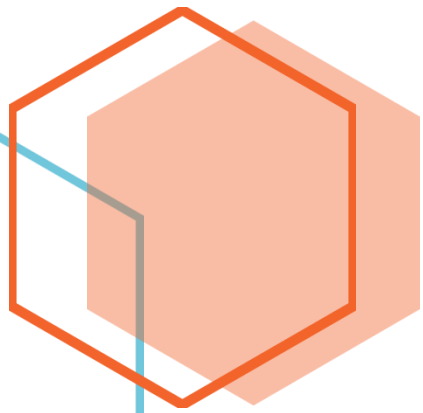




[Paul McCartney]

[United Kingdom]

"I don't work at being ordinary"





Person's background

He was born James Paul McCartney on June 18, 1942, in Liverpool General Hospital, where his mother, Mary Patricia (Mohin), was a medical nurse and midwife. His father, James "Jim" McCartney, was a cotton salesman and a pianist leading the "Jim Mac's Jazz Band" in Liverpool. He has Irish and English ancestry.

He studied music and art. At age 11, he was one of only four students who passed the 11+ exam, known as "the scholarship" in Liverpool, and gained a place at Liverpool Institute for Boys. There he studied from 1953 to 1960, earning A level in English and Art.

Brief Introduction

Sir Paul McCartney is a key figure in contemporary culture as a singer, composer, poet, writer, artist, humanitarian, entrepreneur, and holder of more than 3 thousand copyrights. He is in the "Guinness Book of World Records" for most records sold, most #1s (shared), most covered song, "Yesterday," largest paid audience for a solo concert (350,000+ people, in 1989, in Brazil). He is considered one of the most successful entertainers of all time.

First steps in entrepreneurship and faced difficulties

He wrote his first song at the age of 14. In July 1957 he met John Lennon during his performances at a local church festival. John was older than him and a better-known musician (at least in Liverpool), but he impressed Lennon with his mastery of guitar and singing in a variety of styles. Therefore, he soon joined Lennon's band, "The Quarrymen", and eventually he became founding member of "The Beatles", with the addition of George Harrison and Pete Best. After a few gigs in Hamburg, Germany, the band returned to Liverpool and played regular gigs at the Cavern during 1961.

At the beginning it was not easy to find their sound, their "trademark" as a band, their position in the market. They faced difficulties in creating their sound (at the beginning they were playing only rock'n'roll covers of famous rockers of the 50's). Moreover, the line-up of the band was not definitive, as the drummer was changed a couple of times, until Ringo came into the scene. They played in Hamburg for a few gigs, to collect experiences on stage and to test their abilities as musicians... but not everything was as exciting as expected ... despite all the difficulties, "The Beatles" became the most famous band of all times.

The biggest failure of his career happened in 1970, when Beatles broke up. He was only 28, at the top of his inspiration, success and popularity... but his band, his "company" failed. He had no other chance... it was the only thing he could do... writing songs and playing on a stage. So, he told himself... Let it be! And carry on!

How and why the person has succeeded, lessons learnt

After the end of the Beatles, he started his solo career... or better... his new career with a new band called "The Wings" founded by him and his wife Linda. He recorded two solo albums, McCartney (1970) and Ram (1971), before forming the band Wings. He always wanted Linda with him and having her on stage solved many of the problems that befall marriages in the world of popular music. Wings toured the world and became the best-selling pop act of the 1970s, with an





astonishing 27 U.S. Top 40 hits (beating Elton John's 25) and five consecutive number one albums, including the highly acclaimed "Band on the Run" (1973) and "Wings at the Speed of Sound" (1976).

Paul had to change his mind set at a point in his life. When he was with "The Beatles", he used to consider himself as a part of a complex machine. He had a clear role, he was the main songwriter (together with John) and the bass and (sometimes) piano player, but everything he did with the band, was the result of a negotiation between the 4 members and the producer. Once "The Beatles" adventure ended, he felt like he had become the master of his own destiny.

Lessons learned:

Every experience, even if badly ended, in a turbulent way, always leaves us a treasure of knowledge and experience, that if we can reuse in new contexts, assures us an equally exciting and successful path. All this is called resilience.

Present situation and tips for success

He is past his mid-seventies now, and he is still on stage! This means that most of his career was outside the Beatles. He still sells his records, still writes his songs and still has a tremendous success and thousands of people at his concerts, but he did not forget his glorious past (his first "employment"). He still plays many Beatles songs during his performances.

Tip for success

"Keep on believing in yourself, on the quality of your "products" and on your skills and competencies...and in the love of your fans (or your "customers" if you prefer....)."

Conclusion

The end of the Beatles represented only the beginning of a new successful story. What we have been in the past, what we experienced in our lives can be the fuel for a new and exciting adventure. The last sentence of the last song written by the

Beatles says: “and in the end, the love you take, is equal to the love you make”, it sounds like a premonition for McCartney’s life and career after the Beatles. His fans still love him (and still buy his records).



Co-funded by the
Erasmus+ Programme
of the European Union

