring scale exercises, uneven timing, and learning the whole new language of music. It was all very strange at first, but with dedicated practice and learning over time, it got a little bit easier. For most of us, our music may not have been brilliant, but it became tolerable, and even occasionally pleasing to the ear.

Internet marketing is a bit like that. There's a whole new language to learn, on both the technical and marketing fronts. And as in music, we all tend to make lots of mistakes along the way. We jump into markets too early or too late, without understanding them. We try every new program, follow guru after guru, and sign up for every ezine and freebie that comes along. This is done out of good intentions. After all, it's only natural to want to learn everything as quickly as possible. But that's a lot like trying to learn to play pop, country, hip hop, classical and blues while you're still learning basic scales. You can't follow too many conductors at one time!

It's often far better to focus on one style, one conductor, one composer, until you know it well. Then move on to another, and another. After a while, you will naturally start combining what you like from everything you've learned until you produce your own, unique sound.

For Internet marketers who've become discouraged – stay focused, keep practicing, keep experimenting, keep playing. Over time, you'll find the rhythm, key, and audience that's right for you.

Jazz Goa

By Jazz Goa

Are Marketers Musicians?

Jazz Goa is formed by a group of musicians and music lovers to promote jazz in and out of Goa. The club's principal aim is to improve the lot and provide an organised platform for local as well as visiting international jazz musicians. Goa has always been a favoured chillout destination for some of the world's greatest jazz musicians. Beautiful surroundings, peaceful laidback lifestyle and the people's genuine warmth and hospitality has made Goa an inspirational paradise for creative artistes from all over the world. Jazz Goa will play host to visiting jazz musicians offering them opportunities to perform in informal jam sessions as well as full fledged concerts and professional gigs at various venues in Goa that feature live jazz.

Jazz currently has a niche audience in Goa and one of Jazz Goa's goals is to broaden the listener base by encouraging general music lovers to experience and enjoy the magic of spontaneously improvised music through workshops and interactive sessions with performers. Spontaneous improvisation are the keywords to jazz and very often jazz musicians create some of the most memorable music in live performance as opposed to recordings produced in clinical studio sessions. Future plans of Jazz Goa includes releasing live recordings of selected performances in Goa, sourcing corporate sponsorship to launch deserving local jazz musicians at an international level and scholarships to finance talented youngsters who would like to study jazz at some of the worlds best institutes. Most importantly, with current trends of canned music being peddled as live music, Jazz Goa hopes to keep live music alive in Goa! for more information about Jazz Goa please visit

Jazz Goa—the new jazz club in Goa!

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