

JONATHAN MANN



Jonathan Mann is a singer and songwriter who is most well known as the “Song A Day” guy. Based in the U.S.

jonathanmann.net and
jonathanmann.bandcamp.com

Revenue model: charging for custom services, pay-what-you-want, crowdfunding (subscription-based), charging for in-person version (speaking engagements and musical performances)

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Profile written by Sarah Hinchliff Pearson

Jonathan Mann thinks of his business model as “hustling”—seizing nearly every opportunity he sees to make money. The bulk of his income comes from writing songs under commission for people and companies, but he has a wide variety of income sources. He has supporters on the crowdfunding site Patreon. He gets advertising revenue from YouTube and Bandcamp, where he posts all of his music. He gives paid speaking engagements about creativity and motivation. He has been hired by major conferences to write songs summarizing what speakers have said in the conference sessions.

His entrepreneurial spirit is coupled with a willingness to take action quickly. A perfect illustration of his ability to act fast happened in

2010, when he read that Apple was having a conference the following day to address a snafu related to the iPhone 4. He decided to write and post a song about the iPhone 4 that day, and the next day he got a call from the public relations people at Apple wanting to use and promote his video at the Apple conference. The song then went viral, and the experience landed him in *Time* magazine.

Jonathan’s successful “hustling” is also about old-fashioned persistence. He is currently in his eighth straight year of writing one song each day. He holds the Guinness World Record for consecutive daily songwriting, and he is widely known as the “song-a-day guy.”