



# Multiple Streams of Music Income Self-Study Workbook

## TABLE OF CONTENTS

Introduction .....	2
About Andrea Lee and Tina Forsyth* .....	2
What to Expect.....	3
Chapter 1: The Overview.....	5
Old Paradigm vs. New Paradigm .....	5
Clarification .....	6
4 Guiding Principles.....	7
1 <sup>st</sup> Principle – The Pink Spoon.....	7
2 <sup>nd</sup> Principle – The Multiple Streams Funnel.....	10
3 <sup>rd</sup> Principle – Leveraging Product Creation.....	13
4 <sup>th</sup> Principle – Relationship Marketing.....	14
8 Steps to Build Your Multiple Streams of Music Business .....	16
Step One – Pick Your Niche.....	16
Step Two – Identify their Wants, Needs and Desires .....	16
Step Three – Design Your Unique Solutions.....	16
Step Four – Choose the Packaging.....	17
Step Five – Generate Traffic .....	17
Step Six – Convert Prospects.....	17
Step Seven – Strengthen Your Relationship.....	17
Step Eight – Your Bold Outrageous Provocative Positioning Statement (BOP) .....	17
Chapter 1 Actions .....	18
1. Starting Point Assessment .....	18
2. Create your vision of your multiple streams business .....	21
3. Reading List for Chapter 1.....	22



# Multiple Streams of Music Income Self-Study Workbook

## INTRODUCTION

In February of 2004, I attended a weekend event that revolutionized my coaching business – Multiple Streams of Coaching Income. This event was created and taught by Andrea J. Lee and Tina Forsyth. The concepts I discovered there not only changed my business and marketing model, it changed how I work with my clients.

### About Andrea Lee and Tina Forsyth\*



Andrea J. Lee is an award-winning author, entrepreneur, mentor and consultant to business owners on five continents.

Now CEO of the Andrea J. Lee Group of Companies, she is Author of 'Multiple Streams of Coaching Income.'

Her clients include online businesses of all stripes who want to grow from six to seven figures, including those in the fields of health, real estate, relationships, training, coaching, not-for-profit, and more.



Tina Forsyth is a coach, consultant and trainer, and author of the '10 Critical Skills for a Thriving Virtual Assistant Practice'.

As a business manager, she has helped to launch, build and manage over seven online businesses in the past five years.

Now as CEO of Online Business Manager.com and a Partner in MultipleStreamsofCoachingIncome.com and MultipleStreamsTeam.com, Tina writes and consults on advanced online marketing and business systems for small business owners and their support teams.

\*Excerpt from Multiple Streams of Coaching Income Workbook © 2007

About 18 months later when Andrea and Tina offered the opportunity to become licensed as a Multiple Streams Coach, I jumped at the chance. And so I am now a licensed Multiple Streams Coach, which allows me to teach their Multiple Streams concept and modify their material for my niche market – YOU!



# Multiple Streams of Music Income Self-Study Workbook

## WHAT TO EXPECT

This Self-Study program is a direct result of what I've learned from Andrea and Tina, what I've learned from applying this model to my business, as well as what I've learned from helping my clients apply the Multiple Streams methodology to their businesses.

I believe that working this program will make an equally profound impact on your career in the music industry.

As an Artist (and I consider all of you artists, even if you're not a performer, because of your active profession in the Arts), I know that you wish you could just create your music while the everyday business of marketing, finances, administration and fulfillment just magically happened in the background. But in this world of shrinking record companies and expanding independents, I believe that if you want to be a successful artist and make a living from creating music then you must consider yourself a business owner and entrepreneur. And you must take full responsibility for the running of your business – even if you delegate some of that work to agents, managers, assistants, web designers, PR professionals, etc.

This Program is designed to help you - the business owner - leverage your product, build and grow your fan base, your business, and your income, while managing the workflow. It is designed to be systematized to make expansion, delegation and automation easy. But this is not a magic, get-rich-quick scheme. And while it **is** about building your business, it is not just about making money.

It's about making meaning alongside your money, in a sustainable way that honors who you are.

Andrea J. Lee

(Multiple Streams of Coaching Income Workbook © 2007)

And this is not a book you just read and videos you just watch. **This is a Program that you implement step-by-step.** Each Chapter contains:

- 3 Videos
- An mp3 version of the video program
- The workbook - more than a transcription of the videos, it contains additional material to expand your understanding of each concept
- Homework – the action steps to building your Multiple Streams of Music Business and
- The Quiz that shows you've done the work and are ready for the next step.



# Multiple Streams of Music Income Self-Study Workbook

And while this Program is a “Self-Study” program, that doesn’t mean you have to work it alone. I am here; ready to help you implement this program. You can submit your questions to the free monthly [Ask Coach Debra](#) call. You can join the [Artists Marketing & Business Academy](#) and make use of the community and additional support there. And you can [schedule a consultation or ongoing coaching](#) with me.

Finally, this is not a cookie-cutter approach. This Program will require you to get to know yourself and your fans.

What your Multiple Streams business looks like will be different from anyone else using this methodology. Because you are different and your music is different and your audience is different.

**Your uniqueness will allow you to make an impact in the world.  
Celebrate your uniqueness. It’s priceless.**



# Multiple Streams of Music Income Self-Study Workbook

## CHAPTER 1: THE OVERVIEW

### OLD PARADIGM VS. NEW PARADIGM

The last several years there's been a lot of talk among the music industry that the music industry is dying. I think that what is happening isn't so much a death as an evolution, which requires a real paradigm shift in how you look at building your business. This change gives you a huge opportunity to create your business in a new way.

The old paradigm is what we've grown up thinking of as success in the Music Industry. The record company discovers you and develops you as an artist. They finance the recording, marketing and distribution of your music, control the rights and keep a good chunk of the profits.

The old paradigm includes these concepts:

- Your products are expensive to produce.
- Your products are a one-time offering and you must be present in order to deliver them (in other words, trading your time for money).
- Your products are the same exact type and format as your competition's product.
- You are a small fish in a crowded pond with very limited resources.
- You are waiting to be "discovered" so that the record company (or some other angel, like an agent or manager) will make you famous and take all this business stuff off your hands.
- Even if you're doing a DIY approach, you are using a Market-to-Everybody approach because you need massive exposure in order to be successful
- Being a musician = struggling, struggling, struggling and that struggle somehow makes you nobler and your product more special.
- You spend your time wishing, hoping, and dreaming that the mainstream would acknowledge your value while pooh-poohing other artists who have "made it."

Within the old paradigm there is the equation of struggle with true art, and contrarily the idea that if you've "made it", if you are financially successful, then you've sold out on your true art. You are no longer really an artist. Can you see how this is a trap? You're giving a real mixed message to the Universe (think Law of Attraction).

If you desire success but disdain the successful; if you judge the people who are successful as sell-outs, then you are creating a block to becoming successful yourself. Because at the deepest level, you never want to become what you disdain. And so you won't create success because you don't want to be a sell-out.



# Multiple Streams of Music Income Self-Study Workbook

**If you think that in order to be a success that you have to be a sellout, then you are in your own way of becoming a success.**

This new paradigm is the multiple streams model using niche marketing. Instead of trying to create a huge swath of impact, I recommend targeting a narrow specific group of people that you're going to focus on.

I talk about niche throughout this program and I want to be clear that I'm not talking about your genre. I am talking about your market. I'm not talking about you. I'm talking about them - your fans, your customers and your clients. Who are you marketing to?

Remember, the old paradigm is marketing a mile wide and an inch deep, trying to appeal to everyone. In the new paradigm, you market an inch wide and a mile deep. Once you've identified who your market is, you look at your product and design the packaging and the format specifically for your niche.

You will create a way for your audience to choose how they want to play with you, how deeply they want to engage with you and give them the opportunity to spend as little money or as much money as feels comfortable to them, allowing them to make the decision.

**You are no longer selling. They choose to buy.**

Once you've chosen your niche and designed your product specifically for that niche, you are going to create a devoted audience directly. You interact and engage directly with your fans using all of the amazing and free (or very low-cost) social media tools. These tools give you access to your fans and give your fans access to you in a way that was virtually impossible in the past. It is this access that fuels the new paradigm. Because you no longer need to spend a lot of money in order to reach people. And you don't need to blanket the world with your marketing in the hopes of reaching a few. Now, you can target your marketing efforts with laser precision.

It's primarily a DIY (do-it-yourself) formula. Though at some point in your career you will likely decide to go into business with an agent, manager or record company, the new paradigm means you will be able to do it on your terms not on theirs.

## CLARIFICATION

Often when I talk about the Multiple Streams of Music Income Business Model, I find that people think I mean having multiple different jobs, (e.g. teaching music, producing music, performing music PLUS the day job, or your multi-level business or whatever.)



# Multiple Streams of Music Income Self-Study Workbook

This is **NOT** what I mean when I talk about Multiple Streams of Music Income. Multiple Streams means:

- **multiple** niches or small narrowly targeted markets
- a single product repurposed or repackaged in **multiple** different ways and delivered at **multiple** price points
- **multiple** streams that then feed each other in **multiple** ways allowing for geometric growth

## 4 GUIDING PRINCIPLES

### *1<sup>ST</sup> PRINCIPLE – THE PINK SPOON*

The first principle is that you offer a free taste of your product in exchange for your prospective fans', customers' and clients' contact information.

This is the primary way in which you build your e-mail list and fan base. If you go into an ice cream store, Carvel's or Baskin-Robbins, you can have a taste of any ice cream flavor you want and they serve it to you on a little pink spoon – hence the name. You can have this free taste before making your decision about what you want to purchase, without obligation.



Why do we do this? We do this for quite a few reasons. First of all, people are much more willing to give you their contact information in order to get something of value delivered to them by email. In this day and age of email overwhelm, people are less willing to give out their email address to just anyone. So, offering a free taste of what you do in exchange – if they're even a little bit interested in you – will usually suffice to motivate them to give you their email address.

In addition, how often have you gone into an ice cream store, tasted several flavors and not purchased something? There is an implied obligation that you're not just jerking them around trying to get some free ice cream, but that you're genuinely interested enough to buy something. It's not an actual obligation. They can have the free taste and they are not obliged to purchase from you. But very often people will, because it's just how people are.

But Debra, you might be thinking, isn't that manipulation? Isn't that unethical?

Well, I don't think so. First of all, if you believe your product has value and is awesome, then you believe that some people will want to buy it and get value from owning it. If you don't believe that your product (your music, your performance, whatever) has value and is awesome, then stop right here and go do what you have to do to:

1. Improve your skills to the best they can be and,



# Multiple Streams of Music Income Self-Study Workbook

2. Improve your confidence so that you truly believe in the value you offer.

Remember, you are not forcing anyone to do anything (as if you could). You're offering something for free. If they like it, and want more – great! How can there be anything wrong with that? And if they try it and they don't like it and don't want more – then that's OK too, right? That just means they aren't your niche.

The Pink Spoon approach also positions you as a giver, and being generous builds goodwill. In the world of business, goodwill is actually an asset that adds value to your business. Merriam-Webster defines it this way:

Goodwill - the favor or advantage that a business has acquired especially through its brands and its good reputation (2): the value of projected earnings increases of a business especially as part of its purchase price (3): the excess of the purchase price of a company over its book value which represents the value of goodwill as an intangible asset for accounting purposes.

<http://www.merriam-webster.com/dictionary/>

Thanks to the digital age, we are able to passively deliver the pink spoon in exchange for their email, using the Internet and a newsletter service for signup, and using social media marketing to promote the opportunity for the free taste and then delivering the free taste via an email autoresponder (which is what justifies you asking for their email address).

It is important that your Pink Spoon offering is:

1. Inexpensive to produce
2. Automated for delivery
3. Cheap or free to maintain
4. A quality product that offers real value

You can set up your pink spoon for online delivery via your website and an autoresponder and you can also build your email list via a free giveaway at live events, by raffling off prizes and having people sign up for the raffle by filling out a card that asks for their email address and whatever other information you want to gather (e.g. zip code, interest in volunteering, etc.).

It is critically important that you use a completely CAN-SPAM compliant method for managing your email list. Otherwise, you can easily break the trust you are beginning to build. We'll talk more about this in Chapters 6 and 7.





# Multiple Streams of Music Income Self-Study Workbook

There are two primary purposes for offering a free taste of what you do.

1. You build your email list with people who are predisposed to buy from you,
2. You allow people to get to know you, like you and trust you without having to risk anything except their email address

Using the ice cream store metaphor, you walk into an ice cream store. You take a taste and you find out that you love this ice cream. It's the beginning of it a beautiful friendship in which you're going to come back often for more ice cream.

**The pink spoon is the beginning of a beautiful friendship.**



# Multiple Streams of Music Income Self-Study Workbook

## *2<sup>ND</sup> PRINCIPLE – THE MULTIPLE STREAMS FUNNEL*

The following is an excerpt from the Multiple Streams of Coaching Income book:

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### **The Multiple Streams Ice Cream Journey**

By Andrea J. Lee and Tina Forsyth ©2005 Multiple Streams of Coaching Income; Used with Permission

I'm a big believer in metaphors. Especially when we're breaking down old paradigms, comparing something that seems taken for granted to something else unexpected can have a great mind-expanding effect.

I like to describe the Multiple Streams Business Model in terms of Ice Cream. Here is what I mean.



Figure 3: Multiple Streams Ice Cream Journey

If you've ever been to an Ice Cream Store, you very likely have asked to try a flavor before you decide what to get. In some cases, they give you the taste on a very small pink spoon.

Maybe you don't like the first flavor your try. So you ask for another pink spoon. And probably within a couple of tries, you decide on what you'd like. And you order an ice cream cone of that flavor.

Now, if you're anything like me, after a while you stop ordering ice cream cones, and instead take home a small pint of your favorite flavor so you can have it anytime.



# Multiple Streams of Music Income Self-Study Workbook

And of course, maybe on a special occasion, I might order an ice cream cake in that flavor too...I've started to really become attached to it, you see.

Now it's true that somewhere along the line I may get tired of one flavor and go back to the beginning, and try a few more. That's what's so great about those little pink spoons, if you ask me!

On the other hand, I have a friend who's a particular fan of ice cream, and she's become a member of a 'Flavor of the Month Club' and gets regular deliveries of the specialty flavor to her door, once a month.

Interesting, isn't it?

As you consider this Ice Cream Journey of business, I invite you to review Figure 3 on the previous page. It shows the Ice Cream Journey in the shape of a Funnel.

The Pink Spoon is above the widest part of the Funnel. The Ice Cream Cone is next. The pint-sized containers are next again, and the bottom of the funnel is filled out with an Ice Cream Cake and the Ice Cream Flavor of the Month Club.

A few simple observations:

The more people who try the Pink Spoon at the top of the funnel, the more will likely go ahead and purchase an ice cream cone. The more people who enjoy an ice cream cone, the more likely they are to purchase a pint of ice cream. And so on down the funnel.

It all starts with a free taste, however, the proverbial Pink Spoon.

As the customer travels down the funnel, many things are happening. They are building a relationship with the company. They are gradually spending more money.

And yes, some people are proceeding to a certain level in the funnel and then stopping.

Many people already offer the equivalent of a Pink Spoon. Think for a moment, of what yours might be. If you said 'a free coaching session,' you definitely aren't alone.

Although it works to a degree, giving away a free coaching session is like giving away not a Pink Spoon taster but a giant bowl of Ice Cream, for no charge.

So one of the first things the Multiple Streams Product Funnel will coach you to do is refine your Pink Spoon so it truly is a taste, and doesn't give away the store.

Remember: The product funnel model is based on real-world success, NOT theory.



# Multiple Streams of Music Income Self-Study Workbook

The Ice Cream Journey is a fantastic mental model to help you plan a step-by-step journey for your potential clients to take.

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So, now that you understand the Ice Cream Journey metaphor, how do we apply this to your Multiple Streams of Music Income Business?

The essence of the Multiple Streams Funnel is packaging your product at different price points that allows your clients, customers and fans to choose their level of engagement, investment and commitment to your business.

For those of you who have had sales training, you will have heard of the sales funnel as a metaphor for the sales process. In that concept, you drive a lot of people at the top wide opening of the funnel and you weed them out for that high priced sale at the bottom. This concept requires you to bring in tons of new people constantly. But you expect only a few people to end up as your high cost clients.

Frankly, the old sales funnel model has a few flaws for the small business owner:

1. You have to be constantly driving a large number of “prospects” into and through the funnel.
2. The sales process is long and expensive in terms of time, energy and resources.
3. Your growth as a business is very slow because of the long sales process.
4. You basically throw away all the people who you’ve driven into the funnel but who don’t immediately choose to spend a lot of money with you.

The Multiple Streams Funnel is a slightly different concept. I don't want you to lose all those people! You will bring those people in with your pink spoon. They give you their e-mail address in exchange for something free. Hopefully they stick around, but you always give them the option to unsubscribe (part of the CAN-SPAM compliance I mentioned earlier).

And then you use their email to engage, entertain and educate them, building their relationship with you (4<sup>th</sup> Principle) and offer them several different levels for playing with you. They're going to choose the level that reflects both what they feel they can afford, and how much they love you, how deeply they want to engage with you, because each level costs a bit more and provides a deeper level of engagement, relationship or commitment to you.

So how do you visualize your Multiple Streams of Music Business Funnel? There are a lot of different ways you can package your products in different formats, at different price points, representing deeper levels of relationship with you. The design of your funnel for your business will depend on your niche market and it will depend on you and how you want to



# Multiple Streams of Music Income Self-Study Workbook

design your business as well as how you want to engage with your clients, customers and fans.

## *3<sup>RD</sup> PRINCIPLE – LEVERAGING PRODUCT CREATION*

Leveraging Product creation means that for every song that you create, every piece of music that you create, you can look at packaging it in multiple different ways. So it's one product in many formats. These different formats could be different price point levels in your funnel or may be packaged differently for different niche markets. But the main idea is to maximize the value from each product creation.

So what could that look like? Let's say you have created a song. You could offer that song as a stand-alone download on iTunes. You could take that song and include it as part of a larger product, your 12 song CD. You could take that same song and chop it up into ten-second cues for film, television or commercials. You could take that song and produce it for karaoke with the vocals removed and the lyrics in video format for Karaoke. You could create the sheet music for that song. You could create a 5 part harmony arrangement and sell the sheet music for that. You could arrange that song in different genres such as country, jazz, even muzak.

You could take that song and include it in a live production which can also be delivered in multiple different formats – the live concert, the video, the DVD of the live concert. It could be included in a musical. It could be performed as part of an educational program on harmony, songwriting or the history of your genre of music. It could be performed on the superfan band cruise.

You could do the same thing for your CD artwork and create different merchandising formats such as t-shirts, mugs, posters even mousepads.

There are no limits to how you can leverage your product. And new tools are being created every day to help you leverage your product. Be creative. Think outside of the box. And work with your niche to discover how they want to receive your music.

The bottom line is that any product that you create can become **multiple** products in **multiple** formats at **multiple** price levels. And thereby grow your business with **multiple** streams of income.



# Multiple Streams of Music Income Self-Study Workbook

## *4<sup>TH</sup> PRINCIPLE – RELATIONSHIP MARKETING*

“All things being equal, people will do business, and refer business to, those people they know, like and trust.”

[The Go-Giver](#) by Bob Burg and John David Mann

If you know me at all, all I ever talk about is Relationship Marketing. All of your interactions, marketing messages, activities on social media, etc., are meant to engage. Your sales come as a result of making a connection with people. People become your fans because you engage with them in a way that makes them feel like they know you, like you, and trust you.

**This means that you are never going “to sell” again.  
Isn’t that great news?**

Think about it; think about the musicians you love. You have a sense from their music like you’ve connected with them and that’s why you became a fan. Because there is something in what they do that speaks to you.

In the old music paradigm, that was a very expensive experience to create. That’s why record companies really shelled out the dough for marketing and for touring. Because seeing a band live created that experience of engagement for people. It used to be that touring was a loss leader to sell the album. Because seeing a band live created the experience of engagement for fans. And that engagement was deepened through radio play – which was the background music for our lives. And that engagement led fans to feel rapport with the music and the artists and led them to spend money on the bands that they loved.

The current music business paradigm has actually flipped this concept on its head. Now the recorded music is the loss leader for the very expensive live show. And what the record companies don’t get is that recorded music by itself doesn’t create engagement. And they can’t figure out why the shows no longer sell out....

But the Record Companies’ misunderstanding creates a huge opportunity for the DIY musician who really gets this 4<sup>th</sup> concept of Relationship Marketing.

Because you no longer need a big budget for marketing, what you need is engagement. Using amazing tools like twitter and Facebook and YouTube, tools like blogging and email marketing, you can connect and engage with people for very little money. You can engage with your fans in a much deeper way using social media, which builds a relationship with your fans in a more personal and accessible way that creates fan loyalty for a lifetime.



# Multiple Streams of Music Income Self-Study Workbook

In relationship marketing, the client/customer/fan chooses their level of commitment and investment. It's going to come from their sense of connection to you and to your music. But it's not just about the music. It is about their connection to you. And they're going to find out how much they want to connect to you and they're going to spend their money accordingly.

Relationship Marketing is about pull. It's about you drawing them in. It's not about pushing them or selling them. It's about connection and engagement.



# Multiple Streams of Music Income Self-Study Workbook

## 8 STEPS TO BUILD YOUR MULTIPLE STREAMS OF MUSIC BUSINESS

In the last section I went over the four principles that will underlie your entire business. In this section I'm going to give you a quick overview of the eight steps, because this program is a step-by-step methodology for how to build your multiple streams business. I don't want you to get ahead of yourself.

In Chapter 2, I'm going to talk about how you set up your day-to-day business, so that you can really start building this thing, because it takes a fair amount of time and energy. In sections 3 through section 10, I'm going to go teach you exactly how to do each of these eight steps.

It's really important that you build this business following **these** steps in **this** order. I've seen people try to jump into step five or step six without the foundation of the first 4 steps. And as a result their efforts aren't as efficient or anywhere near as effective and they don't really maximize the benefit of this program.

**So have the patience and the fortitude to work through each of these eight steps in order.**

### *STEP ONE – PICK YOUR NICHE*

In Chapter 3, I'll explain in detail what a niche is and teach how to choose your niche. For now, I just want to say is that it's important for you to think of this **not** as picking the right niche, but picking **the right-now-niche**. Ultimately you will build multiple funnels for multiple niches. So really, you're picking your first niche and then you're going to go through the eight steps with that first niche, knowing that you will be doing this again and again. But also knowing that the second time you work through the process, it will move faster.

### *STEP TWO – IDENTIFY THEIR WANTS, NEEDS AND DESIRES*

In step 2, you will get to know your niche. This is a research stage. You will find out about their problems, their needs, their wants and their desires. Who are they? Where do they hang out? And how do they describe their problems, needs, and desires? What language do they use?

### *STEP THREE – DESIGN YOUR UNIQUE SOLUTIONS*

Now that you really know what they want and need, you can design your solutions. What that really means is taking a look at what you do. What makes you special and unique and how does your distinctive work serve this niche? Why is what you do especially right for these people? This step includes looking at your brand, but also what distinguishes you from the competition. It is also in this step that you design your Multiple Streams Funnel.





# Multiple Streams of Music Income Self-Study Workbook

## *STEP FOUR – CHOOSE THE PACKAGING*

Once you've got your funnel, you choose the packaging that your niche will be comfortable with. And you will design your packaging so that your niche will recognize your product as the answer to their problems, needs and desires. You want them to take one look at what you've got and say, "Oh that is awesome! That's perfect. This is EXACTLY what I've been looking for!"

## *STEP FIVE – GENERATE TRAFFIC*

Now that you've gotten to know your niche and you've designed your product for them. Well, you need to let them know that you exist! In other words, you need to generate traffic. You want to invite them into your funnel and drive that traffic over to your website, where they can really start to delve into your funnel and where you can capture their contact information.

## *STEP SIX – CONVERT PROSPECTS*

Once you've got their contact information and they've begun to get to know you through your Pink Spoon and your engaging, entertaining emails, this is also when you begin to convert them from people who might be interested in you into people who buy from you. In other words, you will convert them from prospects into customers.

## *STEP SEVEN – STRENGTHEN YOUR RELATIONSHIP*

Now that they are in your funnel and have begun to do business with you, you engage with them, talk to them and connect with them in ways that strengthen their relationship with you. As their relationship with you grows and deepens, they will move deeper into your funnel, and are no longer just customers, but fans. Some of them will become superfans! Some may even become friends. Some of them will join your team in one way or another. So it's really all about engagement and deepening their relationship with you.

## *STEP EIGHT – YOUR BOLD OUTRAGEOUS PROVOCATIVE POSITIONING STATEMENT (BOP)*

Step Eight is about you. It's where you identify and establish your Bold Outrageous and Provocative statement of who you are as a business owner, what your purpose is and what your mission is. Why are you here? And how do you serve?



# Multiple Streams of Music Income Self-Study Workbook

## CHAPTER 1 ACTIONS

### *1. STARTING POINT ASSESSMENT*

In the [S.P.E.C.I.A.L. Roadmap to Success](#) class, I teach that the first step to any goal is to establish where you are now and what you have going for you to help you achieve your goal.

#### **1.a. What's currently in place?**

List out all the pieces you have in place to create your successful multiple streams business (e.g. website, social media sites set-up, physical equipment, products, etc.). As you list these, you may begin to notice all the pieces not yet in place. Resist the temptation to jump into action putting those in place – your work in Steps 1-4 may change how you would go about doing those things. Instead, just create a separate list of things you want to do as they occur to you.



# Multiple Streams of Music Income Self-Study Workbook

## **1.b. What Talents, Skills and Characteristics do you have that will help you get this goal?**

Talents – inborn abilities, like the ability to carry a tune

Skills – abilities that you have developed with study and practice

Characteristics – personality traits like sense of humor and perseverance

I recommend shooting for a minimum list of 50. This is a brainstorm list – don't worry about the definitions. Just list all the things that you have going for you.



# Multiple Streams of Music Income Self-Study Workbook

## **1.c. What resources, connections, organizations do you currently have available to you?**

These are the people and groups you know about. Again, resist the urge to research more – this is a brain dump, not a research action.



# Multiple Streams of Music Income Self-Study Workbook

## *2. CREATE YOUR VISION OF YOUR MULTIPLE STREAMS BUSINESS*

Imagine yourself a year from now. You've built your multiple streams business and it is humming along. What does your day look like? How are you spending time? Who are you working with? Write a 2-3 page "Day in the Life" short story of your day. Use first person, present tense. Write what you're doing, but more importantly, write how you feel while doing it. Make the experience vivid and real by adding sensory details (what are you seeing, hearing, touching, tasting, smelling...).

You may also benefit from listening to the [Create Your Vision Masterclass](#)



# Multiple Streams of Music Income Self-Study Workbook

### *3. READING LIST FOR CHAPTER 1.*

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

[Multiple Streams of Coaching Income](#), by Andrea J. Lea (this is the book that started it all – and my mentor in creating this material for you)

[The E-Myth Revisited](#), by Michael Gerber (E stands for Entrepreneur)

[Blue Ocean Strategy](#) by W. Chan Kim and Renee Mauborgne