

YOUR MUSIC PLAN FOR SUCCESS

THIS is How You Achieve Your Goals



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PLANNING FOR YOUR SUCCESS

Today's music industry is a lot different than it was in the past. Indie musicians like yourself can be really successful without the support of a big record label.

There are literally an endless amount of tools, services, and information out there that can help you succeed. You can promote your own music on social media, you can set up your own website and sell music and merch directly to your fans, you can book gigs and tours, and you can even get licensing opportunities big and small.

It's pretty cool and you should be really happy to be able to work in music during these exciting times!

But here's the problem - and I bet you've run into this more than once. With all the options available, a lot of indie musicians don't know what to do next. It's just totally OVERWHELMING.

What's the best way to spend your limited time during the day? Should you focus on Facebook and Twitter, or do you need to be on Instagram and YouTube as well? Will it be better exposure to pursue licensing opportunities or to concentrate on getting more local gigs?

The hard part is sorting through all the information, figuring out what's relevant to your career, and putting everything into a cohesive plan. So that's exactly what we're going to do with this guide.

We go into career planning in much more depth in the **New Artist Model Online Music Business Training Program**, but for now, check this out...

I've put together an **easy worksheet** that you can fill out to put everything in your career into perspective.

We'll go through all the aspects of your music career, set goals, and plan out tasks that will help you achieve your goals. In the end, you'll have an awesome plan that you can come back to as you move your career forward to keep yourself on track and keep the momentum going.

1 PUTTING THINGS INTO PERSPECTIVE

The first thing you want to think about is who you are as an artist. This may seem rudimentary, but hear me out. So many musicians will play gigs, upload cover videos to YouTube, or record albums because they think that's "just how it's done."

But honestly, there are so many ways to be successful as an indie artist today, and more and more musicians are breaking away from the traditional label model of album releases and tours and finding their own path by doing things they truly LOVE to do.

Let's take a look at Shannon Curtis. She's an independent singer/songwriter in LA and earlier in her career she was playing small clubs and venues because she thought that was how it was done. Now some people love the energy at clubs, but Shannon decided to break away from the traditional approach and pursue house concerts instead. It's a much more intimate artist/fan interaction, and she's running with it.

There are so many other examples, but the main point is to understand that you don't need to follow the "traditional" approach. You'll be far more successful if you focus in on things you really enjoy doing.

Start out by thinking about who you are as an artist. Do you love performing? Are you a songwriter? Do you record music? Keep in mind that you could be a mixture of these. What kind of music do you play or create? What kind of image do you have?

Use this space to nail down who you are as an artist:



1 PUTTING THINGS INTO PERSPECTIVE

Next, think about some of the things you really love doing. And I mean REALLY. Obviously anything music is fun, but what do you really look forward to? Is it writing in solitude? Practicing your instrument? Being on stage? Interacting with your fans? Chatting with them on social media? Creating videos?

Write down a few things you really love doing:



Alright, now we're going to think about things you're really good at. Are you a good singer? Are you good at writing? Have you mastered that between-song stage banter? Do you do face-melting guitar solos? Are you a pro mixer? Or video editor?

Write down your skills (Keep in mind your skills don't have to only be music related. If you're good at math or are really organized that can help you on the business side of your career):



1 PUTTING THINGS INTO PERSPECTIVE

Lastly, you want to brainstorm the revenue streams that are related to your personal talents and skills. If you love performing, you can do gigs, house concerts, streamed concerts, live-recorded songs and albums, and live videos for YouTube. If you're an awesome writer, you can write and release your own music, write for other people, and pursue licensing opportunities. Try to think outside the box here and get creative.

Write down the revenue streams related to your skills and passions:

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2 SETTING YOUR GOALS

Next we're going to look at your skills and passions and come up with some goals that really fit you. If you set a goal for your music career that doesn't align with who you are as an artist, it will be a lot harder to achieve it. So it's best to start with what you love and make goals around that.

Let's look at an example. Maybe you think you want to be a top 40 pop artist, but you hate performing and being in front of a lot of people, and maybe you're good at writing. Instead, your goal could be to become a songwriter for top 40 artist.

That's not to say that self-improvement shouldn't be part of your goals. If you want to get better at performing, challenge yourself to get out for open mic nights or even busking on the street.

The next step for setting good goals (that you'll actually achieve) is to make them as specific as possible. Goals like "Practice more," "Book more gigs," and "Get my music licensed," are all extremely vague. You'll never actually know when you've achieved them. Instead, decide how many hours per day or per week you'll practice, how many gigs you want to play per month, and what kind of license you want to get.

Write down a few specific goals that you want to achieve this year:



2 SETTING YOUR GOALS

Once you have a few goals, start breaking them down into tasks. A lot of times, when we have a big goal, it can be overwhelming and intimidating. We don't know where to start and the progress we make seems miniscule compared to the enormity of the goal. But if you break it down into a task checklist, you'll be able to actually see your progress and stay motivated.

Break down your goals into tasks (Ideally ones that you can accomplish in a day to a week):

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3 GIGGING

Now we're going to dive into the different aspects of your career and define your goals and plan.

First we'll look at gigging. Take a minute to define whether or not gigging will be something you will focus on and define your approach. What kind of gigs will you play? How often? Will you play clubs and bars? Venues? House concerts? Corporate events or weddings? Online streamed concerts? Will you play local or regionally and nationally? What cities? What size venue will you play? How much money do you want to earn from gigging per month or per year?

Define your approach to gigging (Remember, be specific!):



Once you know where you want to play, we need to figure out how. Again, this really comes down to breaking your gigging goals into smaller tasks.

If you want to book house concerts you need to work on building an email list and social following to connect with your fans and get them interested in being hosts, you may want to research how others like Shannon Curtis and Fran Snyder have been successful with house concerts, and you'll want to arrange your songs down to be solo and acoustic.

If you want to book gigs in a local club, you need to get to know the venue, network with the people who work there, work on your set list and live show, and contact the booker. (We have a lot of lessons on how to book gigs in the **New Artist Model Online Music Business training program** if you're looking for ideas and strategies.)

3 GIGGING

Write down the steps you'll need to take to book or play the gigs you want:



Once you have a gig secured, you need to figure out how you're going to promote it. If you're doing local shows, fliers are a great option. Just make sure you flier places your fans are likely to be. If you're a wedding cover band, get your name and website to local wedding planners, photographers, and venues. You should also have a plan to promote your gigs online. Will you send an email to your fans? How will you promote it on social media? Maybe you could get a contest going where the first 10 people to pre-order their ticket get a special merch package.

Write down some ideas to promote your gigs and shows:



4 RECORDING

Alright, let's move on the recording. There are literally so many options available to you in the recording sector of your career, so don't be afraid to really get creative.

Take a minute to decide if recording will be something you want to focus on. If you're a songwriter and you want to write for recording artists, this may not be a big part of your career, but for everyone else, how will you approach recording? Will you record original music? Cover songs? Will you release original or cover videos on YouTube? Will you record your music in a professional studio, or at home? Will you record and release full albums, or one or two songs at a time? Will you sell your music? Will you give some music away in exchange for an email address? Will you put your music up on streaming services like Spotify?

Define your approach to recording (and be specific!):



Next, start brainstorming how you'll make all that happen. If you want to professionally record a full album, how will you get the money for studio time and a producer? Will you fund it with the income you get from gigging? Or maybe you could do a crowdfunding campaign. If you plan to release cover or original song videos on YouTube, how often will you upload? How will you determine which songs you'll cover? How will you use those cover songs to raise awareness for your original music?

4 RECORDING

Write down the steps you'll take to achieve your goals in recording:

Of course, an album or song isn't worth much if no one knows it exists, so you'll need to put some thought into how you're going to promote your music. One of the best options is to email your fans. Try giving away a song or two in exchange for an email address. That way, when you release a new song or album you can tell your fans directly. How will you use social media to raise awareness for your music? You want to avoid posting too many spammy posts like "Buy my new album!" or "Check out my new album!" Instead, try sharing behind the scenes content from the studio, insights into the lyrics and their meaning to you, and even photos and videos. This way, it's still about the album, but it's more fun and engaging.

Write down some ideas to promote your recorded music:

5 PUBLISHING

And lastly, we're going to take a look at your plan for publishing. This may not be something you choose to focus on, but keep in mind that it's getting easier and easier to self-publish as an indie artist and a lot of times, music supervisors specifically look for indie music for film and TV.

So think about whether publishing will be something you want to actively pursue. Are you a songwriter or film composer looking to write music specifically sync placements in movies and on TV? Do you want to get into jingle writing for commercials? Maybe you're an indie band that wants to get songs you've already written in film and on TV. Another option you should explore is the world of micro sync. Do you want to get your music placed in apps and games? Maybe you want your music to be used in other people's YouTube videos.

As you can see, there are a ton of options in the world of publishing, so take a minute to define your approach to publishing (be specific!):



5 PUBLISHING

Once you know what you want to accomplish, you need to figure out how you'll get there, so let's break your goals down into easy steps. If you want to get your songs to music supervisors, how will you get in touch with them? How will you pitch your music? My best advice here would be to do your research, be familiar with the shows they work on, know what kind of music they are looking for, and be persistent. Also keep in mind that lyrics can interfere with dialog, so always provide an instrumental version and a version with the lyrics. If you want to monetize other people using your music on YouTube, your best bet is to sign up with CD Baby to take advantage of their YouTube monetization service.

Break down the steps you'll be taking to reach your goals in publishing:





WHERE TO GO FROM HERE?

Well, there you have it! If you've gone through and filled out this worksheet you should have a much clearer idea of where you're going in music and how to actually get there.

As you may have realized, goal setting is only the first step. After that, you need to understand the music business strategies to make a plan to achieve your goals...

If you want more I hope you'll check out the **New Artist Model Online Music Business Training Program**.

Create the Music Career of Your Dreams...

- Complete self-paced online music business training program
- Start living a life the music that you desire on your terms
- Develop an Action Plan to drive your dream forward
- Create multiple revenue streams
- Find the 20% of your activities that generate 80% of your results
- Put together a team of people devoted to helping you succeed
- Get your social media, your gigs, your income, and MUSIC all working in harmony
- Get record labels, agents, or publishers interested in you and your music
- Create systems to manage your time and move you towards your goals
- Share it with your band mates, your business manager and your team
- Discover strategies to turn your music career into a sustainable business
- Get better gigs, grow your audience and build your brand

FIND OUT IF NEW ARTIST MODEL IS RIGHT FOR YOU



NEW ARTIST MODEL