

The Million Dollar Minute

By Douglas Niedt

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Positive Attitude

I'm Douglas Niedt. Thanks for joining me for this Million Dollar Minute. I'd like to talk about Positive Attitude. You hear about positive mental attitude in school, sports, business—seems like everywhere. Skeptics may think that emphasis on a positive mental attitude is corny and simplistic, especially when used in motivational talks and seminars. Well yes, if you only do the motivational stuff, success will not just automatically come to you. But a positive mindset is an essential ingredient to achieving success in every aspect of the music business. Don't discount it.

As a guitarist, you know how important mindset is when you perform. Your audience knows very well whether you are “into it” or not. *Your attitude is contagious to your listeners.* Your confidence and belief in what you are doing is reflected even in your fingers. If you aren't sure of yourself, if you aren't positive and confident, you just don't play as well physically. You can practice twelve hours a day, but your performance comes 95% from your head and only about 5% from your fingers. All the practice and preparation you do before the performance doesn't really matter much if your head is not in the right place.

This is also true of your career. Achieving success in music is determined 95% by what is in your head and only 5% by your knowledge, talent, contacts, and whatever else. Doubts and negative thoughts in your head about your career or your music can have *serious negative consequences* for your future in music.

You must have a positive, I-can-do-this, I-can-surmount-all-obstacles attitude in order to succeed in music. *Positive mental attitude is crucial to success in both your performances and your career.*