

## Five Steps to **Renewing** Your Music Career Worksheet

### 1. **Reassess Your What**

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 \_\_\_\_\_  
\_\_\_\_\_

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

**2. Reassess Your How**

- What parts of music do you love? \_\_\_\_\_  
\_\_\_\_\_
- What parts of music do you hate? \_\_\_\_\_  
\_\_\_\_\_
- Could you live without doing music? Why or why not? How or how note? \_\_\_\_\_  
\_\_\_\_\_
- Will music get you the life you want? Has it yet? \_\_\_\_\_  
\_\_\_\_\_
- Which is more important: music or the life you want? \_\_\_\_\_  
\_\_\_\_\_
- Does music need to be your full time job? Why? \_\_\_\_\_  
\_\_\_\_\_
- What else could you do for a living besides music? \_\_\_\_\_  
\_\_\_\_\_
- What that be a good or a bad thing? \_\_\_\_\_  
\_\_\_\_\_
- Could you have it all? How? \_\_\_\_\_  
\_\_\_\_\_

**3. Make Your Decision**

- What do you already know and have? \_\_\_\_\_  
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\_\_\_\_\_  
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- What does it mean to you to have a life? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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- Are you going to do music again or not? How? How much? Why? Etc.? \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. Regroup to Fight Again**

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

- Your Target Market - who do you serve? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- Your Niche Market - how do you serve them? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- Describe your career "sweet spot": \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5. Make It Happen Strategically**

- How are you now going to play chess instead of bowling? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What are the market and competitive conditions? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How will you compete? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What will you say yes to and work towards? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What will you say no to? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Make a plan: \_\_\_\_\_  
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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