

# The Musician's Profit Umbrella™ and Women as Musician-Entrepreneurs

Fabiana Claire  
University of North Texas

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<https://www.youtube.com/watch?v=cUxvNE35Yis>

## Abstract

This presentation discusses the fundamental entrepreneurial skills needed to be a successful musician. Special emphasis is placed on the role of women in music and the value of embracing a brand umbrella approach in business development. Using specific examples from the lives of Fanny Mendelssohn and Clara Schumann, the journey of women's role in the music industry is discussed.

Additionally, new online business models are presented, specifically as they relate to switching hourly rates into packages in order to increase the profitability and scalability of music business models. Internal limiting beliefs and mindset principles are also explained to help musicians become more ready to step into a place of authority and empowerment. The importance of career ownership and decisive action is explained in the context of today's music industry changes and rapidly changing needs. An overview of the Musician's Profit Umbrella™ best practices and resulting outcomes are also outlined.

Keywords: music entrepreneurship, entrepreneurship, music business, women musicians, Fanny Mendelssohn, Clara Schumann, women in music

[Fabiana Claire](#) helps musicians ignite new income opportunities and expand their impact so that they can live a financially empowered, artistically fulfilled, and family-centered life. As a multifaceted concert pianist, educator, entrepreneur, business coach for musicians, and administrator, she has a diverse musical career and successful business experience. Her international background—having lived in the United States, Bolivia, and Cuba—has allowed her to gain an empowering and global perspective towards music and entrepreneurship education.

Dr. Claire coaches musicians and consults for organizations all around the world through her signature framework, the [Musician's Profit Umbrella™](#). Her clients have gone on to build thriving online music coaching and teaching business by combining all their various skill sets from their professional, personal, and artistic sides. Claire is the Founder and Director of the [Music Business and Entrepreneurship program](#) at the Uni-



versity of North Texas (UNT), where she is spearheading a major initiative designed to equip young musicians with the key music business and entrepreneurship skills to support 21st-century artistic careers. In this role, she has designed a new curriculum and founded several experiential learning programs including the [Music Entrepreneurship Competition](#), the [Innovative Music Programming Competition](#), a [student artist-entrepreneur organization](#), and an [internship program](#). As a result of these initiatives, her students have gone on to raise startup funds, [create successful music businesses](#), win university teaching positions, and gain employment in arts organizations, while in school. Under Fabiana's leadership, the UNT College of Music earned national recognition being ranked among the Top 15 Music Business Schools for four years in a row (2017-2020) by *Billboard*. As a music entrepreneurship thought leader, Claire has been featured as a speaker at the Music and Entertainment Industry Educators Association Summit, the Network for Music Career Development Officers, the Music Biz conference organized by the Music Business Association, the NAMM conference GenNext program, and the College Music Society National Conference. Claire holds a Doctor of Musical Arts in Piano Performance degree with cognates in Music Business and Entertainment Industries from the University of Miami.



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