

How to Implement the Learning Toolbox Teleclass Transcription

By Debra Russell



Foundation Program

**Track 1 - See Your Future: Create Your Business
Vision, Career Goals and the Plan**



Artists Marketing & Business Academy: Foundation Program
See Your Future: Create Your Business Vision, Career Goals and the Plan
How to Implement the Learning

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WHAT IS IMPLEMENTATION?

Welcome to the Toolbox Teleclass, "How to Implement the Learning." Has anyone join the call? Okay, so I'm just going to jump in. This topic came up actually in a conversation with a client that very often there's so much learning that's happening, but it's not clear exactly how to put it into action.

So this is completely appropriate as one of the starting points in the Artists Marketing and Business Academy, because hopefully you've joined and you're going to start listening to classes, but unless you actually implement what you're learning in the classes into action in your life day to day, my goal, which is for you to be tremendously successful, won't be met.

The purpose of all of this work that I do is beyond the couple of bucks that I make from you guys because as many people have told me I am under charging for this, but it is more so that you can be successful. So you can create the skills, create the systems, build a business that is going to accomplish what you intend to accomplish with your life, with your talent, with your art.

And so that you can then go out and make a bigger impact in the world, and that's really ultimately my intention, which is that you make a real difference in the world with your art, but also you then parlay your influence that you have as result of your success with your art. You parlay that influence into really making a difference in the world and making the world a better place.

So, for me it's not about the people I work with getting famous it's about the people that I work with making an impact. So what is implementation? What do I mean by this? I mean that you listen to a class and you think about how to apply it in your life and then you put it into action, and it makes a difference.

I also think this also came up as a result of my teaching a long workshop and at conferences we learn a lot. We go to workshops. We take classes. We listen to audio classes or teleclasses. We watch Youtube videos, etc. We do all of these things to learn. But unless we implement what we learn into our business, into our lives, it doesn't matter. It doesn't mean anything.

I know you know I come out of the world of personal growth, and you know these kind of personal growth workshops and people would do these workshops, and they would feel great! At the end, they would feel absolutely high as a kite at the end of the weekend or the week or whatever it was. This is fabulous! This is amazing! What a tremendous differences it's going to make!



And five days later at home, nothing's changed and very often they crash. And then look for another workshop to do so they'll feel good again. Rather than taking what they learned in the workshop and applying it to their day to day life, so that they can continue and maintain that feeling good.

So, implementation is kind of figuring out what the learning is and how it applies to you and then implementing that in changes in your day to day individual life.

WHAT STOPS US FROM IMPLEMENTING?

I think first of all the biggest thing that stops people from taking the learning that they get either from events or from classes and implementing it in their day to day lives is that they don't have systems set up.

And I don't even mean systems for implementation. I mean just plain systems. I find that the people who have good, sturdy, strong systems set up in their lives, and I'm talking about time management and project management, financial management, marketing systems, administrative systems like organization and filing.

That if you have systems set-up for how you manage your day to day life and business, it becomes easier to implement change, because it's really about adjusting or honing or polishing or facilitating an already existing system.

So it's not like you have to start from scratch on something which is much harder to do. It's really more about how do I take this piece of learning and apply to this already existing system that's running pretty well? And that's actually really easy to do.

LACK OF EXISTING SYSTEMS

But if you don't have those systems set-up or if the systems you have are largely unconscious, you may be doing things the way you do things, but you're not...it's not a conscious and intentional system. It's just the way you do things.

And when you're in that place, it's a lot harder to figure out how to implement a change, because so much of what you do is all of those decisions are happening at the unconscious level and here you're stepping in and trying to intervene with the conscious choice and very often...

Uh welcome, who has join me? Has someone joined the call?

Guy1: Oh yeah. Should I put myself on star 6?



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Debra: Please do, star 6. And actually I'm going to take this as opportunity to change my headset because it's running low on power. Okay, so what I was saying is when you're doing the things that you do just in how you do them and most of those decisions are happening on an unconscious level, when you try to change something by implementing something that you learned in a course or in a conference, it required you to then make a conscious and intentional decision, which very often doesn't stick because it gets overridden by the unconscious decisions you made years ago. And the unconscious decisions that are completely habituated. They're your habit. So that's very often why it's hard to start a new habit.

Because unless you keep consciously and intentionally making that decision over and over and over and over and over and over and over and over and over and over again until it becomes unconscious, you might make the decision a couple of times, and then drop it because you forget because you fall back into the habit.

And so if you got systems set up that are conscious, that are intentional, that are running pretty well, it's just as easier to implement a change. So the first thing that stops us from implementing is just a lack of those existing system.

OVERWHELM BY THE SHEER NUMBER OF THINGS TO IMPLEMENT

The second thing that stops us from implementing our learning is that we get overwhelmed by the sheer number of things to implement. I can't tell you how many times I've gotten calls from people who have taken 10-15 of the classes on the Artists Marketing and Business Academy. They just sat down and downloaded a whole bunch of them. They spent hours just listening to the classes. And then they have so many things they want to do, that they want to change but they've become overwhelmed and don't know where to start.

So hopefully this class is going to help avoid that overwhelm. In general, and this is just a general piece of advice, when you are feeling overwhelmed narrow your focus. Don't try to change everything. Change one thing at a time.

So, big thing that stops us from implementing is when we start to see that we could be doing things differently. When we start to see that we could be doing things intentionally, we start to see all the places that would benefit from those changes. All the different ways we could change this, we could change that.

What if we did it this way, what if we did it that way, and we just get overwhelmed, so that's the second thing that stops us from implementing the learning.



FEAR OF CHANGE

And the third thing is basically fear of change. You know very often we're stumbling along in our lives and we're doing okay, you know. Maybe we're not doing as well as we like to, maybe we are not moving as fast as we want.

Maybe we're not fulfilling our dreams quite to the level that we want to but you know, we're getting by. And doing things differently feels uncomfortable. It can even challenge your definition of who you are. And when we get challenged in that way, very often what we do is we fall back into the default because it's just more comfortable there. It's less confronting.

We don't have to state the reasons we made those habituated decisions in the first place. And we've chosen to play that way usually because in some way it serves us even if we're not getting what we want in our lives.

And sometimes, especially if we're not getting what we want in our lives, well you know, I'm not getting what I want over here, but I am getting what I want over there and if I change something, I might stop getting what I want over there. So I don't want to change anything because I don't want to risk what I have. Even if what I have isn't really what I want.

The fear of the unknown, "what happens if" and "who will I be if," can very often stop us in our tracks. Even when we absolutely know that making those changes is a good idea, is a right idea, is the thing that is going to get us where we say we want to go. Our investment in being comfortable, in being safe is bigger, is more important than the importance of the thing we say we want. Fear of change can very often stop us from implementing things that we've learn, things that we've discovered that might help move us in the direction of our goals.

So lack of existing systems, overwhelm and fear of change stops us. So then how do we make these changes? I'm going to spend the rest of this call giving you some ideas and some steps. A really logical approach, step by step, to starting to make these changes

PRIORITIZE AND BUILD YOUR SYSTEMS

So first of all since a lack of existing systems is probably the biggest thing that stops us from implementing our learning, the first thing you want to do is start building those systems. Because the more you have those systems in place, the easier change becomes because change then just becomes adjusting to your systems. And adjusting an existing and relatively functional system is a lot easier than starting something from scratch.



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So, what I would recommend and I'm assuming that most of the people listening to this call are new to the Artists Marketing and Business Academy and are listening to it because it is part of your quick start program. It's where I want you to start in the Artists Marketing and Business Academy.

So I would recommend that you prioritize and build your systems in this order. Now in the class post, you're going to see links to each of these classes on how to build each of these systems. Some of the classes are foundational level classes, some of the classes are the advanced Toolbox Teleclasses, and some of them are actually other additional products that I offer, but I have a lot of tools that will help you build these systems.

TIME MANAGEMENT

This is where I would recommend you start. Number 1 absolutely the very first thing you've got to do is [time management](#). Because bottom line is if your time management doesn't work, nothing else will. If you are not conscious and intentional in how you set up your time and how you use your time then you're going to struggle with everything else.

And I'm not just talking about everything else in the Artists Marketing and Business Academy or even in building your business in the arts and entertainment industry. I'm talking about everything else.

I'm talking about your work. I'm talking about your family. I'm talking about your relationships. I'm talking about everything. If your time management system isn't functional, then nothing else will be. So that's number 1 is time management.

PROJECT MANAGEMENT – INCLUDING TODO SYSTEM

Number 2 is [project management](#) including your to do system, like how you figure out what actions you're going to take in order to achieve your goals. [Project management](#) and [time management](#) are like 2 pieces in a pod. They're the yin and the yang. [Project management](#) is deciding what to do and in what order in order to achieve your goals.

And [time management](#) is fitting all of those what to dos into your day in a way that is sustainable and achievable but also has you moving forward in specific, significant, concrete way on a regular basis but also make sure you are taking good care of yourself so that you don't burn yourself out. So [time management](#) first and then fitting [project management](#) in to that [time management](#) system.

FINANCIAL MANAGEMENT

The third system is [financial management](#) because very often the ability to build your systems and implement your projects will cause you some cash. and knowing what you have and having a budget for doing these things so that you don't dig yourself into



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debt so that you, if you're already in debt, you have a plan for getting out of debt so that your savings for things like the rainy day, the sick days, the vacation.

So that you're saving for things like the car maintenance and so when something happen like you get sick or you blow a water pump and you need to fix your car or whatever you got the money set aside to do it and so that you can take on projects like recording your next cd or planning a worldwide tour or going to the next conference that you're going to learn more things to implement into your system or raising the level with which you are playing at the Artists Marketing and Business Academy.

Or investing in advertising or whatever that you have a budget and a plan for how to achieve those things as well as how to maintain yourself in good working order. So [time management](#) first, [project management](#) second, [financial management](#) third.

ADMIN AND FULFILLMENT

Fourth is [administrative systems](#) and [fulfillment systems](#). You'll notice that I have not yet mentioned marketing and promotion. And I have not yet mentioned creative. The reason is that what I find is people get busy with their creative goals, with recording that cd or writing that music or painting those paintings or they get busy doing a lot of marketing and promotion and so they get busy with orders or with gigs or whatever, and then they don't have the foundational systems set up to

1) Be able to fulfill those commitments. That doing all of that wonderful marketing and creative creation brings those opportunities to your doors but you don't have the system to be able to fulfill those opportunities or take advantage of those opportunities.

And 2) you get so busy that you stop marketing because you haven't set up the [administrative](#) and [fulfillment systems](#) so that you can then maintain your marketing systems even when you're really busy.

So that's kind of the logic behind setting up your [administrative](#) and your [fulfillment systems](#) even before you need them.

MARKETING AND PROMOTION

And then setting up your [marketing and promotion systems](#) and then activating those [marketing and promotion systems](#).

If you built the system to manage the next level of activity in your business, when you grow to that level of activity in your business, you're going to be able to maintain it. What I see with most small business owners, and this is not just in the arts but in the world, is that they grow beyond their capacity to maintain and as a result, if tracked over



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time, their business growth doesn't look like an upward slope instead it looks like a roller coaster.

But in the aggregate, in the average, they are not growing at all. They're really just maintaining because they get busy. They stop marketing. They slow down. They start marketing. They get busy. They stop marketing. They slow down. They start marketing. And as a result their business doesn't really grow.

So what you want is a graph that looks like a nice gradual slope, and you want to be building the systems to maintain that growth before you need them. You'll be honing and polishing and perfecting the systems once you start really using them but to the best of your abilities you want to build them in advance.

Okay, so you're going to prioritize and build your system. That's the first thing. So [time management](#), [project management](#), [financial management](#), [admin](#) and [fulfillment](#), and then [marketing and promotion](#).

THE SCIENTIFIC METHOD OF IMPLEMENTATION

The next thing I want to talk about is how, now that you got your systems build, how do you implement the ongoing learning that you're receiving. So what I recommend is what I call the scientific method of implementation.

If you don't remember from high school biology or chemistry what the scientific method is, let me give you a quick primer.

REVIEW THE SCIENTIFIC METHOD

So in the scientific method you basically have a hypothesis about how the world works. So the first step is you develop a hypothesis about how the world works. Then based on that hypothesis you create an experiment to test your hypothesis.

You run the experiment and measure your results, and then you examine the result and see what they tell you about your original hypothesis, which you use those results then to assess and adjust, and then you create out of your result. You either support the hypothesis or you change your hypothesis based on your results. And then you create a new test, a new experiment for your new hypothesis, and you basically continue to do that throughout your life.

ILLUSTRATE HOW IT MIGHT APPLY HERE

So you decide for example that your best time for marketing is 9 o'clock in the morning. And that's your hypothesis about how you work in the universe and so then you tested. For this week you spend 9:00 am to 10:00 am every morning marketing, but you find



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that you're calling venues that don't open until 3:00 in the afternoon. And as a result all you're doing is leaving voicemail messages, which is not very effective.

So in looking at your results, all you're doing is leaving voice mail messages. You're not really connecting with people, so then your hypothesis that 9 a.m. in the morning is the best time to market just isn't accurate.

So you create a new experiment...you create a new hypothesis that 3 o'clock in the afternoon would be a better time to market, so you create a new experiment next week. You market from 3-4 p.m. in the afternoon.

And lo and behold, you're leaving only about 50% of voicemail messages but getting through about 50% of the time. Well, that's a better result. What you're finding now is that places aren't open on Mondays and Tuesdays, and you get better result calling on Wednesdays, Thursdays and Fridays. So then you adjust your hypothesis that the best time to market is Wednesday, Thursday and Friday from 3-5. So next week you schedule marketing. You see how this work?

So basically the scientific method of implementation is that you come up with a hypothesis of what might work. You test it out. You assess your results. You adjust your hypothesis, and you create a new test, and you just keep doing that. So say someone gives you a piece of advice at a conference you decide to test it out. You try it out and see if it works for you.

Now very often you need to make sure that you're testing things long enough to find out if they really work. In the example I just gave you, I had you testing things out for just a week. Most marketing techniques you need to test out for several months before you can assess whether or not they work.

And very often what people do when they're testing marketing ideas is they throw a bunch of stuff against the wall. Some of it sticks, but they don't know why because they really don't have a hypothesis to start out with.

So you always want to start out with your idea of what you think will work and why. Then test it out, so that when you are assessing your results you have some idea of why it worked or didn't work, and some way to then adjust your hypothesis. So that's the scientific method of implementation.

Which means that anything that you hear me say in a class, in the Artist Marketing and Business Academy, you want to start it as theory, because I am giving you what is to the best of my knowledge what works.



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First of all, every business is different. Every target market is different. What works in one place may or may not be applicable in another place. So I'm giving you to the best of my knowledge what works.

Also, things change. Markets change. The economy and the environment changes. One of the reason I have yet to create, at the date of this call, a Facebook 101 is because every time I feel like, "Okay I'm ready to start a Facebook page 101 class," Facebook changes its mind about what's going to work.

So I keep having to then go back and learn the new way, and then "Okay I've got this under my wing. I'm pretty sure I understand how this works. Okay I'm about to teach it to you guys," and they change their minds. So far the best that I've been able to do is give you links to who I go to when things change to figure out how it works.

I did a [Twitter 101](#) years ago because Twitter doesn't change, pretty much. What works on Twitter is what works on Twitter. So yeah, so anything that I'm giving to you in an Artists Marketing and Business Academy class is, first of all, to the best of my knowledge, but second of all, is true at the time that I record the class.

When things change significantly enough, I will very often go back in and re-record the class which I've done since I've been doing the Artists Marketing and Business Academy since 2005. There have been several classes that I've updated and continue to have my eyes open for. But I also very often will use interviews with experts to try and grab what is true to the best of their knowledge, which gives you access to people who are smarter than me in certain aspects of the business.

So that's always, everything that you hear in the Artist Marketing and Business Academy I want you to apply the scientific method of implementation. And test it out in your business with your target market, in your life, and see how it works.

If you're not sure how to do that or if you try it and it doesn't work, and you're not sure how to assess that, you're not sure how to figure out why it's not working, then you want to take advantage of, depending on whether you're a Foundation Level, Professional Level or Professional Mentorship Level, access to me to ask those specific questions. So if you're at the Foundation Level, you want to submit it as an Ask Coach Debra question.

If you're at the Professional Level, send it to me in your monthly, as a monthly question, because you know you can submit one email question for coaching a month, or finally in the Professional Mentorship you would use either the Ask Coach Debra or the email question or your Laser Coaching Session to really look at why is this not working for me. "I tried it this way. This is what happened. How do I adjust for this?" Okay?



2 TYPES OF LEARNING TO IMPLEMENT

EVENT EDUCATION

Alright, moving along. There are basically 2 types of learning to implement. There's event education. So you go to a conference in your industry and you take a bunch of breakout session classes.

CONTINUING EDUCATION

Or you go to something like the Learning Annex or Musicians Institute or you take a class online with Berkeley or whatever.

Event education. Right, you go to a conference or continuing education...taking classes, and I would include the Artists Marketing and Business Academy classes as the continuing education. So there's event education or continuing education. Okay?

EVENT EDUCATION

Event education. This is how I recommend you implement your learning from event education. So first of all, before you got to an event, get the list of classes that they're offering and decide what your focus is.

Is there a particular issue? Is there a particular challenge? Is there a particular area of your business that you want to improve? And focus the classes you take. I think that a big mistake that people make at event is they just take a whole bunch of different classes about a whole bunch of different things.

And so they have a ton of new areas to impact when they get back, and they get overwhelmed and they're just not sure how to, like, where to start. So I recommend in planning the event that you also focus on a particular issue.

While you are at the event take copious notes and keep a separate page or perhaps an Evernote for your ideas, for your action ideas, for your inspiration. "Oh I should blog about this," or "Oh boy, there this guy I could call" or "That's a great idea, I know exactly how to make that change in my business operations".

Keep a separate page with those notes, so that when you get home, it's easy to just look at the actions that you came up with. Your To Do list if you will. The other option is to, in your notes, do something to set aside those ideas. Whether it's using a highlighter pen to highlight them or putting a big star, a big asterisk, next to it or putting a bracket with a star, something, some way to make it easy when you're reviewing your notes to pull out your ideas of all the things to implement.



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And then I would suggest that as soon as you get home and you've had a good night's sleep that you schedule in your time management system about an hour to 3 hours, depending on how much quantity of stuff you learn at that event.

REVIEW YOUR NOTES AND BRAINSTORM A LIST OF ALL THE THINGS TO IMPLEMENT

I know it when you come back from the Taxi Road Rally you probably have 30 or 40 pages of notes, but other events they may not be quite so learning intensive. So set aside an appropriate amount of time, take, pull out the ideas out of your notes, but also do some brainstorming. Just write down the ideas that you come up with while the stuff is still fresh in your mind. So review your notes and brainstorm a list of all the things to implement.

SEPARATE THE LIST BY CATEGORY

Then separate that long list by categories. I like doing this kind of thing in Excel because you can just make a category...a column for the categories. Identify each task, what category it is, and then just hit the sort button and you'll sort it by category.

USE THE 5 HATS FROM BMCM

Now, what categories might you use? I recommend using the 5 HATS from the [Business Management for the Creative Mind](#) class. If you haven't listened to the [Business Management for the Creative Mind](#) class, I recommend doing that fairly soon because it's also going to impact the categories you use for your time management and project management system. I recommend being uniform with your categories.

IMPLEMENT THE LEARNINGS

Then once you separated the list by category, you want to piece by piece implement the learnings.

IDENTIFY WHICH SYSTEM THEY LIVE IN

So how would you do that? First, identify which system they would live in. Prioritize each task or item with the following categories:

"This is the change I want to make right now."

"This is the change I'd like to make soon," which means within the next month or two.

And "This is a change that seems like a good idea but it's really, it's down the road. It's not a right now change. I'm not quite ready to implement it yet."

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PRIORITIZE WITH RIGHT NOW, SOON, LATER

So you would have a column where you basically are just identifying each item as RN, as S or L. So RN for right now, S for soon, L for later, and then again, sort.

SCHEDULE THE RN INTO YOUR TIME/PROJECT MANAGEMENT SYSTEM

And the right now items...put them right now into your time management and project management system. Put it on your to do list in the category that it applies to as a right now action.

So that when you go to set your schedule for the week, it's right there for you to grab and build into your system. Okay?

Now those soon and later items, ideally you're going to come back to this every month or so and cross off the items that you've done. So that the soon list can become the right now list. And perhaps the later list can even become a soon list and then you will just implement them. You can understand why, when I started this class, I suggested that having an existing time management system is going to really help you in the implementation because once you've identified where these things go if you got an already existing time management system you just slide it in. If you don't have an already existing system, it's a lot harder to implement these ideas. Does that makes sense?

So that's how I recommend you put things into action when you get home from a conference or a workshop where you've gotten a lot of ideas.

CONTINUING EDUCATION

Now, I'm going to talk about how you implement for continuing education. I am of course going to specifically be talking about how you implement the ideas you get from the Artists Marketing and Business Academy, because you know, that's why you're here.

SCHEDULE YOUR CONTINUING EDUCATION PROCESS

The first thing since you're a new member in the Artists Marketing and Business Academy and this your starting, your quick start segment. The first thing I recommend doing is scheduling your continuing education process.

HOW MANY HOURS A WEEK AND WHAT TIMES SPECIFICALLY WILL YOU STUDY/LISTEN?

Decide how many hours a week and specifically what time will you do your studying and listening to classes. Now if you're really intending to participate live in the classes,



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obviously that schedule is going to get impacted by when those classes are schedule. And that schedule may change. It's not going to be uniform.

But if you're listening and downloading already recorded classes, then what I recommend you doing is setting an appointment with your self weekly, at minimum an hour a week. I would suggest 2-3 hours a week. 1 hour a week to listen to a class and the other 1-2 hours to really figure out how to implement the things that you're learning. Okay?

LOOKING AT YOUR SYSTEMS AND BUSINESS, BRAINSTORM YOUR AREAS OF CONCENTRATION

So, schedule when you're working on this stuff. Then looking at your systems and your business, brainstorm your areas of concentration and what are the areas that you most want to impact with the Artists Marketing and Business Academy with your continuing education.

PRIORITIZE THE AREAS YOU WILL STUDY BY GREATEST URGENCY AND/OR WEAKEST LINKS
And then prioritize those areas by the greatest urgency or your weakest links. Meaning if you've got a pretty good time management system but you're never making time to market because when you make time to market you're just not sure what to do, well then you want to prioritize all of the classes on how to market.

But if you're looking at your schedule and you realize you don't have a time management system, you don't have a project management system, you don't have a financial management system, then I would suggest you start with those as I suggested earlier in the class.

And again, the order that I recommend is time management, project management, financial management, admin and fulfillment, and then marketing and promotion. Okay?

TAKE NOTES, SPECIFICALLY OF ANY IDEAS OR CONCEPTS YOU WANT TO PUT INTO ACTION

So, scheduling, putting in order what you're going to take on first, what piece, what area do you want impact first, and then listen to the classes in those areas and take notes. A lot of people listen to my classes while they're driving, and I would suggest that's okay for your second or third time through a class. But your first time through a class I recommend sitting at a desk and taking notes. At least for me it's a little hard to listen to a class because I'm very visual in how I learn so I take massive notes. I write everything down. It just helps to learn it.



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PUT ACTION ITEMS ON A SEPARATE PAGE OR HIGHLIGHT FOR EASE OF RECOVERY

Then again, just like I recommended when you're at a conference, star the things, the action items or put them on a separate piece of paper for ease of recovery so you know which actions you want to put into action first.

IMPLEMENT THE LEARNINGS

IDENTIFY WHICH SYSTEM THEY LIVE IN

And then implement the learnings. Identify which system they live in, prioritize again which are the actions you want to take right now, which are the actions you think is soon, and which are the actions that, you know, they're good ideas but you're going to get to them later.

PRIORITIZE WITH RIGHT NOW, SOON, LATER

And then schedule those right now actions into your time and project management system for you know, right now.

SCHEDULE THE RN INTO YOUR TIME/PROJECT MANAGEMENT SYSTEM

Which is why I started out by suggesting that you schedule 2-3 hours a week. 1 hour is listening to the class and then the other 2 hours is starting to implement the changes into your life and into your business.

Just like with my private clients...of course, with private clients I recommend a much larger a chunk of time 5-10 hours a week, but this stuff is all great information, but if you don't put it into action and in a specific and clear way, it's not going to make the impact that I want it to make in your life and clearly the impact you want it to make in your life, which is why you join in the first place.

DON'T FORGET TO BRING IN THE SOON AND THE LATER

Now, don't forget to bring in the soon items and the later items as you work through your systems.

REVIEW YOUR PRIORITIZATION FREQUENTLY – PERHAPS ONCE/MONTH OR ONCE/QUARTER

Review your prioritizations frequently...perhaps once a month or once a quarter, so that you can cross off the stuff that you've accomplished, that you've put into action, and start to bring forward the soon items and the later items and making them more current.



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AS YOU COMPLETE THE RNS, THE SOON MAY BECOME RN AND THE LATER MIGHT BECOME SOON

The other thing that may happen though, as you review, is you may discover that they no longer apply. The things that you thought might be good ideas may no longer apply because of the changes you've already made in your life and in your business.

BUT – THEY MAY ALSO NO LONGER APPLY

You may discover that the things that weren't working before are starting to work now almost as collateral damage, almost as a byproduct of getting into action in this way. You may notice bigger opportunities coming your way that make the actions that would bring you smaller opportunities no longer the best actions, because you're going after bigger fish. That may start to show up as you start to get into actions in all of these areas of your life.

So I'm hoping and intending that you're going to take this information, and you're going to begin to build your business in a specific and significant way.

Now if you have not yet, I recommend next listening to [Goals that Get Results](#) and the [5 Year Plan](#) because what things you want to implement and how you want to implement them is going to be dependent on what kind of career you're designing (which you'll design in the 5 year plan), will be dependent on what your short term goals are in specific, concrete and measurable terms.

And which classes you listen to first will also be impacted by those goals. So, that's the class, How to Implement the Learning, and I look forward to hearing your shares or seeing your shares on this class post about the results that you're getting because you're implementing these suggestions and the learnings from the Artists Marketing and Business Academy.

If you're still on the call, Judah, and you have any questions, feel free to come off mute star 6 and ask me your questions.

Guy 1: I have a question.

Hey, go for it.

Guy 1: My question is, I'm kind of starting on the [Multiple Streams of Income](#) and I say kind of because that's what I'm doing, kind of doing it, but really my question is how you see that interacting with this, but still, you know, my question which is a question that a lot of people doing doing bothis that how...

Debra: How do they interface?



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Guy 1: Time management...how, yeah how they, how you conceptualize their interspace station?

Debra: Or interfestation! Uhm, well I would suggest in the [multiple streams self-study program](#), [Chapter 1 is about setting your goals](#), and [Chapter 2 is setting up your systems](#). Because I know that actually working the [multiple streams of music income program](#) takes a huge chunk of time and focus. And so that's why I set it up that way so those first 2 chapters are meant to help you get your systems set up, so that you have the time to really implement the ideas, the actions in the multiple streams concept. So that's how I recommend you do it. I recommend you set up your time management system and your project management system and one of the projects is multiple streams. That's a project.

Guy 1: Let me put it this way. I'm basically prioritizing [multiple streams of income](#) as the way that I'm hoping that I will learn all of these things: time management, project management, the 5 things that you mentioned. Is that...

Debra: No you got it backwards. Yeah, if your time management and project management and financial management systems are set up, you will better be able to implement the multiple streams concept. If you're not well set-up with those systems you'll going to struggle with the multiple streams concept because it's big. Right? Does that make sense?

Guy 1: For example, you have an extensive, yeah for example, you have an extensive reading, recommended reading for Chapter 1 of, you know, the basic book, the concept is over 300 pages. How do you conceptualize like integrating that as time management goes, the whole education aspect separate from action?

Debra: It's not separate from action. It is a recommended action. I recommend it as an action that you read those books. It's why when I, in that first chapter, I talked about the multiple streams concept as a 6 months to a 1 year program. Right? It's not something you're going to implement in a month because you're building your career. Right? So I know you may be in a big hurry to do it, but I recommend, I mean, I'm still building my multiple streams business, and I've been doing it since 2004. 8 years! I'm 8 years actually, you know. Almost 9 years.

Guy 1: You talked about going and finding a niche, and then you go back through the steps so there's a...it repeats, it's spirals.

Debra: Yeah exactly, but I'm also, but I also am still in the process of designing and building my funnel which is really a Step 4 action.



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So, you know, I started the funnel and I got busy and I started driving traffic to the funnel that I had, but I keep expanding my funnel products. That [Multiple Streams of Music Income self-study program](#) is something that lives kind of midway down my funnel. Right? So I'm actually still building that system. So yeah, that's how I want you to think about it. I think that building you time management system and project management system and getting the other pieces in place will, you know, help you implement.

Guy 1: And in this class you'll have hyperlinks to the kinds of introductory courses that help to build our foundation.

Debra: Exactly! Exactly! So I'll be doing those in, setting that all up in the post production of the class. So by the time recording is up you'll have all of those links.

Guy 1: Okay great!

Debra: Okay?

Guy 1: I will check that out.

Debra: That actually was a great question thank you for asking it.

Guy 1: Yeah, yeah, I super appreciate it. That's very helpful.

Debra: Excellent! Anything else?

Guy 1: That's it for me.

Debra: Okay great! Well you are the only person on the live call, and that's fine. A lot of people listen to the calls later because of time zone differences and challenges. So, to anyone who is listening to this as a recording, if you have questions, the best thing to do is to submit them either, depending on your membership level, either to the Ask Coach Debra call, as an email question for your monthly email question, or as part of your ongoing Laser Coaching Sessions. And I look forward to hearing the results you get as opposed to this call. Thanks very much!

Guy 1: Thanks Debra!