

Week 5 - Reference Page

Download all the previous session material: www.stonejets.com/raw

What have we been up to?

1. Register Works At A Music Rights Organisation
2. Create A Social Media Campaign
3. Create An Electronic Press Kit
4. Prepare A Grant/Funding Application

And how do we end?

5. Make and Measure Progress

Roadmap

What is a roadmap?

It is a plan that outlines the steps you need to take to achieve your goals. It is a visual way to communicate your long term plan/strategy.

Why is a roadmap important?

When you are implementing your strategy it is easy to get lost, a Roadmap helps you stay focused > maps the way forward > can keep you moving.

Example of a basic Roadmap

1. Write songs
2. Find a producer/Record songs
3. Register Works

4. Get Artwork and Promo material ready
5. Perform new songs at Open Mic
6. Look for public relations representation...
7. Release Music on all platforms
8. Apply to Festivals
9. Film a live performance and publish
10. Look for and work with Booking Agent...

How to seek out the gig/opportunity

- Are you presenting yourself through online presence (Website, Social Media, Gig Guides)
- Using your electronic press kit (Photos, Bio, Links)
- BandsInTown and SongKick - Online gig guide that links with Spotify and other ticketing platforms.
- Networking, Contact Directories and presentation > Unsigned Guide

Mindset & Mental Health

Developing a growth mindset:

- To have a healthy creative mindset and achieve goals in music career, it's important to manage tasks, improve in all aspects, be open to trying new things, take constructive criticism, and deal with setbacks.
- Help Musicians, 24h support help line catered specially for musicians and creatives.
- Music Minds Matters: **0808 802 8008**, <https://www.helpmusicians.org.uk/>

Congratulations!!

You now have all the basic tools to help you navigate the creative music industry!

Links:

Help Musicians: <https://www.helpmusicians.org.uk/>

Arts Council Of England: <https://www.artscouncil.org.uk/>

PRS Foundation: <https://prsfoundation.com/>

Spotify For Artists: <https://artists.spotify.com/home>

Notion: <https://www.notion.so/>

un:hurd: <https://www.unhurd.co.uk/>

Coursera: <https://www.coursera.org/>

Groover: <https://www.groover.co/>

Unsigned Guide: <https://www.theunsignedguide.com/>

Sound Better: <https://soundbetter.com/>

Bandsintown: <https://www.bandsintown.com/>

Songkick: <https://www.songkick.com/>