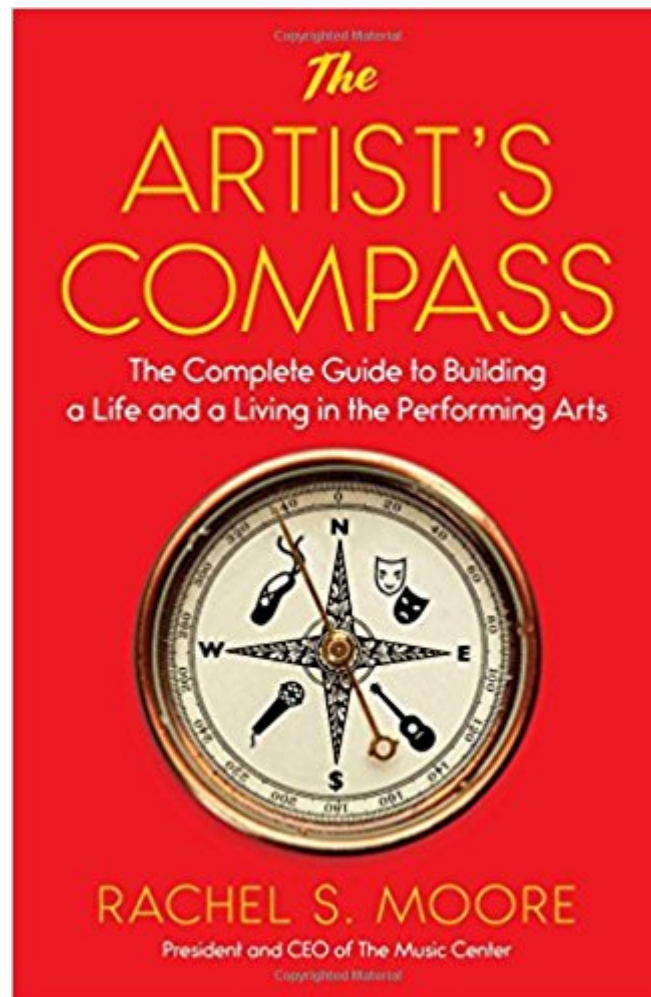


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# The Artist's Compass: The Complete Guide To Building A Life And A Living In The Performing Arts



## Synopsis

An inspiring, real world guide for artists in the classic bestselling tradition of *What Color Is Your Parachute?* that shows how to build a successful, stable career in the performing arts, from the President and CEO of the Los Angeles Music Center who has carved her own success through her creative talent and business skill. While performing artists have many educational opportunities to perfect their craft, they are often on their own when it comes to learning the business skills necessary to launch their careers. At the end of the day, show business is, well, a business. In *The Artist's Compass*, Los Angeles Music Center CEO Rachel Moore shares how to make life as a performer more successful, secure, and sustainable by approaching a career in the arts like an entrepreneur. A former dancer in the American Ballet Theatre's corps de ballet, Moore knows firsthand what it's like to struggle and succeed as an artist. Now in an offstage role as CEO, Moore shares the hard-won lessons she's learned about making one's own success and encourages every performer to develop creative talent alongside marketable skills. With testimonials from artists like Lang Lang, Sigourney Weaver, and Renee Fleming, plus inspiring anecdotes from Moore's own journey in the arts, *The Artist's Compass* teaches aspiring performers how to think like an entrepreneur to create their own brand and marketing platform to achieve personal and professional success. In an engaging, realistic, and authoritative voice, Moore combines her artistic and corporate experience to address the finer points of building a career in a challenging industry, teaching young performers how to achieve financial independence so that they might have creative independence.

## Book Information

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## Customer Reviews

If you are about to graduate from a performing arts program or conservatory, or have a child who is, this is valuable advice. Young people don't always have the most realistic expectations. Success and big money don't come as easily as they seem to think. And a Plan B is a necessity. Moore has real world experience as both a performer and as an arts administrator. Her own career in dance was cut short by an injury, but she was smart enough to have lined up resources to fall back on. She systematically visits pertinent topics, particularly the importance of networking and financial matters. As she says, the world needs artists, and artists need to create a sustainable life.

Clearly presented, easy to understand and intelligently outlined- I recommend this to students, parents, teachers and anyone interested, or involved in, someone who wishes an artistic future. It's an honest and refreshingly modern outline of what awaits young people as they prepare for a career in a very precarious field. Moore has invaluable experience to impart and the youth of today are shrewd enough to understand this and to make use of it. I recommend it highly.

Wonderful, absolutely essential book for any young artist that would like to make his/her passion a career. Bravo!!!

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