

**CREATIVE ENTREPRENEURSHIP
IN A MODERN AGE**

Rawmaterial

**WEEK 5 : ROADMAP &
BEYOND**

**FROM
NOTHING TO
SOMETHING**

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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

HOW ???

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.

ROADMAP

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.

ROADMAP

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

ROADMAP continued.....

Example of a basic Roadmap:

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)

HOW TO SEEK OUT THE GIG/OPPORTUNITY

BandsInTown and SongKick

Online gig guide that links with
Spotify and other ticketing platforms.

HOW TO SEEK OUT THE GIG/OPPORTUNITY

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**.

MINDSET & MENTAL HEALTH

Developing a growth mindset:

Help Musicians, 24h support help line
catered specially for musicians and creatives.

Music Minds Matter : 0808 802 8008

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



Any Burning/Unresolved Questions??



Congratulations!!

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



THANK YOU!

DOWNLOAD THE COURSE:

WWW.STONEJETS.COM/RAW