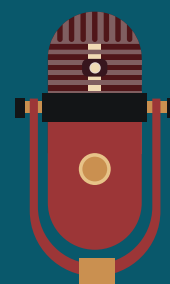


PLAN YOUR MUSIC CAREER FOR 2021

WITH THIS HELPFUL GUIDE TO MAKING SMART GOALS
WITH KATE WESTWOOD & THE VIRTUAL MUSIC MANAGER



WHAT IS A SMART GOAL?

SMART IS AN ACRONYM THAT STANDS FOR:
SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, & TIMELY.

THEREFORE, A SMART GOAL INCORPORATES ALL OF THESE
CRITERIA TO HELP FOCUS YOUR EFFORTS AND INCREASE THE
CHANCES OF ACHIEVING THAT GOAL.



GOALS FOR 2021



BIG GOALS

EG NEW ALBUM, TOUR, \$ EARNED,
OF CDS SOLD, AWARDS WON

SMALL GOALS

EG EMAIL LIST & SOCIAL NUMBERS, # OF
SONGS WRITTEN, NEW BAND SHIRTS

MORE IDEAS

EG PEOPLE I'D LIKE TO TOUR WITH,
MERCH IDEAS, SONG/VIDEO IDEAS



LET'S LOOK AT ONE OF MY GOALS AS AN EXAMPLE...



BIG GOALS

GOAL #1: RECORD AND RELEASE ALBUM #2

SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

- 10 song album
- Recorded with Joel
- Release in May 2021
- Follow album release process
- Crowdfund \$25k
- Make \$15k in sales
- Play 10 shows in Melbourne
- High quality album
- Great songs
- Meets my audience



BIG GOALS

GOAL #1: RECORD AND RELEASE ALBUM #2

MEASURABLE: HOW WILL I TRACK MY PROGRESS?

- Set up the album release timeline
- Give myself mini goals
- Look at the analytics and data
- Use my super fan group



BIG GOALS

GOAL #1: RECORD AND RELEASE ALBUM #2

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

- YES - May 2021 is in 11 months approx
- I need to prepare well and make THIS plan



BIG GOALS

GOAL #1: RECORD AND RELEASE ALBUM #2

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL
DREAMS FOR MY MUSIC CAREER?

- HECK YES!!!!
- It feeds into multiple work and music dreams



BIG GOALS

GOAL #1: RECORD AND RELEASE ALBUM #2

TIMLEY:
WHEN WILL I HAVE THIS COMPLETED?

- Album release May 2021



TO DO LIST

GOAL #1: RECORD AND RELEASE ALBUM #2

WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

- plan songwriting retreat
- meet with producer & musicians
- plan crowdfunding
- research and marketing
 - super fan group, email list
- create budget
- create release timeline
- ask for help and info
- look at graphic design, art design & photography
- decide on merchandise
- plan launch and band
- website & online store
- social media and promo plan



TO DO LIST

GOAL #1: RECORD AND RELEASE ALBUM #2

WHAT CAN I DO MYSELF?

- first stage overview
- contacting people
- email and social media
- some songwriting and art direction
- budget planning
- crowdfunding planning



TO DO LIST

GOAL #1: RECORD AND RELEASE ALBUM #2

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

- songwriting and arrangement
- producer Joel and musicians
- super fan group
- designers - double creative
- photographer - who?



TO DO LIST

GOAL #1: RECORD AND RELEASE ALBUM #2

WHAT WILL THIS COST AND WHAT DO I
NEED TO DO TO AFFORD IT?

- \$25,000 - \$30,000
- \$500 a month savings
- \$25k from crowdfunding
- grants, pre-sales, other fundraising



TO DO LIST

GOAL #1: RECORD AND RELEASE ALBUM #2

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

- crowdfunding success
- ME - my own laziness and insecurities
- DIY - doing too much on my own
- not learning from Album #1

GOALS FOR 2020

BIG GOALS

GOAL #1: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #1



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO
I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND
WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES
TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #2: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #2



WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #3: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #3



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO
I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND
WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES
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GOALS FOR 2020

BIG GOALS

GOAL #4: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL # 4



WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #5: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL # 5



WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #6: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #6



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO
I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND
WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES
TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #7: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #7



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I
NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND
WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES
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GOALS FOR 2020

BIG GOALS

GOAL #8: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #8



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

GOALS FOR 2020

BIG GOALS

GOAL #9: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #9



WHAT TASKS NEED TO BE COMPLETED
TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO
I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND
WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES
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GOALS FOR 2020

BIG GOALS

GOAL #10: _____



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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #1: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #2: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #3: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #4: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #4 _____



WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

Lined writing area for task completion.

WHAT CAN I DO MYSELF?

Empty box for self-tasks.

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

Empty box for cost and payment tasks.

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

Empty box for help and support tasks.

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

Empty box for challenges to achieving the goal.

GOALS FOR 2020



SMALL GOALS

GOAL #5: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

TO DO LIST - GOAL #5



WHAT TASKS NEED TO BE COMPLETED TO GET THIS DONE?

WHAT CAN I DO MYSELF?

WHAT WILL THIS COST AND WHAT DO I NEED TO DO TO PAY FOR IT?

WHAT DO I NEED HELP WITH AND WHO CAN I ASK FOR HELP?

WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING THIS GOAL?

GOALS FOR 2020



SMALL GOALS

GOAL #6: _____

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WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #7: _____

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HOW WILL I TRACK MY PROGRESS?

RELEVANT:

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ACHIEVABLE:

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WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #8: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #9: _____

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SPECIFIC:

WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

GOALS FOR 2020



SMALL GOALS

GOAL #10: _____

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WHAT EXACTLY DO I WANT TO DO?

MEASURABLE:

HOW WILL I TRACK MY PROGRESS?

RELEVANT:

DOES THIS GOAL FIT INTO MY OVERALL DREAMS FOR MY MUSIC CAREER?

ACHIEVABLE:

IS THIS REALISTIC? AM I ABLE TO DO THIS BY THE DEADLINE?

TIMELY:

WHEN WILL I HAVE THIS COMPLETED?

