

ACTION PLAN WORKSHEET

by Kathy Brackley - Katcall Creative Studio - <http://www.katcall.com/>

Available at the Music Biz Academy – <http://www.musicbizacademy.com>

1. What is my idea of success?

2. What are my goals?

3. What can I do to reach my goals?

4. What is my plan of action?

5. What am I willing to sacrifice?

6. What am I not willing to sacrifice?

7. What am I willing to compromise on?

8. What resources do I have at my disposal?

9. Where can I find the information I need?

10. What am I going to need help with?

11. Who are the people that can help me?

12. How much money am I prepared to spend?

13. How much time am I willing to invest?

14. How and where can I make contacts?

15. When do I plan to reach these goals by?

Today's Date: _____

FOLLOW THROUGH WORKSHEET

by Kathy Brackley - Katcall Creative Studio - <http://www.katcall.com/>

Today's Date: _____ Initial Contact Date: _____

Contact info:

Name: _____

Title: _____

Company Name: _____

Address: _____

Postal/Zip Code: _____ City: _____

State/Province: _____

Phone Number: () _____

Alternate Phone: () _____

Fax Number: () _____

Email Address: _____

Website Address: _____

What was the end result of this contact?

Notes:

CD TRACKER WORKSHEET

by Kathy Brackley - Katcall Creative Studio - <http://www.katcall.com/>

Contact info:

Name(s): _____

Title: _____

Company Name: _____

Address: _____

Postal/Zip Code: _____ City: _____

State/Province: _____

Phone Number: () _____ Alternate Phone: () _____

Fax Number: () _____

Email Address: _____

Website Address: _____

Rates/Fees Charged:

DATE	QTY CDS SENT	QTY CDS SOLD
------	--------------	--------------

Notes:

ACTION PLAN REVIEW WORKSHEET

by **Kathy Brackley - Katcall Creative Studio** - <http://www.katcall.com/>

Did my plan of action work?

Did I reach my goal(s)?

What didn't I do that I should have?

What worked for me?

What didn't work for me?

What have I learned in the process?

What have I accomplished/gained?

Were my goals realistic?

Additional Notes:

EXAMPLE ACTION PLAN for BIRTHA BELLWRIGHT

by **Kathy Brackley - Katcall Creative Studio** - <http://www.katcall.com/>

Author's note: Keep a notebook detailing ALL research you do, so it can be used as your reference guide BIRTHA's plan includes only three fictional examples, your lists should be much, much longer. All website's referenced in BIRTHA's Action plan are fictitious.

1. What is my idea of success?

To make a living in the music industry, remain happy, and be played on the radio daily.

2. What are my goals?

To sell 1000 CDs this year .

3. What can I do myself to reach my goals?

Do some research and create a reference list for the following:

1. find places that will sell my CDs online and offline.
2. find out who the local radio stations are.
3. find out who the local record stores are.
4. find out how to do a press release and where I can submit it.
5. find local places where I can get gigs.
6. find out how and where I can create a website for free.
7. find out how and where I can make contacts- do some research online and look for news groups, discussion lists, forums, and web sites.

4. What is my plan of action?

A. Submit my CD to the following place websites to sell:
sellurmusic.com awesomemusic.com imgonnabefamous.com

B. Deliver my CD to the following places to sell:
Groovy Records Sound House Records and Tapes Flippin Records

C. Send a free copy of my CD to these local radio stations along with a press kit:
College Radio X Hitstation Radio Big Tues Radio

D. Submit my press release to the media list below:
online:

4starreleases.com freereleases.com alabamastar.com

offline: local newspapers:

City Music Alabama Post Music News

E. Call these local venues and see if I can book a gig and sell my CDs at the show:
Lime Green Plastered The Groove

F. Sign up with somewebhostingco.com website hosting and have them help me create my website.

G. Visit the following forums daily and take part in the discussions:
musicfirst.com prosmusic.com bestmusic.com

H. Join the following discussion groups online:
Pro Musician Music Vibes Real Music

I. Attend the following local events and bring copies of my cd. Introduce myself to other musicians and radio stations that are present.

Jazz Festival, June 28- July 15 Indie Rocks Festival, Aug 15 Blues Festival, Sept 19

5. What am I willing to sacrifice?

- My time
- Complimentary Cds
- Money

6. What am I not willing to sacrifice?

My values and the quality of my music, reducing the selling price of my CD.

7. What am I willing to compromise on?

Reducing the selling price of my CD.

8. What resources do I have at my disposal?

My family , my friends: Joey, Lance, Philip,Lola, and Christina (journalist). Also Kip and Roger (local band), Bill- works at a record store, the lists of e.g. radio stations, newspapers, etc. that I'll have from the research I did.

9. Where can I find the information I need?

- From research information on and offline.
- Talk to other local musicians.

10. What am I going to need help with?

- Doing research. - Writing a press release.

11. Who are the people that can help me?

- Christina
- can help me write a press release.
- Joey, Lance, Philip, and Lola can help with the research.

12. How much money am I prepared to spend?

I'm willing to spend \$1000 maximum this year.

13. How much time am I willing to invest?

6 hours a day.

14. When do I plan to reach these goals by? (date)

January 1, 2004

Today's Date: January 1, 2003