

ROCK STAR RULES

10 WAYS TO FOLLOW YOUR PASSION, BUILD
YOUR BUSINESS & GET THE LIFE YOU DESERVE

PATRICK HARTORY

From the Bestselling
Author of
**PASSPORT
TO
LEADERSHIP**



**“Love, creativity, and opportunity
is the air. Take it in and
do your thing.”**

- Lenny Kravitz

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Alice Cooper

OPENING ACT

**"Hello! Hooray! Let the show
begin, I've been ready."**

- Alice Cooper

It's a blistering Friday night in Dallas, Texas as 18,000 concert goers file into the American Airlines Center. Inside the arena, dozens of production crew put the finishing touches on an evening of classic rock and campy horror. I watch closely from the wings as stagehands move a large guillotine into position. Nearby, a 12-foot tall Frankenstein puppet awaits his entrance. For thousands, the opening chords of "Welcome to my Nightmare" signal the start of a night to remember.

For the "Godfather of Shock Rock," it's just another day at the office.

For over fifty years, Alice Cooper has left his dark mark on the music industry. Born Vincent Furnier, the son of an evangelical minister, Alice has always found success on his own terms. He's pushed the boundaries of live entertainment and set the bar high for future acts to follow. But how does this son of a preacher man with black eye liner ever make it this far?

How do any of us?

My own journey into music began early, finding my rhythm on mom's pots and pans before I could walk. At ten I graduated to a new 5-piece drum kit courtesy of Santa. After school I would practice pop and jazz standards with my dad on his Hammond B3 organ. A veteran of the night club circuit, I did my best to keep up with the experienced pro. On Saturday nights we would go to watch live music at a local lounge. Nothing was said as a small child entered the club, but everyone enjoyed the spectacle of watching "Tim's kid" join the band for a song.

By high school I was playing out on my own, working local gigs and filling in for touring acts while teachers looked the other way. College saw my interest in music start to shift as I became involved in concert promotion on campus. Focusing on the business side of music, I launched a small artist management company from my college dorm. From there I cut my teeth on fledgling rock bands; guiding some to critical success and others to fast food mediocrity.

What follows next can only be described as a blur in my rear-view mirror. After college I dove headfirst into the business, promoting concerts, producing tours, and handling a growing list of national artists. The effort led me to

become one of the youngest managers to work with Capital Records. Nearly three decades and over 2,000 live performances later, I am still going strong – still on a musical journey whose finale is far from reached.

Over the years I've had the privilege to work with many talented professionals. Each came with valuable experience from a lifetime of overcoming obstacles and achieving success. These lessons, along with my own, offer a wealth of practical knowledge that can be applied to anyone: students, athletes, small business owners, and you.

What follows is an all access pass to success in school, business, and life. Through true stories, personal experience, and advice from the artists themselves, these "Rock Star Rules" will help you to follow your passion, reach your audience, and get the life you deserve.

Join me backstage for a peek behind the curtains. The band is ready... the guillotine is set.

Let the show begin.



Lady Gaga

1. START
WITH YOU

WHO ARE YOU?

**"The most important kind
of freedom is to be the
person you really are."**

- Jim Morrison

Like many young girls, Stefani Joanne Angelina Germanotta had dreams of being a star. Born in 1986, she attended Convent of the Sacred Heart, an Upper East Side Catholic school in Manhattan. With early signs of natural music ability, her parents enrolled her in classical piano and sent her to vocal lessons each day after school.

During high school, Stefani added acting to her resume, landing small roles in *The Sopranos* and *The Hills*. She later attended NYU Tisch School of the Arts, but her time there was short-lived, dropping out to pursue her dream full time. At first, it looked like the gamble had paid off as she was signed to Def Jam Records at age 19. But three months later, the label delivered a crushing blow and dropped her. "It just wasn't for them," she told the *Sunday Times*.

The experience only made her more determined.

In 2008, Stefani's then-boyfriend brought her to Interscope Records as a songwriter where she composed hits for New Kids on the Block, Fergie, The

Pussycat Dolls and Britney Spears. While singing a reference vocal for a song she had written, she caught the ear of R&B songwriter Akon and was immediately signed to a deal. The opportunity meant a new path to stardom... and a new stage name.

As revealed in an interview with *Flybe* magazine, her producer said her voice and style reminded him of the song “Radio GaGa” by Freddy Mercury of Queen.

“He started to call me GaGa when I’d come into the studio,” she reported. “When we were getting ready to really start performing, I decided that I’d been playing under my real name for so long I wanted a new way to reinvent myself. So, I said, ‘What about Lady Gaga?’.”

With a new contract – and a new name – Lady Gaga released her first album, *The Fame*, to critical acclaim. The album went on to sell more than 4 million units. Through every version of herself, from fashion icon to classical crooner, Lady Gaga remains true to her purpose and is still following her dreams today.

Who are you?

What is your background, interests, abilities, and aspirations? Socrates advised us to Temet Nosc – “know thyself.” From Alice Cooper to Lady Gaga, every great artist has a clear understanding of who they are and what they want to accomplish. Whether it’s sharing your voice with the world or crafting an evening of gothic horror, understanding who you are and where you come from creates a guiding force as you begin your journey.

We live in a time when almost anything is possible. Barriers to entry that once guarded many industries have now been removed. In the music business, a song that was once recorded in a studio full of technicians can now be produced on your smartphone. An album that needed the support of a large label can now be released on Spotify. Technology and social media have made your product, music, or message instantly available to a global audience.

The challenge is knowing what to do next.

With so many opportunities, deciding on what action to take can seem overwhelming. The secret is in knowing who you are and focusing on the mission that defines you. As productivity author David Allen puts it, “You can have anything you want in life, just not everything.”

Whether you’re a student, a small business owner, or a rock star-in-training, knowing who you are is the first step in following your path.

The next step is knowing WHY.

WHAT'S YOUR WHY?

**"The person who knows *how*
will always have a job.
The person who knows *why*
will always be his boss."**

- Alanis Morrisette

What motivates you and fuels your action at work, home, or school? Nothing focuses your path more than a distinct understanding of where you are going. Being a rock star in life starts with understanding exactly why we do what we do.

Simon Sinek, author of *Find Your Why: A Practical Guide for Finding Purpose for You and Your Team*, explains it like this:

"Once you understand your WHY, you'll be able to clearly articulate what makes you feel fulfilled and to better understand what drives your behavior when you're at your best. When you can do that, you'll have a point of reference for everything you do going forward. You'll be able to make more intentional choices for your business, your career and your life."

Life is a journey. In order to get somewhere, you need to first define your end goal. The sooner you define it, the clearer everything else will become. In Lewis Carroll's *Alice in Wonderland*, Alice asks the Cheshire Cat for advice:

"Alice: Would you tell me, please, which way I ought to go from here?

The Cheshire Cat: That depends a good deal on where you want to get to.

Alice: I don't much care where.

The Cheshire Cat: Then it doesn't much matter which way you go."

A life without a purpose is a life without a destination. Once you have defined why you want what you want, it becomes easier to deal with doubts. Knowing your why allows you to remain on your path and keep moving forward through even the hardest challenges.

During World War II, Viktor Frankl was held prisoner in a Nazi concentration camp. What kept Frankl from giving up the fight for his life was his purpose – his determination to tell his story for future generations. Because he found meaning through his struggle, he was able to harness the power to push forward through unimaginable hardship.

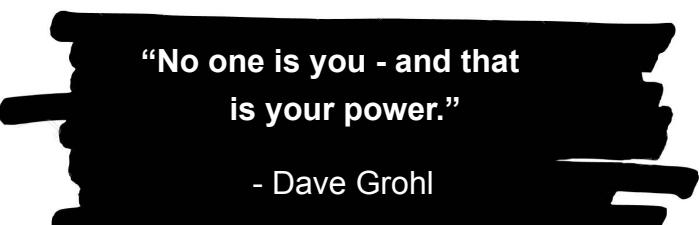
In his book, *Man's Search for Meaning*, Viktor sums up his philosophy: "Those who have a *why* to live, can bear with almost any *how*."

Being a rock star can be a difficult journey. It requires patience, focus, and determination. Knowing your purpose allows you to stand behind your convictions and be true to yourself in the face of adversity.

Like Lady Gaga – and Madonna before her – following your path also means not worrying about what other people will think. Knowing your purpose allows you to stand behind your convictions while others challenge you at every turn.

Great rock stars have a clear understanding of what success means to them. Everything they do is consistent with their goals, constantly looking forward as they decide where they want to be. Be clear on your purpose and have clarity in your motivation. In order to get what you want, you must choose one direction and move towards it, staying the course as the journey unfolds.

EMBRACE YOUR DIFFERENCES



"No one is you - and that is your power."

- Dave Grohl

What makes us unique and memorable? Each of us brings something different to the table. You being you is what makes you strong, powerful, and allows you to offer what no one else can.

Guitarist and songwriter Tony Iommi helped shape the landscape of rock music. A founding member of Black Sabbath, Iommi was pivotal in creating the sound that would define heavy metal. But it almost didn't happen.

Iommi grew up in a working-class family in Birmingham, England. At the age of 17 he took a job at a sheet metal plant near his home. While Iommi didn't mind the physically demanding welding job, his true calling was the guitar. He practiced every night in the hopes of joining a working band. After an audition for a friend, the call finally came and Iommi was invited to join for an extended European tour. The next day at work would be his last.

Coming home for his lunch break that day, Iommi decided he would end the day early, but his mother convinced him to "finish the job properly." Reluctantly, Iommi returned to the factory. After being assigned to work on a machine he wasn't familiar with, tragedy struck. While operating a steel press, the machine sliced off the tips of his middle and ring fingers on his right hand. A co-worker put his fingertips in a matchbox and sent him to the hospital, but doctors told him he would never play again.

Disheartened, Iommi gave up on playing guitar, but was urged by the factory's manager to reconsider. The manager told him about Django Reinhardt, a jazz guitarist who also lost two fingers in an accident.



Tony Iommi

"I was extremely depressed and very down," he said. "The manager of the factory came to visit me at home...and then he told me the story about Django Reinhardt. I was so impressed by what I had heard that I became inspired to start trying to play again."

Iommi decided to give the guitar a second chance. He melted down a plastic bottle of dish soap to create tips to protect his injured fingers. With the new tips, he had difficulty bending the strings, leading him to seek something lighter. Since light-gauge strings were not yet being manufactured, he used banjo strings instead.

Iommi also began tuning his guitar down, loosening the strings so that they would be easier to play. This gave the guitar a heavier, more aggressive sound that gave a radically different feel to his music. The new sound would later become Black Sabbath's signature style. It helped define heavy metal as we know it and has made Iommi a rock legend.

Being a rock star is not about being perfect. It's about embracing our differences and celebrating what makes us special. At first, Tony Iommi felt defeated because he didn't sound like anyone else. But instead of giving up, he took his uniqueness and made it his greatest strength, giving rise to an entire generation of metal bands and music lovers.

Success in music – and in life – means having the confidence to recognize that what makes you different also makes you valuable. Be true to yourself, embrace who you are, and share with the world the person you were meant to be.

TELL YOUR STORY

"If you aren't able to tell your story - your true, authentic story - than no one else can."

- Bruce Springsteen

In a world of competing voices, sharing your unique story with others is the key to building your audience.

A few years ago, I was invited to speak to a group of students at a local college. Following the program, a young woman approached me to discuss her skin care business. During our conversation, she explained that her key ingredient was organic egg whites. I learned how she raised the chickens in her backyard and how she was committed to producing cruelty-free products. She shared how the chickens had inspired her company's mission and how the animals had become the heart of her brand.

The woman had recently been invited to sell her line of soaps and lotions at a regional grocery chain and wanted my opinion on a new logo. Her graphic designer had provided her with three options. Two featured the image of a woman's face bathing in the sun, hair flowing in the breeze, looking very much like any other skin care brand. The third one featured a small chicken.

"Show them the chicken!" I advised. Her brand story was all about chickens. Her unique selling proposition focused on the benefits of the eggs. To me, the decision was clear... or so I thought.

It wasn't until a visit to my local grocery store that I finally saw the end products. Pushing my shopping cart down the skin care aisle, my eye caught sight of a familiar name. There on the shelf, hidden among the national brands, was her lotion. The package sported a nondescript logo that seemed to disappear amongst the competition.

No chickens.

The woman knew her story. Her products were of the highest quality. But in the same way that I'm not George Clooney, she wasn't Jergens. And she didn't need to be. She had a great product worth noticing. It just wasn't getting noticed.

Her only fault was falling into the same trap many of us find ourselves in when starting out: She acted upon her instinct to fit in. There's nothing wrong with blending in. It's part of human nature. But while blending in may initially seem like the safe choice, it undermines your message long term. It strips away what makes you special and steals away your magic.

Months later, I checked back with the soap and lotion maker for an update. This time, I was directed to an elegant website filled with beautiful products... and plenty of chickens. Stories and photos of her poultry covered the pages. Celebrity profiles of her flock filled the video feed, and every product now featured a new logo: A small chicken bathing in the sun.

We see it all the time in the music industry: The moment a new artist with a unique voice finds success, a parade of sound-alikes make the rounds. Pitching demos and entering contests, each try to blend in, offering a poor copy of the original.

That was not the case when Susan Boyle walked onto the stage of "Britain's Got Talent."

In 2009, Boyle was an unemployed charity worker living alone with her cat Pebbles. She would sometimes sing in front of her parish but had never performed in front of a large audience. Many watching in the crowd that night didn't expect the dowdy 48-year-old to make it. But she knew something others failed to realize... that she was Susan Boyle. And Susan Boyle was a star. The moment she began to sing the first few notes of "I Dreamed a Dream" from *Les Misérables*, everything changed.

Less than a year later, Boyle had the highest selling debut album of all time. That same album went on to receive two Grammy nominations and became the 2009 best-selling album in the world according to *Billboard* magazine. A decade later, she's still going strong.

It's not enough to be different. You must also have the courage to share your story with the world. Tell the story only you can tell, never compromising yourself or your message.

Audiences are drawn to people and ideas they can relate to. They want someone that represents their values and captures their heart. You are unique. You are special. And your audience deserves to know it.

We already have a Susan Boyle. We already have Jergens. What we need now is you.



Shinedown

2. PUT
PEOPLE
FIRST

EVERYONE IS A VIP

**"If you're phony, they feel it in
the farthest row of the arena.
You really have to care."**

- Tom Petty

"Brent, we gotta go!"

The voice booms from a clearly agitated sound tech at the far side of the stage. Its day 17 of the Monster Energy's "Carnival of Madness," part of an adrenaline-fueled rock tour that will reach over 400,000 fans across 31 cities.

Brent Smith is the tattoo-laden front man of Shinedown, the concert's headlining act. With 14 number one singles on the Billboard Mainstream Rock Charts – the second most of all time – the band is a big draw on this warm summer night.

We're in Cleveland, midway through the tour. I am with the promotions director of a local radio station in the VIP area, looking on as the band makes their final round of handshakes and hurried autographs.

Brent is spending time with one last guest, a young man who is struggling to navigate the red rope line. He is waiting patiently, telling the tech to hold the show until the young fan is met. Taking his time with him, Brent shares a smile, a few words of encouragement, and a quick selfie, as if not to notice the 12,000 screaming fans waiting just yards away.

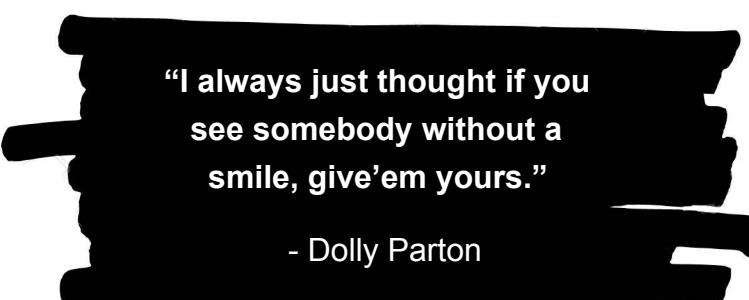
It is an act of kindness I have witnessed countless times before, working with artists at events across the country. Personal connections with fans like this is the very reason for their success.

Like many industries, the music business relies heavily upon its relationship with its customers. This connection is what allows artists like Shinedown to grow their fanbase, support larger tours, and create music that will reach a wider audience. From VIP meet-and-greets to social media interactions, treating people right – with dignity and respect – is at the heart of rock star success.

Following the “Golden Rule” is also important when dealing with peers and co-workers. The music industry is a small place and most of us know each other. If someone is difficult to work with, word gets around quick. When given the choice, people want to do business with those that they know, like, and trust. That applies when dealing with artists, agents, managers, and even Jim in accounting.

Making thoughtful, human connections is the fastest way to build a fan base and create awareness of your music, product, or message. Start by looking for small ways to reach people each day.

START WITH A SMILE



**“I always just thought if you
see somebody without a
smile, give’em yours.”**

- Dolly Parton

If there is any constant in the music business, it is the travel. From tours to meetings, it seems I am always headed to someplace else. It's one thing if you're sitting on your tour bus, traveling on your own terms. But flying is different. We've all been there; running out of the house with thrown-together luggage, rushing to the airport just to wait in line. The check-in, the security screening... the shoes coming off and on... all leading to a flying can where a small child waits to kick your seat.

The airline industry gets its fair share of criticism — some deserved — for delays and difficult conditions. But given the millions of daily travelers that fill the skies, it's a miracle we reach our destinations at all. The truth is, airlines are full of good people who want to do their very best for us. It just so happens that they suffer from the same stress we all do. Probably more.

That's why I make the best of the situation. Having to fly frequently, I try to exercise patience and take notice of staff that go the extra mile for their passengers. Such was the case during a recent flight to Chicago O'Hare from the Greenville-Spartanburg Airport. Operated by United Express, the small plane held barely 50 seats, 12 narrow rows, and one attendant who took her job very seriously.

As the sole member of the cabin crew, she managed everything from the safety briefing to drink service with professionalism and grace, working her way up and down the aisle like it was the thing she was born to do. But all throughout, her face held a fatigued expression that told me this was not her first flight of the day. As she approached my row once more, she paused, smiled, and asked me how my day was going.

Almost instantly, I felt the stress of the morning roll off my back. Wanting to repay the favor, I decided to offer some kindness in return.

"You sure do a lot for one person!" I remarked.

That was all it took.

Her tired face changed to a look of pleasant surprise. Her whole body seemed to relax as she admitted she'd been "going it alone" since five that morning. But the smile I received in return was the real prize... and it didn't leave her face until we touched down in Chicago. I joked about getting such great service in my economy seat. Still beaming, she looked at me and said, "On my plane, everyone sits in first class."

A smile has power. It has the ability to acknowledge and empathize. It can calm and diffuse. It unlocks the door to strangers and opens a window to the soul. A smile is human.

The road to stardom can be a challenging one. Creating moments of humanity — a touch, a word, a smile — make the journey more bearable and bring people into your corner. Showing a genuine interest in others extends our mission and reflects our passion. It breaks down walls, builds up trust, and in hard times, it demonstrates our capacity to care.

THE POWER OF ONE

"No matter what happens in life, be good to people. Being good to people is a wonderful legacy to leave behind."

- Alanis Morissette

Before there was Taylor Swift or Mylie Cyrus or Madonna, there was Dolly Parton. Parton has sold more than 100 million albums, won a shelf-full of Grammys, and written thousands of songs, including hits "I Will Always Love You" and the 80's classic, "9 to 5." One of her popular songs, "Coat of Many Colors," tells the story of a poor country girl whose mother makes her a coat of stitched-together rags.

It is a story Parton knows well.

Parton grew up in one of the poorest parts of the country: Sevier County, Tennessee. The fourth of 12 children, Parton's family shared a one-room shack made of mud and newspaper. With a mother who had married in the seventh grade, and a father who could neither read nor write, opportunities for young Parton were limited.



Dolly Parton

Despite having a limited formal education, Parton credits much of her “street smarts” to her father.

Says Parton, “He couldn’t write his own name. He wouldn’t even recognize our names if he saw it on a paper, but my dad was one of the smartest people I knew. He just didn’t have an opportunity to get an education.”

Wanting to honor her father and give back to her community, Parton created The Imagination Library.

The idea began simply enough. In 1995, she set out to send a free book every month to every child in Sevier County ages birth through five regardless of family income. It became such a success that in 2000 the program went national. By 2003, Dolly Parton’s Imagination Library had mailed one million books. It would prove to be the first of many millions of books sent to children around the world as additional countries including Canada, Australia, Ireland, and the United Kingdom joined in.

In February of 2018, The Imagination Library presented its 100 millionth book to the Library of Congress. It now sends books to 1.45 million children per month – and the number keeps growing.

In 2006, Parton told an interviewer, “They call me the Book Lady. That’s what the little kids say when they get their books in the mail.” On the website, she writes, “Before he passed away, my Daddy told me The Imagination Library was probably the most important thing I had ever done.”

Parton used her success and notoriety to support her community... but you don't need to be famous to make a difference. It just takes one ordinary person with an extraordinary desire to care.

It was late August of 2005 when Brian, a young student from Aurora, IL was watching the news coverage of Hurricane Katrina. Seeing the homeless and hungry faces on his parents' television, he knew he had to help.

Katrina left a path of destruction that would forever change the people of New Orleans. The disaster sparked a nationwide crusade to fill trucks and busses and shipping crates with non-perishable food. Brian, too, wanted to make a difference. But instead of grabbing a few cans of beans from the pantry, he offered the one thing most others had overlooked:

A can opener.

For all the canned goods being sent, few openers were included with the shipments, creating a shortage for those who needed them most. When Brian realized the oversight, he decided to launch a relief effort of his own. The resulting campaign sent thousands of can openers to families across the region.

Like Dolly and Brian, we need to look for opportunities to be a helping force to those around us. Measuring success not only by our capacity to perform, but our capacity to care.

TIM'S PLACE

**"And in the end, the love you take
is equal to the love you make."**

- Paul McCartney

It's 5:30 a.m. in Albuquerque, New Mexico and Tim Harris is awake and preparing for his short walk to work. Promptly at 7:00, he will open the doors to welcome another round of happy guests to his small diner. Many will choose from the simple Southwestern dishes that fill the menu. But all are sure to leave with the one item that everyone seems to order — a free hug from Tim.

Welcome to Tim's Place.



Tim Harris

Opened back in 2010, Tim's Place Restaurant offers a relaxed, family atmosphere and no-frills home-style cooking. Billed as the "World's Friendliest Restaurant," the local eatery serves as a destination for individuals from all walks of life, attracting hungry visitors and bringing them back for more.

But it's not just the food that they come for.

Besides being known for its friendly dining, Tim's Place holds one other notable distinction: It is one of the first and only restaurants to be owned by a person with Down syndrome.

Meet Tim Harris.

"I was born in January of 1986. A few hours after I was born, our doctor told my parents that I had Down syndrome," shares Tim. "A lot of people told my parents that they were very, very sorry. I guess they didn't know then just how totally awesome I would turn out to be."

For Tim, being awesome meant owning his own restaurant. At 16, he started working at a local Applebee's after school, trying out everything from dishwasher to host. Following high school, Tim made the difficult decision to move three hours away to Roswell to attend Eastern New Mexico University. There, he would acquire the skills needed to make his dream come true.

Two years later Tim was opening the doors to his new restaurant. His dad, Keith Harris, provided the initial investment but it's Tim's friendly service that brings the people in. Tim is the front man — and the genius behind it all.

"My favorite part of the workday is giving out the free Tim Hugs," says Tim.
"They are on my menu and most people order at least one."

So far, he has given out more than 70,000 "Tim Hugs," a number he keeps track of with a large digital counter on the wall. "I guess you can say I'm a lean, mean, hugging machine."

Most days, he can be found stationed at the front door, ready to greet hungry patrons with a smile and a warm hug, many with challenges of their own.

"Sometimes customers get sad; I give them a hug and they feel a lot better," explains Tim. "My hugs are way more important than the food," he says, laughing. "The food is just food!"

Tim is a true rock star. He knows what we all must learn — that "the food is just food." His customers can go anywhere to satisfy their hunger, but what they return for is something that will feed their soul. Here, everyone gets the full VIP treatment. Where genuine care and unconditional acceptance is the order of the day, for Tim, hugs are simply a measure of success.

People want to be seen as individuals. They want to feel that they are the most important person to you. Taking time to acknowledge a friend, a fan, or a customer communicates: "I see you and you matter to me."

And it's what being a rock star is all about.