

## How to Make Your Music Career **Better**

### 1. The Primary Question

Define each of the following terms for you.

- What does the word mean to you?
- Is it important to you and why?
- What specific things would provide what it means for you? For instance, what would give you security? If part of the answer is money, how much and over what period of time (\$100K per year)?
- Lastly, which of these are more important to you than others? Prioritize them for you now and for “later”, when you are older.

- Security\_\_\_\_\_

- Family\_\_\_\_\_

- Friends\_\_\_\_\_

- Creativity\_\_\_\_\_

- Fun\_\_\_\_\_

- Adventure\_\_\_\_\_

- Love\_\_\_\_\_

- 
- 
- Purpose \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2. Face Your Reality**

- Are you living your dreams or someone else's? Explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What myths have you believed or followed? Explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Is music giving you the life and lifestyle you want? Explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What changes should you or could you make? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How can you be content with your reality? Be specific: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Any other related thoughts to capture or discuss? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Work Strategically

Steve's Four Simple Rules of Marketing

1. Marketing is more than a message
2. Marketing is always about the customer
3. Marketing never stops (you're never NOT communicating)
4. Marketing well = sales

- Who are your customers? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Do they know what you do and what you offer clearly? How can you improve? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How are you now going to play chess instead of bowling? Be specific: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How are you going to continue to build the life you want to build? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For more help:

- Look around [yoursuccessinmusic.com](http://yoursuccessinmusic.com)
- Contact me for coaching or with any questions or concerns: 615-210-9729 and [stevegrossmanonline@gmail.com](mailto:stevegrossmanonline@gmail.com)

Thanks and best of luck