



The Unauthorized Guide to Doing Business the Simon Cowell Way: 10 Secrets of the International Music Mogul

Trevor Clawson

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From a job in the mail room at EMI Music Publishing Cowell rose through the ranks swiftly and after becoming a record producer at the firm, left to set up his own company. Following the collapse of his first business and a time at BMG, Cowell went on to pioneer the *Popstars* TV talent show, and subsequently co-produce *Pop Idol* and more recently *The X Factor*. As a music producer he has achieved sales of over 25 million albums, over 70 top 30 records, and 17 Number 1 singles. His band 'Westlife' has achieved an impressive 10 Number 1 hits alone.

The Sunday Times Rich List recently estimated that he earned £33.5m in one year alone, thanks to the global success of the 'Pop Idol' brand.

The 10 Secrets of the International Music Mogul are:

- **Work Your Way Up** – get to know your industry
- **Don't Be Defeated** – how to overcome set backs in business
- **Grab Opportunities** – respond to the market
- **Know Your Market** – and consistently produce the product they want
- **Think Differently** – take your product and spin it in different formats
- **Get Your Name on the Credits** – and reap the rewards
- **Don't Look Back** – learn from missed opportunities but keep moving forwards
- **Say it How It Is** – straight talking saves time in business
- **Build a Personal Brand** – and be respected for what you do well if nothing else
- **Use Your Contacts** – there is no shame to pulling strings in business

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