

# Marketing for Composers

## Create Your Marketing Plan Worksheet

It's time to put it all together! Gather all the work you've done previously. You will compile them into one document that you can refer to at any time and from which you can draw language to use in your communication with your audience, and to keep your marketing goals before you.

### 1. Create Your Marketing Plan

#### 1. Biography

Tell your story!

#### 2. Vision and Purpose

In one or two paragraphs describe why do what you do. What mark do you want to leave on the world.

#### 3. Summary of Your Audience

Who are you serving? Who is your audience and where are they located. Summarize the demographic information you collected while doing research.

#### 4. Your Audience's Need and Your Solutions

List the top 3-5 needs of your audience and how you will meet them.

#### 5. Money Makers

List all the ways you plan on making money with your music and service.

#### 6. SMART Goals

List your 3-5 business SMART Goals.

#### 7. Opportunities and Resources

What resources and opportunities are currently available to you?

#### 8. Challenges and Weaknesses

What challenges and weaknesses do you need to be aware of?

#### 9. Network

List the people in your network who are in some way already connected to your audience.

### 2. Create a 90-Day Time Line With Your Goals and Action Steps

1. For each SMART Goal and it's accompanying set of Action Steps plan the completion of each step towards your goal over a 90-day period.

### 3. Execute Your Plan!

1. Do it. You got this!