



Multiple Streams of Music Income Self-Study Workbook

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CHAPTER TWO - IMPLEMENTATION

Since this program is more than continuing education, it is meant to be a guide that walks you through the process of building your Multiple Streams Business; I felt it was important to go into specifically how you will implement what you learn here.

SECTION A. THE TIME LINE

Multiple Streams of Music Income is not a get-rich-quick scheme. You will implement this program in three phases. And you can expect it to take from seven months to a year to fully implement this into your business and then ongoing both maintaining your initial niche and then adding new niches one at a time.

PHASE 1: PROBLEM/SOLUTION

0 - 3 months

Revenue: 0

You can expect this initial phase to take at least 3 months. Don't anticipate making a lot of additional income or revenue during this phase. This is your investigation, research and development phase.

In Phase 1, you will explore the problems and solutions for your niche. First, of course, you're going to have to choose your first niche. Then you'll get to know them, get inside their heads and design your solutions to their biggest problems, needs and desires.

These are the foundation-building steps one through four of the multiple streams program. It is important to understand that in order to be successful with this process, you must get into the hearts and minds of your prospective customers, clients and fans.

Bottom line, people buy from the people they know, they like and they trust. **You** need to understand them at a deeper level, in order for **them** to feel like they know, like and trust you.

In this Phase, you will create a solid foundation for your marketing efforts that will not only bring you more customers and more income, but will create lifetime fans, people who are going to be with you forever.

You may find this Phase a little challenging, because you're not going to see a lot of external results. In order to have success in Phase 1,

You need to practice patience, perseverance and a voracious curiosity.



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PHASE 2: DRIVING TRAFFIC (HONK! HONK!)

4 - 6 months

Revenue: 0

List: 500 - 1000 people

In Phase 2, you'll drive traffic to your various landing places, such as your website, your social media sites, etc. The primary focus of this phase is building your list, not making money. Though some may flow in, this Phase is less about sales and more about introducing yourself and getting to know people. Phase 2 is about engagement with your fan base and driving awareness and buzz. And while you will continue to do these kinds of activities for the duration of your business, you can expect this initial phase to take another 3 months.

Systems

There are three keys to success in this Phase. First of all, you need to create systems. Because as you build your multiple streams business, as you become more and more public and successful, you're going to get busier and busier. You need to have the systems built in advance of this momentum, so you will be able to maintain, sustain and build on your increased activity.

It's really common for businesses to fall into what I call the roller coaster revenue model. You are bringing in lots of new business during the marketing phase. But then you get too busy to market, so you stop marketing. And then, since you're no longer marketing, business slows down. So you start marketing again. But since you never build your systems, as soon as you get busy again, you stop marketing. And so on.

In order to have a successful, sustainable and profitable business, you need a continually increasing and expanding business. So create systems that will continue marketing and growing your business while you are busy fulfilling all of the opportunities your marketing brings you.

Consistency leads to cash.

The more consistently you are marketing and driving traffic, raising your profile, connecting with and engaging with your audience, the more cash you are going to bring in.



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Be Real

The second key to success in this phase is to be professional and personal, not just personable. It's not just about being pleasant. It's about being real, authentic, YOU. Yes, you must be professional. But in order to build the engagement in Phase 2 that will fuel the revenue in Phase 3, your audience needs to feel like they're getting to know who you really are. You can be both professional and personal. And you never have to reveal anything more than you are comfortable with. Show enough of yourself that people feel like they can connect with you.

Testing, 1, 2, 3

The third key to success in this Phase is to Test! Test! Test! I don't mean throwing spaghetti against the wall haphazardly. I mean intentionally testing something, seeing how it works, modifying it, testing it again, seeing how it works, and adjusting one small thing to see if that changes anything.

The only way that testing works is if you're also measuring your results. So the mistake that a lot of people make is that they try a bunch of different things. But since they're not really measuring their results or where the results are coming from, it's hard for them to figure out which experiment or which adjustment actually made a difference. And so they just end up trying more stuff and more stuff and they don't build a system that leads consistently to cash.

You need to know what works, so you can repeat it. And you need to know what doesn't work, so you don't waste time and money repeating it. Building your Multiple Streams Business is about creating a lean, efficient and effective marketing machine. So you have to test and you have to measure.

PHASE 3: SHOW ME THE MONEY

7 - 12 months

Revenue: \$500 - \$1500+/month

List: 1000 - 2000+ people

Phase 3 is when the income begins. You can expect to begin Phase 3 in the 7th month. This is the final phase of the program and you're going to be working this phase as long as you work your business. What you do in Phase 1 and Phase 2 leads you to Phase 3. In this Phase, you'll be converting the leads you generated in Phase 2 into customers, clients and lifetime fans. So, you will begin to see revenue. You will take your list from 1000 and build it to many, many, many people.

There are no shortcuts.



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You can't start this program and say, "Well I just wanted to jump to Phase 3, because I just want to make money." It doesn't work. If it worked you probably wouldn't be reading this.

You have to work Phases 1 and 2 in order to make Phase 3 really pay. The way to move your customers from being merely interested in you to becoming lifetime fans is to draw them deeper into your funnel, which means drawing them deeper into relationship with you. Phase 3 builds on and continues phases 1 and 2.

You're never going to stop researching who your fans are and what they want, need and desire. Because their needs will change, and if you don't change with them, your business will die. There are so many examples of businesses in the music industry (in every industry, really) who did not understand this. You have to understand the needs of your customers and be able to adjust to their changing needs, always and ongoing.

How you do that is by genuinely being in relationship with them. Not pretending relationship, not faking it. But really being interested in who they are and caring about what they want, need and desire. So you can see their needs change, even anticipate those changes and adjust accordingly.

Phases 1 and 2 are continuous. Phase 1, because you want to keep your finger on the pulse of your market. Phase 2, because you're always looking to expand your market and feed new people into your funnel. What Phase 3 does is take the people who are already in your funnel deeper and turns them into customers, clients and lifetime fans.

In phase 3 you will also polish your systems, because you're getting a sense of what works. But the more you work a system, the more you can polish it, sharpen it and delegate it. And ideally in Phase 3, as the money starts coming in, you can bring in other people to run the systems you've already established.

However, there are aspects to all 3 phases that you will never delegate. Because at the foundation of your business is you and the real relationships you initiate, deepen and sustain. Very often, when fans think their idols have "sold out" really what's happened is that they handed off their relationships with their customers, clients and fans, to other people. They stopped engaging personally. You can never afford to stop caring about your fans. And your fans have to know this.

Once Phase 3 is established and working well, you can begin to think about the next niche. You will discover that new niches start to reveal themselves to you organically. Because the people who become lifetime fans in Phase 3 will begin to share you with the people in their lives. And these new customers are members of different niches and will want to share you



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with these new groups. You will create an entirely new funnel, working through Phases 1, 2 and 3 with a whole new niche market. Hence the Multiple Streams of Income.

SECTION B. MANAGING CONFLICTING PRIORITIES

There will always be something that feels more urgent than building your Multiple Streams of Music Income business. Particularly in the beginning Phase, when you're not seeing any money coming in and it feels like you're doing a lot of research. It may even feel like busy work, but I promise you that it's worth doing.

So how do you solve this conflict, if it feels like there's always something more urgent? Here's the solution:

- Set Your Goal
- Create Your Schedule
- Get Support for Accountability
- Manage Expectations
- Maintain Boundaries
- Take Good Care of Yourself

SET YOUR GOAL - WHAT'S YOUR WHY?

So let's start with writing that specific goal. Be clear about why you want this. I recommend sitting down and doing some brainstorming around these questions (see Chapter 2 Actions):

- What are you doing it for?
- What will creating this business give you?
- What is the outcome that you're doing all this hard work to create?
- What specifically do you want as a result of this program?
- What will it look like, feel like, taste like, smell like, when you have it?
- And how will you know when you have it?
- What will you see, hear and feel in your body when you have it?
- What's the goal going to get for you or allow you to do?
- Where will you be living?
- When will the goal be accomplished by?
- How will you be living?
- Who will you be playing with?
- And most importantly, why? For what purpose do you want this?



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By the way, really knowing what purpose this goal serves you, personally, but also what purpose it serves your world, is going to help you to develop your B.O.P. (Step 8 of the Multiple Streams Business Model).

When I work with private clients, the first thing we do is set their goals. Here are criteria I use with my private clients when writing their goals. It's important that whatever goal you write fulfills all of these criteria.

Having or Being vs. Doing

First of all, your goal is a “having” or “being”, not a “doing”. It's not about how you're getting there. It's about defining where there is. What does it look like? What do you have and/or who are you when the goal is accomplished?

I recommend leaving out the subject and verb of the goal statement. It should just be the object of the sentence. This will help keep you strictly focused on the outcome rather than the doing.

Dreams with Deadlines

Your goal is a dream with a deadline. Without a goal date, it's not real. It's fantasy. So you have to put a date on it. And it needs to be a realizable date. I began this chapter with the timeline for this project. So work within those guidelines. Or, if after you go through the next section, you think it may take you longer to get there, adjust your goal accordingly.

You can create an overall goal that's perhaps a year or two out. And you can also create sub-goals, the mileposts along the way. I recommend that you make your sub-goals just as visionary, inspiring, positive, specific and measurable as you make the longer term goal. And you must put deadlines on each of these goals.

Specifically state by what date you will have your goal.

Visionary and Inspiring

Your goal needs to be both visionary and inspiring. What I mean by visionary is that your goal is aligned with the vision of your life in five years or ten years. One of the biggest mistakes I see during this process is setting goals according to someone else's definition of success. Your vision of your life, which you created in Chapter 1, needs to be the kind of life you want to have and your goals need to be in line with that vision.

You will find it very difficult to get into action to create a life that runs contrary to your truest heart's desire. So be honest. No one is judging you here. You don't have to want the big flashy definition of success. You don't have to prove anything to anyone. All you have to do is decide what you want to create, specifically, and set the goals that will take you to that



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life. Don't be afraid to dream or be honest with yourself. What kind of life do you really want?

What I mean by inspiring is that the language of the goal gets you excited. Just reading the goal out loud makes you feel like you want to jump into action and get to work on your goal.

Another way of looking at this is "the evidence procedure." What will you see, hear, and feel when you have the goal. As I explain in [Goals that Get Results](#), using comparatives and metaphors can make a fairly cut and dried goal really inspiring. So, use your creativity and find what will truly capture the experience of having the goal for you. And then express that in the language of the goal. But be concise – stay within 5-7 words plus the date.

If you struggle with this, submit your goal as a question for the [Ask Coach Debra call](#) and I'll help you workshop it.

Positive, Specific and Measurable

A positive goal is one that is focused on what you are creating, as opposed to focusing on the problem that you are trying to fix or eliminate. For example:

- A strong, beautiful size 6 vs. Lose twenty pounds.
- Zero balance on my monthly Credit Card statement vs. Out of debt.

A specific goal uses clear and specific language rather than vague and general language. I like to use the example of ordering in a restaurant. If I go into a restaurant and order "Cow", I might get anything, a burger, a steak or even beef stew. If I order a filet mignon, medium rare with a side of baked potato and steamed broccoli, I'm much more likely to get the meal I want.

You will also find that a specific goal is, by its very nature, much more inspiring. Generalities arouse general, vague emotions. Specifics motivate and energize.

Your goal needs to be measurable, which means that you need to be able to tell when it's complete. It may mean hard numbers or some other way of measuring, specifically, when the goal is complete. If you can't tell when you're complete, then you will never allow yourself to truly celebrate your results – which is a recipe for burnout.

Realizable

Realizable means that you believe your goal is achievable within the timeframe you've set. I don't mean realistic in self-defeating, limiting terms. Nor do I mean being realistic on anyone else's terms. I mean knowing what your schedule is and the amount of time you're going to put towards creating the goal. Set a goal that is realizable to the best of your



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knowledge as it stands right now. This may change as you get into working towards your goal. Create the most real goal you can with the information you currently have. You can always revise your goal.

CREATING AND MAINTAINING MOMENTUM

Writing the goal will start your momentum. But you can also use your goal to maintain your momentum, particularly through Phase 1, as you're doing all this work without a lot of external rewards.

Keep your goal foremost in your mind.

There are quite a few ways to keep your goal top of mind. For example:

- Post the goal somewhere where you will see it every day.
- Read the goal out loud to yourself every morning or before working on your business

Whenever you get hung up, worried or nervous just reread your goal and reread the vision that you created in the first chapter. Close your eyes for a moment and imagine yourself there, seeing what you will see through your own eyes.

Create Your Schedule

If you say to yourself, "I'll get to this project when I can," you probably won't get to it. If you say to yourself, "I'll work on it for a few hours every week, when I have some spare time," you probably still won't get to it. But if you schedule it specifically, like an external appointment, you will much more likely show up.

First decide how much time you will commit to working through this process. I recommend a minimum of 5-10 hours per week. That may not be possible, if you are also working a full time job. But if you can do at least 2 2-hour sessions each week, you will still move inexorably towards your goal. What you decide here may impact the completion dates you decided when setting your goals. And if that's the case, go back and adjust those dates.

Remember – it's the tortoise that won the race!

Once you decide how much time you'll put in each week, look at your schedule and pick specifically what time on which days you will work on this project. And then create an appointment in your datebook or calendar.



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Get Support for Accountability

Once you've set your schedule, set up a structure to help hold you accountable to it. Very often the commitment we make to others holds more weight than the commitment we make to ourselves. It's unfortunate, but that's a topic for another book! Here are a few ways you can use to set-up that accountability structure:

- [Work with a Coach](#)
- Work with accountability partners who are also working through the Multiple Streams of Music Income system
- Work with an accountability partner who is working on their own projects

Whatever structure you go with – make specific commitments about what actions you will accomplish each week to build your Multiple Streams Business and follow up at least weekly to report on your progress. I have worked with both coaches and accountability partners at different points. And with accountability partners, I've worked in three different ways:

- A weekly call, where we talk for a few minutes about the week past and what we accomplished and then each make a commitment for the coming week,
- A daily call, where we make a commitment for what we'll accomplish that day,
- An hourly call (also called Momentum Calls), where we very succinctly commit to what we'll accomplish in the next hour.

Try out different formats and find what is most effective for you.

Manage Expectations

Manage your expectations of what you can achieve from day-to-day and week-to-week, as well as the bigger picture. And manage other people's expectations, whether those other people are your band members, your family members, or your agents and managers. You need to manage other people's expectations for how fast you can move through this process.

Remember, this is your career you are building. It's like climbing a mountain. The key is to take baby steps while keeping your eyes on the horizon. Trust that you will reach the peak as long as you keep taking those baby steps.

Maintaining Boundaries

In order to maintain momentum as you work through the long-haul of building your Multiple Streams of Music Income, it is critical that when you make a promise to yourself,



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you keep it. When you schedule the time that you're going work on your Multiple Streams business, hold that time as sacred.

Don't let all of the “other-people's-needs” and the “moment-to-moment-exigencies” distract you from doing this work. Protect the time that you've scheduled to build your Multiple Streams Business as if it were an appointment with a very important person. Because it is, it's an appointment with your dream. It's an appointment with your purpose. Dare I say? It's an appointment with your destiny.

Take Good Care of Yourself

Always take good care of yourself. Don't burn yourself out. Take rests, eat well, exercise and all of those good things.

If you run yourself ragged and burn yourself out, you will undermine the whole purpose of doing this project – because you will be too sick, too tired, to enjoy the outcome. It will affect your ability to create your art. And it will affect your ability to engage with your audience.

This is a marathon, not a sprint. And every marathon runner knows that you must stop periodically or you won't make it to the end of the race.

“You find out by trial and error what the optimal level of training is. If I found I was training too hard, I would drop it back for a day or two. I didn't run for five days before the sub-four-minute mile.”

Sir Roger Bannister (first to break the 4 minute mile barrier)

If you do those things, keep your goal foremost in mind, manage your own and other people's expectations, protect your boundaries and take really good care of yourself, you will be able to maintain your momentum through the long haul of building your Multiple Streams business.

SECTION C. CREATING THE PLAN AND THE SYSTEM

CREATE THE PLAN

One of the advantages to using this Multiple Streams of Music Income Self-Study course is that the plan of action is already set up for you. I will tell you specifically what actions to take, when and how to take them.

The parts of the plan that you need to create involve the unique set of circumstances of your life as well as the unique business you intend to build. So your part of the plan will include:



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- Your Schedule (which I covered in the last Section)
- Your Budget
- Your Systems and Structures

BUDGET

When you are building any business you will have initial expenses as well as ongoing cash flow needs. Some of the expenses may include:

- Product creation
 - Equipment
 - Musicians, Producers, Engineers
 - Recording
 - Mixing and Mastering
 - Package and Graphic Design
 - Replication
- Creating a website
 - Design
 - Hosting and Domain Name
- Newsletter Mailing Services
- Distribution Services and Merchant Account Services
- Delegation and Automation of your Systems

I will give you recommendations as we go for ways to save money as you build your Multiple Streams Business. But it is going to cost you some money to create these things.

Look at your income, and budget a set monthly amount to invest in your business. You will have some initial expenses to set up your Multiple Streams Business and there will be some ongoing expenses as well. Start immediately setting that money aside so that it is available when you are ready to move forward on these capital investments.

Your budget is going to be unique to your niche, your business and your goals and will also be impacted by what you already have in place.

SYSTEMS

In addition to creating your schedule, which is the first of many systems, you need to understand what systems are and how to build them. Each step will have aspects that lend themselves to systems.

For example, as you work through “Step 2: Elicit Their Problems, Needs, and Desires,” you may decide to set up a system to check your niche’s mailing lists and group pages on a



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regular basis. You will be doing a lot of that kind of stuff. If you set up a system so that you have all of that information in one place, you can spend an hour or two twice a week to read through all of the new posts and new e-mails. Having that system set up will save you time every time you sit down to do that research.

A system ensures that you take a certain set of actions in the same way every time. And doing that creates consistency and sustainability. If you create these systems as you go, you will have a foundation with consistency, sustainability, and room for growth.

In addition a good system will drastically reduce your stress, because you don't have to figure things out every time. You've already made the decisions and figured out the most effective and efficient way to do the activity and all you've got to do is follow the steps you've already set up. Or give the system away to someone else to do.

You will be adjusting, honing and polishing your systems as you work them. That's part of the process. Don't expect to design it perfectly right out of the gate. Create what you think will work. Try it out. Once you run it, you will see ways to streamline it, to perhaps re-order the steps, even combine or eliminate steps. That's part of the process.

Creating your system also allows room for your business to grow. If you take that system and document it, then you can delegate it easily. Because for a lot of these activities, you don't have to be the one doing it all, someone else could be doing the research and then writing you a report. Someone else could be posting things on your social media. Someone else could be updating your Facebook page.

Other people could be helping you to create and maintain these things, but it will be a lot easier for you to have other people doing these tasks, if you create a documented system. So that when it comes to training that individual, rather than having to stand over them and train them, all you have to do is hand them the documented system and let them run with it.

The more that you can think in these terms throughout this entire process: "How could I systematize this? How can I document it, so that someone else could take this over for me when I get too busy to take care of it myself?"

OBSTACLES

As you work through this program, you may run into some obstacles. I want you to be a little wise to yourself about these obstacles. Because the majority of them are internal, even when they look like they're external. These are the obstacles that most frequently get in people's way, as they are building their Multiple Streams of Music Income business.



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Perfectionism

I'm a big believer in the "Ready, Go and then learn, polish and perfect..." Model of action, which means that you dive in a bit and learn as you go. Don't wait until you have it perfect to really get into the process.

I'm not saying to put out a product that is any less than the best that you are capable of creating. But when it comes to things like your social media and your website, very often being a-work-in-progress is much more attractive than being perfect. Because when you're perfect, there's less room for people to feel like they can really engage with you, because you're perfect. There's no way for them to relate to you, because they are not perfect.

Think about the artists who you are most interested and intrigued by. Are they perfect? Do they never make a mistake? Or is it really the case that part of what you love about them is how they manage when they do make a mistake. How they deal with people and how they deal with you, their fan.

So don't worry about being perfect and don't be afraid of making a mistake, because, frankly, you're going to. But, think of it this way:

There are no mistakes, only feedback.

If you interpret something that doesn't work as failure, then you're done. Finished. If you think of it as an experiment, then it's just feedback. The way that I'm teaching you to build your business is to test, test, test. So, when you try something and it doesn't work. That's just feedback. That's just information. You tested something. It didn't work. Or it did, but not as well as you'd hoped. Or one part of it worked, but others didn't. Or the results are inconsistent. It's all just feedback.

The key is to figure out, with ferocious curiosity, what didn't work about it? Was it the timing? Was it the format? Was it the language? Were you not clear? There are a lot of reasons why people don't respond to things. And they are not always the reasons that you think.

So you need to be ferociously curious about your mistakes to find out: what was it that didn't work? So that you can try something different. Test it, measure it and find out, "Well does this work better? Or does this work worse?" If you think of your mistakes as failure, it's very hard to feel ferociously curious. So think of mistakes as feedback.

I love the metaphor of the Optometrist fitting a patient for glasses. They try a million different lenses, differing in small increments. And after each change he asks, "Is that better or worse?" There's no shame if B is better than A. There's no sense of failure. You're just



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trying things out, right, working towards the best result. So think of this process like a visit to the Optometrist's Office!

If you wait until its "perfect," you are limiting your opportunities for finding out what will really work. What happens if you wait all this time, decide that NOW it's perfect, only to find out that it doesn't work?

Instead, you're always in the process of testing things with ferocious curiosity.

And remember, you're not alone. You can always submit questions to me through the [Ask Coach Debra](#) call. If you're also involved in the [Artists Marketing & Business Academy](#) (formerly known as the **Artist's EDGE Membership**), depending on which Program Level you're enrolled in, there are additional ways to get support.

So don't worry about making a mistake. Look at it as a test. You're always testing something. You're learning. You're expanding. You're growing and you're getting better every time.

You don't need to know everything before you get started. You don't need to know how to do everything perfectly. You're going to be solving the problems as you go and you are going to be figuring it out as you go.

I will teach you to do it on the cheap. You don't want to go in and spend \$10,000 on a new website when you don't know who your niche is and what they want and what they're going to be attracted to. You want to try stuff, test it out. And as you figure out what works, then you implement what works in a much bigger, more serious way.

Unrealistic Expectations

Think of this process as a grass roots, community building campaign. It takes time to win the hearts and minds of the people. But once you've got them, they're yours for life. And this builds a career, not just 15 minutes of fame.

Be willing to go the distance and this system will pay enormous dividends. Try to short cut the system and you may get some results, but they won't be nearly as good nor nearly as long term. Take a leap of faith with me and work this process thoroughly.



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CHAPTER 2 ACTIONS

1. DETERMINE YOUR WHY:

What specifically do you want as a result of this program?

What will you see, hear, feel when you have it?

How will you know you have it?

What will the goal get for you or allow you to do?

Where, when, how and with whom do you want it?

For what purpose do you want this? (BOP!)



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2. WRITE YOUR GOALS

Write your long-term (1+ year) goal(s) for your Multiple Streams of Income business and write the milepost quarterly goals for the process. Starting with the end in mind is a sure way to create success.

(Keep in mind the vision you created in Chapter 1, and make sure that these goals are aligned with that vision).



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3. CREATE YOUR SCHEDULE

Which days and at what time each week will you work on this project? (I recommend a minimum of twice a week for at least 2 hours each – the more time you give it, the faster you move through the steps)

4. CREATE YOUR BUDGET:

Based on your starting point assessment, list the pieces you will have to build (e.g. website/blog, newsletter/email list, products for product funnel, etc.) and assign approximate one-time and ongoing maintenance guess-timates for each.

You will be expanding and refining this list and your costs as you work through the first Phase, but start thinking in these terms now.



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5. READING LIST FOR CHAPTER 2.

These are my recommendations for your reading. I recommend reading as many of these books as you can, over the next several weeks.

[Time Management from the Inside Out](#), by Julie Morgenstern

[Build Your Financial Foundation](#), by Debra Russell

[The Success Principles](#) by Jack Canfield