

Marketing for Composers

Setting Marketing Goals Worksheet

We want many things for ourselves, for our composing careers, and for our businesses. In this worksheet we'll be focusing on your composition business. However, don't hesitate to let personal goals come in to this process. As a small business owner it's nearly impossible to separate your business from your personal life entirely.

To begin achieving some clarity start by listing out 30 things you want to *do* in your business (i.e., write a rock opera), 30 things you want to *have* in your business (i.e., have scores, CDs, and DVDs for sale), and 30 thirty things you want your composition business to *be* (i.e., you want to be your region's first-call composer for TV jingles). Don't stop yourself from listing your wants from your personal life. As a creative individual and small business owner it's nearly impossible to separate the two.

30 Things You Want To DO In Your Business

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| 1. _____ | 16. _____ |
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| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
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30 Things You Want To HAVE In Your Business

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30 Things You Want Your Business to BE

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| 24. _____ | 30. _____ |

1. Take your list and identify your top 3–5 wants you want to work on. Is there one that stands out and should be your highest priority? It’s ok if that’s not the case.
2. For each of your top 3–5 wants identified in step 2 create a SMART goal. SMART is an acronym for Specific, Measurable, Attainable, Relevant, and Time-bound.
 1. Specific: make your goal as specific as possible. Here are some questions to help you.
 1. How can you define more clearly what you want to accomplish?
 2. How can you state your goal in one simple, specific sentence?
 3. What exactly do you want to accomplish?
 4. Be more specific: What is the final outcome you want?
 2. Measurable: there should be an objective way of determining when the goal is met.
 1. How will you and others know when you have reached this goal?
 2. How can you quantify and measure the outcome?
 3. How can you evaluate the progress you are making toward the goal?
 4. Can you state this objective in a way that your progress can be measured?
 3. Attainable: you should create a goal, even if it stretches you, that you can accomplish.
 1. To what extent do you have control over the attainment of this goal?
 2. Is there anything that could prevent you from reaching this goal?
 3. What can you do about it?
 4. In what way might you want to revise your goal so that it would depend more on you and less on others to achieve it?
 5. Is this goal within your reach? Is it really possible?
 4. Relevant: your goal should be consistent with who you are, what you believe, and your other goals.
 1. Why is this goal important to you? How is it relevant to you?
 2. How is this goal related to the attainment of your other goals?
 3. How is this goal relevant to your vision and your life?
 4. In what way is this goal aligned with your life purpose?

5. Time-bound: your goal should have an end date for completion.
 1. What is the date and time by which you will commit to reaching this goal?
 2. When will you start on this project?
 3. By when will you finish it?
 4. How long will you continue to do this? How frequently?

Now that you have some clear and well-defined goals let's do some work on creating a plan of action steps to help accomplish them. For each goal:

1. How would you break down this big goal into smaller parts so you can start tackling each key task?
2. Could you map out a one-page sketch of the main things that you need to do to achieve your goal and how they are connected to each other?
3. Which is the most important thing that you need to get done first?
4. Which is the most challenging task that you need to do first?
5. What are five action steps you could take tomorrow to move the goal forward? What results would you get if you focused on these five things?
6. Is this something you would like to commit to doing? When would you like to start? For how long will you keep up your focus on these five things?