

## The **Four Keys** to Starting Your Music Career Worksheet

### 1. Your Clear Message

- What do you actually do in music specifically? \_\_\_\_\_  
\_\_\_\_\_
- What do you want to do in music? \_\_\_\_\_  
\_\_\_\_\_
- What makes what you do unique? \_\_\_\_\_  
\_\_\_\_\_
- How does what you do in music help others? \_\_\_\_\_  
\_\_\_\_\_
- Why should people you meet remember you? \_\_\_\_\_  
\_\_\_\_\_
- Why should people hire you? \_\_\_\_\_  
\_\_\_\_\_

### 2. Your Defined Goals

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

**3. Your Truths**

- What are you going to do with the information about the Superstar Myth?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- What is your plus besides talent? (list as many as you possibly can. They all matter because they are what will build your career): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. Your Focused Work**

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? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What are you going to tell them about you? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 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