

# Rissi Palmer's Country Music Path

## Rethinking Music Industry Opportunity

<https://youtu.be/eIYjbCvIX5U>

<https://youtu.be/ZDVbkrU189k>

A major takeaway from Rissi Palmer's recent Tavis Smiley interview includes her skillful ability at honest self-assessment and reexamination of her values after entering a challenging niche in the music business.

Back in 2007, Palmer was the first African-American woman to chart in country music in 20 years.

But the focus was not on her talent as a singer, guitar player and songwriter who picked country music because it was an important part of her upbringing, instead Palmer confronted issues over her race hair texture... apparently major concerns for country music executives.

Rissi Palmer's message is that you find your niche by staying true to your authentic self and identifying how to communicate with those who want to listen.

Dee Adams is editor of MusicBiz Notes

<https://nichecreativity.com/music-biz-notes/>

## References

Tavis Smiley Interviews Rissi Palmer

<http://video.pbs.org/video/2365581061/>

RisstPalmermusic.com

<http://www.rissipalmermusic.com/>

Rolling Stone.com

Rissi Palmer on Soulful Comeback: 'It's Scary and Empowering'

<http://tinyurl.com/obx39dd>

Today.com

As black woman, Rissi Palmer is country rarity

<http://www.today.com/id/21307946#.Vh1gS-xVhBc>