

Hey there! Thanks for downloading our music business planner. We hope you find it helpful. We've listed the basic steps you need to take to help balance out the business and creative aspects of your music career, but we're always open to suggestions to help improve this worksheet. If you have any ideas for how we can make this better, please send an email to shannonk@shannon-kennedy.com.

What are some tasks you would like to manage on a day-to-day basis to improve your career?

For example: Practice an hour everyday, develop songwriting, respond to comments on blog, spend 20 minutes a day managing social networks, send out emails to keep in touch, update website, etc.

1. _____
2. _____
3. _____
4. _____
5. _____

What are your goals for the next year?

For example: Release an album, put together a tour, create a music video, increase radio airplay, write x number of songs, etc.

1. _____
2. _____
3. _____

TEENJAZZ

A COMMUNITY OF EMERGING ARTISTS

EST 2004

Goal #1: _____

Steps:

Here is where you will break down the steps you need to take to accomplish your first goal. For example, if you selected “put together a tour” as a goal for the year, Step 1 would be to “email festival and venue promoters.” The three spaces underneath could be create a list of promoters to email, create an email template to send to promoters (but don’t forget to customize each email before you send it out), and follow up with the promoters you’ve emailed. Step Two could be “prepare music for the tour.” The three steps underneath would be to create a set list, hire musicians and memorize/practice songs. Step Three could be anything from “promote tour” to “create tour merch” depending on what you hope to accomplish.

1: _____

- _____
- _____
- _____

2: _____

- _____
- _____
- _____

3: _____

- _____
- _____
- _____

TEENJAZZ

A COMMUNITY OF EMERGING ARTISTS

EST 2004

Goal #2: _____

Steps:

1: _____

- _____
- _____
- _____

2: _____

- _____
- _____
- _____

3: _____

- _____
- _____
- _____

Notes:

hosted by saxophonist shannon kennedy

TEENJAZZ

A COMMUNITY OF EMERGING ARTISTS

EST 2004

Goal #3: _____

Steps:

1: _____

- _____
- _____
- _____

2: _____

- _____
- _____
- _____

3: _____

- _____
- _____
- _____

Notes:

TEENJAZZ

A COMMUNITY OF EMERGING ARTISTS

EST 2004

Obstacles or Challenges and Possible Solutions:

Challenge #1:

Possible Solutions:

1. _____
2. _____
3. _____

Challenge #2:

Possible Solutions:

1. _____
2. _____
3. _____

Challenge #3:

Possible Solutions:

1. _____
2. _____
3. _____

Challenge #4:

Possible Solutions:

1. _____
2. _____
3. _____

Challenge #5:

Possible Solutions:

1. _____
2. _____
3. _____

hosted by saxophonist shannon kennedy

TEENJAZZ

A COMMUNITY OF EMERGING ARTISTS

EST 2004

How do you plan on generating revenue this next year?

Shows? Album sales? Digital downloads? Teaching?

How do you plan on getting the word out about what you're doing?

Facebook/Twitter/Soundcloud/YouTube/Email Blasts/Flyers

How do you plan on generating revenue this next year?

Shows? Album sales? Digital downloads? Teaching?

What sets you apart from others competing in the same marketplace?
