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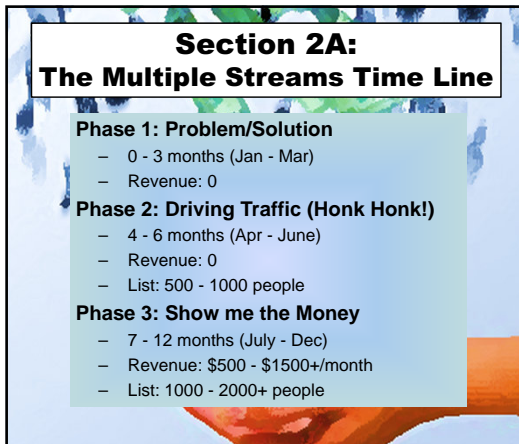
**Multiple Streams
of
Music Income**



**Chapter 2:
Implementation**

- A. The Time Line
- B. Managing Conflicting Priorities
- C. Creating the Plan and the System





Section 2A:
The Multiple Streams Time Line

Phase 1: Problem/Solution

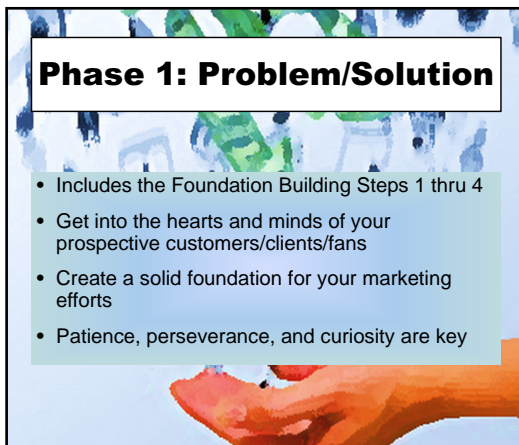
- 0 - 3 months (Jan - Mar)
- Revenue: 0

Phase 2: Driving Traffic (Honk Honk!)

- 4 - 6 months (Apr - June)
- Revenue: 0
- List: 500 - 1000 people

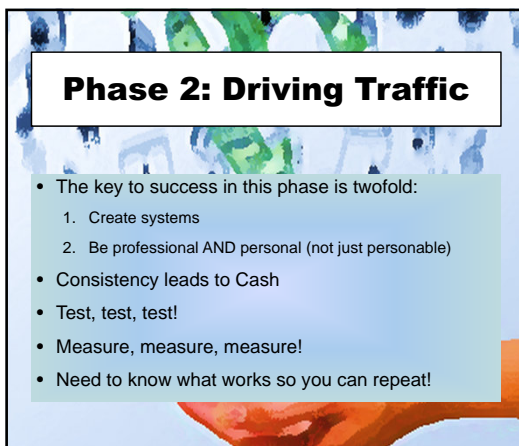
Phase 3: Show me the Money

- 7 - 12 months (July - Dec)
- Revenue: \$500 - \$1500+/month
- List: 1000 - 2000+ people



Phase 1: Problem/Solution

- Includes the Foundation Building Steps 1 thru 4
- Get into the hearts and minds of your prospective customers/clients/fans
- Create a solid foundation for your marketing efforts
- Patience, perseverance, and curiosity are key



Phase 2: Driving Traffic

- The key to success in this phase is twofold:
 1. Create systems
 2. Be professional AND personal (not just personable)
- Consistency leads to Cash
- Test, test, test!
- Measure, measure, measure!
- Need to know what works so you can repeat!

Phase 3: Show Me the \$\$\$

- There is no short cut!
- Draw fans deeper into your funnel
- Phase 3 builds on and continues phases 1 and 2
- Also – polish your systems
- Begin to think about the next Niche

Section 2B: Managing Conflicting Priorities

- There will likely always be something that feels more urgent than doing this work
- So you must be clear on WHY you want this
- Here are the solutions:
 1. Write a specific Goal
 2. Set up a specific schedule
 3. Create accountability
 4. Manage your boundaries

What's 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!)

What's Your Goal?

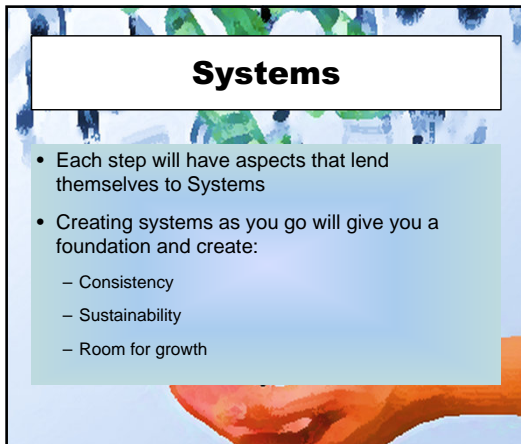
- Write a specific goal with the following criteria:
 - Your Goal is a having/being (not a doing)
 - Your Goal is a dream with a deadline
 - Your Goal is visionary and inspiring
 - Your Goal is Measureable
 - Your Goal is Specific
 - Your Goal is achievable within the timeframe you've set!

Maintaining Momentum

- Keep your goal foremost in your mind
- Manage expectations
- Maintain healthy boundaries
- Take good care of yourself

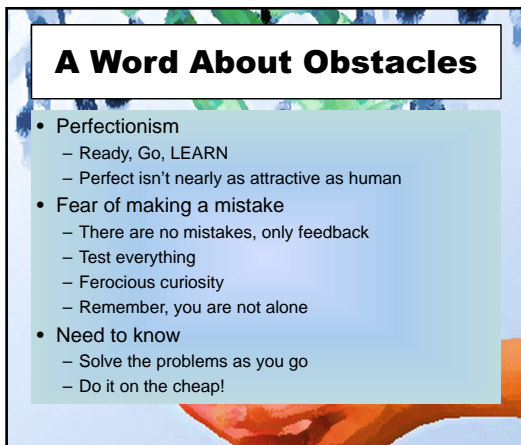
Section 2C: Create Your Plan

- On what days and at what times, specifically will you work on Your Multiple Streams Education?
- On what days and at what times, specifically will you take the actions for each step in this process? (i.e. doing your homework)
- What budget have you set aside for building your Multiple Streams Business?
- Who is holding you accountable?



Systems

- Each step will have aspects that lend themselves to Systems
- Creating systems as you go will give you a foundation and create:
 - Consistency
 - Sustainability
 - Room for growth



A Word About Obstacles

- Perfectionism
 - Ready, Go, LEARN
 - Perfect isn't nearly as attractive as human
- Fear of making a mistake
 - There are no mistakes, only feedback
 - Test everything
 - Ferocious curiosity
 - Remember, you are not alone
- Need to know
 - Solve the problems as you go
 - Do it on the cheap!





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