

MAKE BETTER MUSIC !

The Jamplifier's Manifesto For A World Of Better Music

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www.jamplifier.com

1. The downfall of popular music

The entire music industry has been in deep trouble since the early 2000s. People don't buy lots of records anymore, and both artists and record companies are struggling.

At the same time music lovers are frustrated, as handmade music written and performed by true artists is vanishing while commercial and mass-compatible trash is dominating the charts.

Streaming will allow record companies to survive. But it will also make life even harder for true artists, and it will mark the final nail in the coffin of relevant and revolutionary music. This is the end of the age of rock 'n' roll, the music that once changed the world.

2. The lack of quality and innovation

Both artists and record companies are blaming external factors such as customers, the internet, and piracy for the industry's problems.

But piracy already existed back in the 1960s – with the rise of the music cassette it became a mainstream phenomenon in the 1970s, and it has never been a problem. It's quite the opposite, as piracy even helped promoting both artists and records.

The industry's financial trouble is only a symptom of deeper underlying problems, namely the low quality of its product as well as the apparent lack of innovation in this entire business.

3. The lack of great and revolutionary music

The vast majority of critics will agree that music quality was highest in the 1960s, while it has been in constant decline ever since.

Surveys have shown that nowadays most people prefer pre-2000s music (namely music that was created in the timeframe from the mid 1950s to the mid 1990s), and even today's young adults admit that the music of the 21st century is worse than any music before.

Today's music is being made for kids and for retards, and there's no more music that's worth spending money on. There are no more revolutionary killer records that will make people go crazy. The industry is trying to sell a bad product, and that's the real problem.

4. The lack of relevant and innovative artists

Not all musicians are real artists, and most of the entertainers you'll find in the charts are just performers or even puppets. Neither the record companies nor those entertainers intend to create real art, their sole motivation is to make it into the spotlight and to make some easy money.

The music industry doesn't support artists that are different, unique or revolutionary anymore. They are mostly pushing clowns that will deliver mass-compatible crap, as this seems to promise high profits while keeping investments as low as possible.

The result of this strategy is that there is no more innovation, and there is no more relevant or even revolutionary music.

From the 1950s to the 1990s at least one new major music genre had been developed about every 3 years in average, while not a single new major genre has been developed in the 21st century.

5. Music for everyone instead of music for the masses

Both record companies and today's musicians are conservative, as they are no longer thriving innovation. Thus artists and the music all sound more and more the same – it's mostly chart pop with hip hop influences, or vice-versa.

The industry intends to produce a single product that shall appeal to a wide audience. Record companies and producers want to deliver mass-compatible music produced in a factory-like way, reducing risks while maximising profits.

But music for the masses does not mean music for everyone. Not all people are the same, and some are not part of "the masses" of media influenced lemmings.

There will always be people who will not follow the trends dictated by others. Those are the ones who are different, and those are often the ones who are music lovers and who appreciate art.

Those are also the people that are now being mostly ignored by the entire music industry. And while those people have always been a minority, they also have been the ones who were willing to spend most money on music and art.

6. Start a revolution

The media, including all kinds of talent shows, have had a very bad influence on both artists and fans within the past 20 years. Everybody now believes that in order to become successful, an artist has to follow trends and to bow to the rules dictated by record companies, by producers, and by the media.

But if you look back in history you'll notice that the greatest artists have always been those who were different, those who didn't fit the norms and who didn't follow the trends of the time, those who broke the rules and who developed sounds and wrote songs that were unique and revolutionary.

If you want to revive popular music, then you'll have to do exactly the opposite of what every single music industry "expert" out there will be telling you.

Real artists don't follow trends, they will turn the rules upside down and they will thus set the trends.

7. Make better music

The single most important problem of today's music industry is the lack of really great music. Songs and records that are relevant or even revolutionary, that are outstanding and different, and that will still be remembered in 30, 40, or even 50 years.

The industry has neglected its single most important product during the past few decades, and that product is the music itself. And this is what you will have to change.

You will need to become a real artist, you will have to become unique and revolutionary. You will have to write great relevant songs that will make people go crazy and that will be remembered. And you will have to produce killer albums that people out there will actually love to buy.

No commercial bullshit, but real art. Not for the masses, but for people who appreciate quality and talent. Go for the crazy ones first, then others will follow.

True artists should challenge the current state instead of following trends, which is exactly the opposite of what current "artists" do and of what music industry "experts" are recommending.

8. The masters of the past

Most people who are really interested in music know at least about 250 songs that were released in the 1960s, and the same is true for the 1970s and 1980s. They may not know the names of all artists and songs, but they can at least confirm that they already have heard those songs, they just "know" them. And that's even true for many young people nowadays.

250 songs a decade equals 25 songs a year, and that's about one song every 2 weeks. Now that's quite unbelievable – from the mid 1950s till the mid 1990s you had about one great song every two weeks that people still remember and love decades later, and many of them are nowadays regarded to have been among the best songs ever written.

How many of today's songs will still be remembered in 50 years, and will then be regarded as great art?

So you will have to analyse what made the music of the past that great, and you'll have to start making music that will be relevant and that will have value again. This does not mean that your music should "sound old", it's all about honouring the values of art again.

9. Technology

Computers and digital music production allow to produce music at a very low cost. This could have been a great opportunity to thrive innovation and diversity, but in the end

technology has been solely used to reduce production costs while the music has become more and more uniform. Digital technology is not the problem, it has just been used the wrong way.

With the internet, the entire way music is being distributed has changed, which could also have been a huge opportunity for the entire industry. But record companies refused to innovate, and now tech companies are dictating the way music will be produced, distributed, and sold in future.

But in the end the entire technological evolution can also be a great opportunity for all real artists out there. Today's technology will allow unknown artists to produce, to promote, and to distribute their own music at a very low cost.

We're at the point where one single artist could spark a revolution.

The only thing you'll have to do is to write songs and to produce records that will be really revolutionary again.

10. Take fate into your own hands

Considering everything mentioned before, it seems to be clear that you will not be able to count on the support of traditional record companies if you want to start a revolution.

But your chances to make a dent are higher than ever before.

Music quality has never been that low, and a single great song released by an independent artist could change the entire industry and turn the entire world of music upside down.

Maybe it's even time to tear this industry down and to start something entirely new.

All the information you will ever need to become a true relevant artist, to write revolutionary songs, to produce killer albums and to become successful with all of this can be found on in the Jamplifier's Manual – How To Become A Rockstar In The 21st Century – on www.jamplifier.com

This is your chance.

What are you waiting for?