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## Reimagining the Creative Journey: Trombonists in the Post-COVID Multimodal Landscape

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# Reimagining the Creative Journey: Trombonists in the Post-COVID Multimodal Landscape

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## Abstract

This article explores the impact of the post-COVID multimodal creative economy (Ruiz et al, 2021) on the entrepreneurial journey of trombonists, drawing specific anecdotal observations and lessons learned from Dr. José Leonardo Leon. It highlights the strategies adopted by trombonists to navigate the transformed landscape and emphasizes the importance of embracing technology, remote work, and social media. The article showcases the resilience and adaptability of trombonists in adjusting their approaches to overcome the challenges brought about by the pandemic. Furthermore, it discusses 1) the expansion of trombonists' reach through digital platforms and the role of institutions in fostering entrepreneurship in trombone education and 2) philosophical, pedagogical, and business insights for trombone entrepreneurs. Overall, the article emphasizes the significance of acknowledging and embracing the evolving realities of the creative landscape for trombonists in the post-COVID era.

*Keywords:* Post-COVID, Creative landscape, Entrepreneurial journey, Trombonists, Technology, Remote work, Social media, Resilience

## Abstract (Español)

Este artículo explora el impacto de la economía creativa multimodal posterior a la COVID-19 (Ruiz et al., 2021) en el viaje emprendedor de los trombonistas, extrayendo observaciones anecdóticas específicas y lecciones aprendidas del Dr. José Leonardo León. Destaca las estrategias adoptadas por los trombonistas para navegar el paisaje transformado y enfatiza la importancia de abrazar la tecnología, el trabajo remoto y las redes sociales. El artículo muestra la resiliencia y adaptabilidad de los trombonistas al ajustar sus enfoques para superar los desafíos provocados por la pandemia. Además, se discuten 1) la expansión del alcance de los trombonistas a través de plataformas digitales y el papel de las instituciones en fomentar el espíritu emprendedor en la educación del trombón y 2) reflexiones filosóficas, pedagógicas y empresariales para los emprendedores del trombón. En general, el artículo enfatiza la importancia de reconocer y aceptar las realidades cambiantes del paisaje creativo para los trombonistas en la era posterior a la COVID-19.

*Palabras clave:* Post-COVID, Paisaje creativo, Viaje emprendedor, Trombonistas, Tecnología, Trabajo remoto, Redes sociales, Resiliencia.

## **Navigating the Post-COVID Creative Landscape: The Entrepreneurial Journey of Trombonists**

The post-COVID multimodal creative economy has had a profound impact on the entrepreneurial journey of trombonists, necessitating the adoption of specific strategies to navigate the transformed landscape (Callander et al., 2023). Trombonists, driven by their unwavering commitment to turning their dreams into reality, have consistently adjusted their approaches to embrace the evolving challenges and realities of life. This adaptive mindset is characterized by the formulation of a roadmap that encompasses various elements, including identifying new challenges, devising plans to overcome them, addressing skill gaps, elevating existing abilities, integrating skills into a unified plan, and establishing short, mid, and long-term goals (Ruiz et al., 2021). With the onset of the pandemic and the subsequent widespread cancellation of plans, trombonists found themselves standing at a crossroads. It became imperative for them to embark on a new creative process, a task that resonated not only within the trombonist community but also across various artistic disciplines. Fortunately, many trombonists held positions as educators or were affiliated with formal institutions, granting them swift emergency training to continue their work remotely. Although this transition was far from ideal, it gradually emerged as a vital tool for survival, amplifying the transformative power of technology in the creative industry (Camlin & Lisboa, 2021).

Leveraging social media platforms in conjunction with remote work, trombonists were able to expand their reach and connect with a global population that paradoxically grew as a result of the pandemic's impact. These connections encompassed potential students, colleagues, and sponsors, all sharing the same hope that their craft would not only endure but also undergo an extraordinary evolution. The pandemic acted as a catalyst, expediting the transition from the 20th century to the 21st century and propelling the artistic community into a new technological era of communication (Rauf et al., 2021). For artists who were unprepared for this seismic shift, the sudden change caught them off guard, underscoring the importance of acknowledging and embracing the new realities of the creative landscape. The pandemic served as a wake-up call, highlighting the necessity of being adaptable and receptive to technological advancements. Trombonists and other artists had to quickly acclimate to new modes of communication and leverage digital platforms to maintain their presence and relevance in the industry.

Thus, the post-COVID multimodal creative economy has significantly influenced the entrepreneurial journey of trombonists. Through their adaptive mindset and resilience, trombonists have successfully navigated the challenges brought about by the pandemic. Expanding their reach and establishing connections with a global audience, they have effectively utilized remote work, technology, and social media (Hollander-Shabtai & Tzofi, 2022). This transformative period has expedited the transition into a new era of communication, underscoring the importance of acknowledging and embracing the evolving realities of the creative landscape (Andriotis & Paraskevaidis 2023).

## Expanding Trombonists' Influence in the Post-COVID Multimodal Creative Economy

In the wake of the COVID-19 pandemic, trombonists have embraced the transformative power of the post-COVID multimodal creative economy. This dynamic and rapidly evolving landscape has led to the adoption of specific strategies by trombonists, positioning them as entrepreneurial figures who navigate this new era with resilience and adaptability. Through their innovative approaches, renowned trombonists such as Christopher Bill, Carol Jarvis, Nathan Zgonc, Brian Hecht, and Joseph Alessi have not only expanded their individual influence but also highlighted the potential for growth and exploration within the trombone community.

**Christopher Bill**, through his captivating videos and overdubs of contemporary pop music, has captured the attention of a new generation of musicians, particularly trombonists. By skillfully using his trombone to recreate popular songs, Bill has showcased the versatility and contemporary appeal of the instrument. His unique and inventive approach has not only entertained but also inspired aspiring musicians, encouraging them to consider pursuing a career in trombone. Bill's success serves as a testament to the power of embracing innovation and thinking outside the box.

Similarly, **Carol Jarvis** has established herself as a recording artist in the UK and has collaborated with major artists like "Seal." Recognizing the potential of digital platforms, Jarvis ventured into online recording for independent video productions, leveraging technology to reach a wider audience. Building upon her achievements, she established an educational program, offering lessons to aspiring trombonists. Her recent election as president of the International Trombone Association further demonstrates her entrepreneurial spirit and dedication to promoting the instrument. Jarvis serves as an inspiring example of how musicians can adapt and thrive in the ever-changing digital landscape.

**Nathan Zgonc** and **Brian Hecht** took their entrepreneurial endeavors to the next level by creating the Slide School, a web-based platform dedicated to training trombonists for auditions. This innovative approach provides aspiring musicians with valuable resources and guidance to excel in a competitive industry. By leveraging technology, Zgonc and Hecht have not only broadened access to high-quality training but also fostered a sense of community among trombonists worldwide.

**Joseph Alessi**, the renowned trombonist of the NYPhil, established the Alessi Music Studios, an online platform that offers technique classes, resources, and instruction to trombonists across the globe. This forward-thinking initiative embraces the power of digital connectivity to provide aspiring musicians with the tools they need to develop their skills and succeed in a rapidly evolving industry. Alessi's dedication to sharing his expertise underscores the importance of mentorship and the role it plays in shaping the next generation of trombonists.

The experiences of these entrepreneurial trombonists highlight the transformative power of faith, innovation, and an entrepreneurial mindset. Embracing remote work, harnessing digital platforms, and seizing technological advancements, they have not only amplified their own influence but also forged significant connections with a global audience. Through their endeavors, these trombonists have demonstrated the vitality and resilience of their craft and underscored the urgent need for institutions to recognize and embrace the 21st-century evolution of the creative industry.

Institutions have a critical role to play in this transformative period. It is crucial for them to depart from traditional curricula and pioneer new strategies that cater to the evolving needs of aspiring trombonists. Fostering entrepreneurship enables institutions to equip trombonists with the necessary skills, knowledge, and adaptability to thrive in today's music industry. This includes promoting genre diversity, developing versatile musicians capable of excelling in various musical contexts, and emphasizing pedagogical aspects to produce well-rounded graduates. Through the embrace of an entrepreneurial mindset and the encouragement of innovation, institutions can cultivate a fresh cohort of trombonists who will not only navigate the hurdles of the music industry but also mold its future course.

### **The Role of Entrepreneurship in Navigating and Developing a Successful Trombone Career in Today's Music Industry**

In the ever-changing landscape of the music industry, aspiring trombonists can greatly benefit from adopting an entrepreneurial mindset to navigate and develop a thriving career. While many universities and institutions tend to follow traditional curricula, primarily focused on Western European methodology, repertoire, orchestra, auditions, and music history, there is a growing need for innovation and diversity in music education. To become a competitive option, smaller institutions must pioneer new strategies rather than simply imitate renowned establishments. This ability to bring something new, productive, and attractive to a new generation of musicians is a hallmark of progress and innovation. With an entrepreneurial perspective, trombonists can develop programs that cater to the needs of the 21st-century musician. Such programs should aim to produce versatile trombonists capable of playing in major ensembles while also being "hireable" across various musical contexts. These contexts may range from playing with an opera orchestra one week to performing in a jazz tribute orchestra the next, recording for major artists, contributing to video game soundtracks, and collaborating with symphonies and rock bands.

Moreover, the focus should extend beyond performance to encompass pedagogical aspects. Pedagogical development is crucial for aspiring trombonists, as they may evolve into educators, producers, sound engineers, and more. They need to understand their own potential, learn how to produce professional-quality sound and apply their technical skills effectively. To achieve the desired sound in recording studios or teaching environments, they can acquire expertise in sound production, allowing them to effectively identify and attain their sonic goals. This comprehensive approach ensures that graduates from trombone studios possess the confidence and skill set required to market their craft, secure employment, and excel in their chosen musical tasks. By embracing this concept, institutions can attract a whole new generation of musicians who may otherwise feel excluded from traditional instrumental studio settings.

To thrive as entrepreneurial trombonists, specific skills and attributes are crucial. Adaptability stands out as a key trait, allowing trombonists to seamlessly transition between different trombone types, such as tenor, bass, alto, contra, and low brass instruments. Genre diversity is also vital, encompassing commercial, classical, Latin, rock, and world music. Technique plays a significant role, incorporating vocal elements, singing, and applying vocal techniques to trombone routines. It involves playing with a singer in mind, maintaining a solid sense of rhythm, subdividing on the spot, and cultivating imaginative abilities that enable one to feel the conductor or drummer's presence intuitively. In addition to technical proficiency, trombonists must possess extensive

musical and general knowledge. Understanding the historical context of the music they perform is essential. They should familiarize themselves with the repertoire and style associated with different artists or ensembles they may collaborate with, ensuring they can deliver an authentic performance.

Moreover, Trombonists must also grasp their role within a section, recognizing the importance of voicing and understanding when to take a lead or support a specific musical line. This knowledge empowers trombonists to navigate diverse musical settings and adapt their playing accordingly. In summary, entrepreneurship plays a vital role in the success of aspiring trombonists in today's music industry. By adopting an entrepreneurial mindset, they can develop innovative programs, expand their versatility, and acquire the necessary skills and knowledge to thrive. The entrepreneurial trombonist remains adaptable, embraces genre diversity, focuses on technique and musical knowledge, and understands their role within a musical context. These attributes enable trombonists to seize opportunities, meet industry demands, and forge a fulfilling and prosperous career in music.

### **Strategies for Integrating Entrepreneurship into Trombone Education**

In the realm of trombone education, the integration of entrepreneurship can be accomplished through the implementation of several effective strategies. The first strategy centers on the concept of visualizing, whereby students are encouraged to explore a diverse range of musical resources and genres. By fostering curiosity and prompting students to ask thought-provoking questions, their perspectives expand, and their creative thinking skills are sharpened. Visualizing also entails assisting students in envisioning their musical journey and establishing short and mid-term goals to guide their progress. The next strategy is conceiving, which revolves around setting goals that serve as catalysts for students' artistic development. These goals can span a variety of areas, such as participating in auditions, competitions, ensembles, performances, and collaborations. Hence, students can be guided in bridging the gap between their musical imagination and the tangible sounds produced on the trombone by placing a strong emphasis on both the commitment and joy derived from engaging with music. This strategy nurtures their passion for music while simultaneously encouraging them to become proficient players.

Believing serves as the third strategy, with a focus on developing self-confidence and instilling a firm belief in one's abilities through the application of effective practice techniques. Students come to understand that consistent and purposeful practice yields improvement and increased self-assurance. Recognizing that the learning process necessitates time and patience, students discover their own capabilities and become more inquisitive, creative, and perceptive. The emphasis lies on process-oriented practice, setting attainable goals, and maintaining unwavering focus to foster their growth. The final strategy is achieving, which prepares students to showcase their talents and skills in performances or professional settings. Students are encouraged to transfer their acquired knowledge and abilities to their inner creative realm, delivering captivating performances. The concept of "riding the wave" is introduced, whereby students fully immerse themselves in their chosen focus of attention, such as the airstream in trombone playing, and derive immense satisfaction from effectively communicating their musical ideas. Incorporating these strategies into trombone education integrates entrepreneurship as a fundamental aspect of the learning process (Daubney Fautley, 2020). Students not only develop their technical and musical abilities but also cultivate an entrepreneurial mindset that allows them to adapt to the ever-evolving demands of the

music industry. They gain the confidence to explore diverse musical avenues, set ambitious goals, and showcase their talents with conviction. Ultimately, these strategies empower students to embrace the entrepreneurial spirit and embark on a successful and fulfilling trombone career.

### **Benefits of Entrepreneurial Initiatives for Trombonists**

The integration of entrepreneurship in trombone education programs brings numerous benefits for students. Firstly, it boosts their self-confidence in their musical abilities, instilling a deep belief in their skills as trombonists and fueling their pursuit of success. Secondly, entrepreneurial approaches contribute to improved practice techniques, encouraging a purposeful and efficient practice that leads to enhanced progress and overall musicianship. Additionally, entrepreneurship fosters goal setting, motivating students to continuously strive for improvement and personal growth. Furthermore, it nurtures students' creativity, analytical skills, and adaptability, exposing them to diverse musical genres, encouraging innovation, and preparing them for success in the evolving music industry. Thus, integrating entrepreneurship can help students to become empowered to shape their own unique musical journeys and thrive in the dynamic landscape of the music industry.

### **The Power of Fresh Perspectives and Social Media for Aspiring Trombonists**

For aspiring trombonists, embracing fresh perspectives and utilizing social media can have a profound impact on their musical journeys. While it is important to study and appreciate the traditional repertoire, aspiring trombonists should also strive to bring originality and innovation to their performances. Trombonists can establish their artistic identities and make distinctive contributions to the music world by refraining from replication and instead incorporating their own unique perspectives. This requires stepping outside of their comfort zones and pushing the boundaries of traditional trombone playing.

One effective way to showcase these fresh perspectives is through social media platforms. In today's digital age, social media offers a powerful tool for self-expression and community-building. Trombonists can share their performances, compositions, and insights with a global audience by establishing their own online platforms, such as YouTube channels or Instagram profiles. These platforms enable them to connect with like-minded musicians and enthusiasts who appreciate their innovative approach.

Through online communities, aspiring trombonists can find support, encouragement, and collaboration opportunities. They can engage in meaningful discussions, exchange ideas, and receive feedback from fellow musicians and mentors. Building a strong network of individuals who share their passion for innovation and artistic exploration can fuel their growth and provide invaluable opportunities for professional development.

Additionally, the utilization of social media and networking platforms empowers trombonists to shape their own stories and maintain control over their public perception. By curating their online presence, they can showcase their artistic vision, values, and aspirations. This not only helps them establish a unique personal brand but also attracts opportunities that align with their objectives.

Adopting an entrepreneurial mindset in this manner not only enhances their musical development and individuality but also unveils new and thrilling prospects in the constantly evolving realm of music.

### **Nurturing Curiosity and Embracing Innovation: How Trombonists Stay Informed and Relevant in the Ever-Evolving Music Industry**

To stay informed and relevant in the ever-evolving music industry, trombonists must cultivate curiosity and embrace innovation. They maintain a sense of wonder, continually exploring new avenues and seeking inspiration. Reading and listening extensively across a wide range of genres and styles is an effective approach. Immersing themselves in diverse musical experiences allows trombonists to gain a broader perspective and a deeper understanding of the trends and influences shaping the industry. This exposure to a variety of musical styles and genres enriches their knowledge and enhances their ability to adapt and innovate within the ever-changing landscape of the music world.

Conversations with younger generations are also valuable. Trombonists engage with their peers to gain insights into their preferences and motivations, staying attuned to evolving tastes and musical directions. Staying connected through social media is integral to staying updated in the industry. Trombonists curate their social media feeds to include relevant pages and accounts that provide up-to-date information. They follow industry influencers, renowned musicians, music publications, and organizations to stay informed about new releases, concerts, competitions, and other opportunities. Social media platforms serve as valuable sources of real-time information and facilitate networking with fellow musicians, industry professionals, and potential collaborators.

They also seek mentorship and guidance from young entrepreneurs who have successfully established their careers. Building relationships with like-minded individuals enables trombonists to exchange ideas, share resources, and gain valuable insights into navigating the music industry. Through these connections, they can foster collaborations, learn from other's experiences, and stay abreast of industry trends, ultimately enhancing their professional growth and expanding their network of opportunities. For many trombonists, the journey into entrepreneurship often begins unintentionally through social media exploration. As they document their musical endeavors and share their performances online, they inadvertently attract attention and generate interest. This exposure to potential clients and opportunities gradually establishes them as busy and sought-after musicians. Recognizing the power of social media, trombonists actively cultivate their online presence, connecting with virtual and real-life communities of musicians, educators, and enthusiasts.

In this era of rapid information dissemination, trombonists find joy and motivation in the constant pursuit of knowledge and novelty. Their curiosity and openness to exploration keep them driven and updated, enabling them to adapt to the ever-changing landscape of the music industry. For young and aspiring trombonists with entrepreneurial spirits, this is an exciting time filled with endless possibilities to shape their careers and leave a lasting impact on the world of music.



## Philosophical Reflections

Based on this article, here are some philosophical takeaways:

- **Adaptation and Resilience:** The article highlights the importance of adaptability and resilience in the face of unexpected challenges. The COVID-19 pandemic disrupted traditional modes of artistic expression, forcing trombonists to explore new avenues and embrace the multimodal landscape. This reminds us of the philosophical concept of adapting to change and finding creative solutions in the face of adversity.
- **Evolution of Artistic Expression:** The pandemic has accelerated the transformation of artistic expression. Trombonists are embracing technology, virtual platforms, and interdisciplinary collaborations to reach audiences in new ways. This evolution reflects the philosophical idea that art is not static but constantly evolving, influenced by societal changes and technological advancements.
- **Interconnectedness and Collaboration:** The article emphasizes the importance of collaboration and interconnectedness in the post-COVID era. Trombonists are engaging with artists from diverse fields, such as visual arts, dance, and theater, to create innovative and immersive experiences. This highlights the philosophical concept of the interconnectedness of various artistic disciplines and the potential for collaborative exploration and mutual enrichment.
- **Redefinition of Success:** The article suggests that the pandemic has prompted trombonists to rethink traditional notions of success. With live performances limited, artists are finding fulfillment in alternative ways, such as community engagement, online teaching, and creative experimentation. This challenges the philosophical idea that success should be solely measured by conventional metrics and invites a broader understanding of artistic fulfillment and impact.
- **Reflection on the Human Condition:** The article implicitly raises questions about the human condition in the post-COVID world. As trombonists navigate the challenges of isolation, digital connection, and physical distancing, they provide a lens through which to contemplate our collective experiences and the broader existential questions that arise from a global crisis. This invites philosophical reflections on the nature of human existence, resilience, and the role of art in times of uncertainty.

Overall, this article prompts philosophical considerations about adaptation, evolution, collaboration, redefining success, and the human condition in the context of the post-COVID multimodal landscape. It encourages us to reflect on the transformative power of creativity and the ways in which artists navigate and reshape their creative journeys in response to profound disruptions.

## Pedagogical Insights

Based on this article, here are some pedagogical insights:

- **Adaptability in Teaching:** The COVID-19 pandemic has highlighted the importance of adaptability in music education. Trombonists and music educators have had to quickly adjust their teaching methods to accommodate remote learning and incorporate technology effectively. This experience emphasizes the need for music educators to be flexible and adaptable in their pedagogical approaches.
- **Embracing Technology:** The article emphasizes the role of technology in the post-COVID music education landscape. Trombonists and educators have leveraged virtual platforms, online resources, and digital tools to facilitate teaching and learning. This highlights the importance of integrating technology into music education and equipping students with the necessary digital literacy skills.
- **Multimodal Learning:** The pandemic has necessitated a shift towards multimodal learning experiences. Trombonists have explored interdisciplinary collaborations, incorporating elements of visual arts, dance, and theater into their performances. This highlights the value of providing students with opportunities to engage in diverse artistic mediums and encourages educators to foster interdisciplinary learning experiences.
- **Creative Problem-Solving:** The challenges posed by the pandemic have required trombonists to engage in creative problem-solving. Music educators can emphasize and cultivate this skill by encouraging students to think critically, find innovative solutions, and adapt their approaches to musical performance and learning. This helps develop students' ability to overcome obstacles and think outside the box.
- **Resilience and Mental Health Support:** The article implicitly touches upon the importance of resilience and mental health support in music education. The pandemic has been a challenging time for trombonists, and educators should prioritize fostering resilience in their students and providing resources for mental health and well-being.
- **Redefining Success in Music:** The article suggests that the pandemic has prompted trombonists to rethink traditional notions of success in music. Music educators can encourage students to explore and define their own paths to success, beyond conventional measures like performances and competitions. This involves nurturing a sense of personal fulfillment, artistic growth, and a lifelong love for music.
- **Reflective Practice:** The disruptions caused by the pandemic invite music educators to engage in reflective practice. Reflecting on their teaching approaches, lessons learned, and student experiences can inform future pedagogical decisions and foster continuous improvement.

In summary, the pedagogical takeaways from this article include the importance of adaptability, technology integration, multimodal learning, creative problem-solving, resilience, mental health support, redefining success, and reflective practice in the context of the post-COVID

music education landscape. These insights can inform and shape the approaches of music educators as they navigate the evolving needs and challenges of their students.

### **Business Plan**

Based on the article, a business plan could focus on providing innovative solutions and services to support trombonists in navigating the transformed landscape and leveraging digital platforms for their career growth. The plan could include strategies such as:

- **Online Trombone Education Platform:** Develop an online platform that offers comprehensive trombone education, including technique classes, resources, and instruction. The platform can cater to aspiring trombonists globally, providing high-quality training and mentorship.
- **Remote Audition Preparation Services:** Offer remote audition preparation services specifically tailored to trombonists. This can include personalized coaching, mock auditions, and feedback sessions to help trombonists excel in auditions for orchestras, ensembles, and other performance opportunities.
- **Digital Marketing and Social Media Management:** Provide trombonists with digital marketing and social media management services to enhance their online presence and reach a wider audience. This can involve creating engaging content, managing social media accounts, and implementing targeted marketing strategies to increase visibility and attract opportunities.
- **Virtual Collaboration Platform:** Develop a virtual collaboration platform that connects trombonists with other musicians, composers, and producers for remote collaboration on projects, recordings, and performances. This platform can facilitate networking, creativity, and collaboration in the post-COVID creative landscape.
- **Instrument Innovation and Technology Integration:** Explore opportunities to innovate and integrate technology with trombone instruments. This can involve collaborating with instrument manufacturers to develop new trombone models that cater to the evolving needs of musicians in the digital age.
- **Partnership with Institutions and Organizations:** Establish partnerships with universities, music schools, orchestras, and music organizations to provide support and resources to trombonists. This can include workshops, masterclasses, performance opportunities, and access to industry professionals.
- **Career Development and Artist Management:** Offer career development services and artist management support to trombonists, helping them navigate the industry, secure performance opportunities, and develop sustainable careers. This can involve professional guidance, booking management, contract negotiation, and strategic planning.
- **Research and Innovation:** Invest in research and innovation initiatives to stay at the forefront of the evolving creative landscape. This can involve studying emerging trends, technological

advancements, and new opportunities for trombonists, ensuring that the business remains relevant and adaptable.

- **Community Building and Networking Events:** Organize community-building events, workshops, and conferences that bring trombonists together to foster collaboration, knowledge sharing, and networking. This can create a supportive community and facilitate connections within the trombone industry.
- **Financial Sustainability and Revenue Generation:** Develop a sustainable revenue model that encompasses various income streams, such as membership fees, service fees, commission fees, partnerships, sponsorships, and collaborations. Implement financial strategies to ensure the long-term viability and growth of the business.

These are just a few ideas that can be incorporated into a business plan based on the insights provided in the article. The plan should outline the market analysis, target audience, competitive landscape, marketing strategies, financial projections, and operational details to effectively execute the business vision.

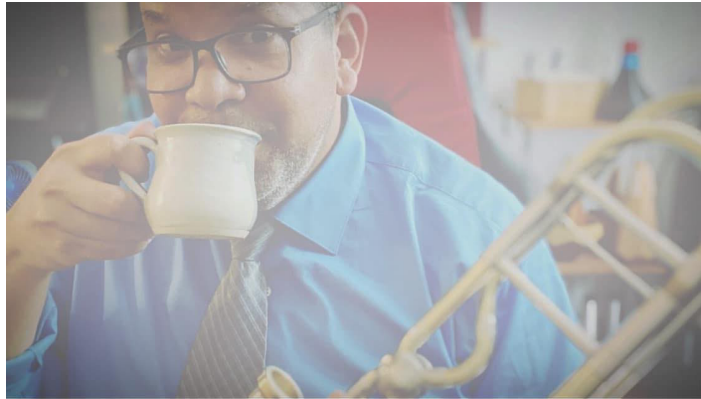
### Conclusion

This research article has shed light on the impact of the post-COVID multimodal creative economy on the entrepreneurial journey of trombonists. It has highlighted the strategies adopted by trombonists to navigate the transformed landscape and emphasized the significance of embracing technology, remote work, and social media. The resilience and adaptability demonstrated by trombonists in adjusting their approaches to overcome the challenges brought about by the pandemic have been commendable. The expansion of their reach through digital platforms and the role of institutions in fostering entrepreneurship in trombone education have been instrumental in shaping their success. As we move forward into the post-COVID era, it is crucial to recognize and embrace the evolving realities of the creative landscape for trombonists, ensuring that they continue to thrive and contribute to the vibrant world of music.

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