

"MAKIN' HAPPY & STAYIN' HAPPY"

an interview with Crystal Waters

KEY Takeaways

- Talent is a small part of the equation, business skills and knowledge
- It is important to empower women in the music industry
- Having a good legal foundation under your music career is instrumental for longevity in this industry.
- Do the work: learn about the business, network, stay visible
- Work on your craft every day: doing vocal exercises, songwriting...
- Make time for personal growth : everything needs to come together, your beliefs....doing the inner work will also help you achieving your business goals.



How has the music industry changed

- In the thirty years Crystal has been active in the music industry, she's seen several changes. Dance music went from underground to mainstream to back underground.
- The powers that be remain the same, despite some change. The lack of women in the industry is still problematic.

Women are not in powerful positions in the music industry

- The music industry allows men to grow older gracefully whereas women over 40 barely get radio play. The culture doesn't allow women to age.
- Women are active in the industry but more in independent roles.

What trait do legendary artists share?

- The ones that make it have an internal drive and good attitudes.
- Business skills, work ethic: it is 90% business and 10% talent.
- Great networkers and patience, knowledge.

What has been your biggest challenge in the music industry?

- Contracts can be challenging because of the complexity and different interests of the parties involved.
- Signing a bad contract may paralyze your career for a while.

"CRYSTAL WATERS: MAKIN' HAPPY & STAYIN' HAPPY

Show Notes

Lack of diversity in the dance music scene

- It is still a big boys club. Women are a minority in the dance space and they have to work harder. The culture of dance music is male oriented and it starts with awareness.

Thinking about the legal foundation of your music career

- Crystal's experience with contracts has motivated her to become independent artist, with her own record label, and a more favourable compensation.
- When it is fitting for your situation, establishing a legal entity for your entertainment activities may offer protection against liabilities, tax & accounting reasons,....

Crystal's creative process and becoming a house pioneer

- Crystal starts from an instrumental and then creates the melody and lyrics.
- Crystal talks about the origins of her monster hit Gypsy Woman.
- Crystal set a trend combining house beats with gospel/jazz vocals was a unique combination.

A morning routine and protecting mental health

- 1 hour meditation in the morning and the evening. Crystal switches off her phone in the morning.
- Getting out into the sun.

What is the best advice you have ever gotten from someone about the music industry

- Sing from the heart.
- Create two persona's: a private person and a public one. Don't take the famous person home.

Reading tips from Crystal

- A course in Miracles - Helen Schucman/Marianne Williamson
- Any books from the following authors:
 - Dr. Joe Dispenza
 - Bruce Lipton
 - Gregg Braden
 - Matheus de Stefano

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