

Marketing for Composers

Creating Your Story Worksheet

We hear the question “What do you do for a living?” all the time. Your professional category is the wrong answer.

—Michael Port

The story of how you meet the needs and desires of your audience and the benefits you provide to them is the best way to communicate to your audience and the people you meet. When you answer with your professional category, as in, “I’m a composer,” it tends to kill conversation.

When you use this formula it invites response and interaction. This formula, which is adapted from Michael Port’s *Book Yourself Solid*, is:

Your audience’s needs & desires + your solution to
those needs (your niche) + results + benefits

You will need to craft and practice three different versions of your story. Having a short, medium, or long version to use in any context is very helpful.

1. Name your audience’s top problem (need).
2. How do you solve your audience’s problem?
3. What are the results your audience will have when they use your music or work with you?
4. What are the benefits of working with you?

Practice delivering your story with a friend who can give you honest feedback.