

COACHING FOR MUSICIANS

*A Practical Guide
for Reaching Your Fullest Potential
in Performance, Career and Life*

*By
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Editing:

Gina Edwards and Margaret Smith; AroundTheWritersTable.com

Typesetting and Cover Design:

Ulrich Sperling; www.meticulous.graphics

Independently Published

ISBN: 9781087003023

CHAPTER VII

Career Opportunities

A career in art is built over time and requires more than work and talent. In addition to these essential qualities, you need creativity, imagination, and entrepreneurial skills, which we will talk about later.

Maybe you're still a student and you're thinking about what you'll do when you graduate college, or you're in the middle of your career and would like a change of direction but you lack clarity and vision to follow another path. Although some musicians find their way in their career more quickly than others do, there is no guarantee for a linear professional life free of challenges and difficulties.

Together, we'll explore how you can identify opportunities based on your aptitudes and passions and what you can do to find your right career path. You will see the promotional materials you'll need and how you can use them to overcome anonymity and make a name for yourself in music. We'll also talk about the importance of a large circle of acquaintances who can offer the support you need.

I encourage you to be proactive, answer all the questions, and choose the suggestions that best suit you so by the end of this chapter, you have an action plan you can put into practice.

Find Your Own Way

Many musicians and artists are confronted, at some point, with the reality of no job or stable income and perhaps with no perspective on their career possibilities. Being a musician myself, I know how hard it is to acknowledge these problems. An artist avoids appearing weak, afraid this attitude could affect his/her value or image. Problems such as lack of job, insufficient income, or lack of career opportunities are frequent among musicians. These challenges can persist for several months or even years. If you're dealing with any of these situations, this chapter addresses them and provides the steps you should take to find your way and build the career you desire. You'll have to think thoroughly about all the opportunities that may present themselves to you, and you'll have to stay curious, flexible, and creative. Not least, you'll need to learn how to promote yourself and to create an action plan.

So, let's start!

What does being a freelancer mean?

We live in a society of speed, where everything changes rapidly, and what we lack is stability. Cases where a musician finds a job and keeps it for thirty-five to forty years are growing increasingly uncommon. Traditional jobs such as playing in an orchestra or teaching in a school or university are real options, but the competition for these jobs is high and the availability of such positions is limited.

Let's suppose you have one of these jobs. The question is: Do you see yourself doing only this job for the next thirty-five to forty years? Can you see yourself experiencing other options, following your passions, and using the capabilities you have?

In recent years, musicians are increasingly choosing a freelance career. If you are one of them or would like to be, here are some facts you need to know. Although it sounds good in the beginning, you can expect to face difficulties along your way, and you'll need to learn how to manage them.

When you choose to be a freelancer, you must establish a reputation, create connections, and find projects to provide you with income. You can expect times when you have plenty of work to do and other times when you have less, so you need to be flexible. As a freelancer, you are your own boss, and you're responsible for the results so the pressure can be high at times. You will have to take risks and get used to income fluctuations from month to month. Lack of a stable income and the unpredictability are disadvantages of this direction, but there are benefits too.

Advantages of being a freelancer include flexibility in choosing the program to be performed, locations for concerts or events, which projects you'd like to work on, and the variety of work you do. Choosing these well, you won't have time to be bored.

But to manage on your own and earn enough money to continue doing the work of your dreams, you need to think and act like an entrepreneur.

Here are some characteristics of people who have entrepreneurial qualities:

1. Curiosity

Entrepreneurs have an interest in what happens around them. They ask open and interesting questions, and their curiosity allows them to discover new solutions and unique opportunities.

2. Originality

Entrepreneurs identify the qualities that make them unique and different from their competitors, and they fully use them in their work.

3. Creativity

Due to their creative solutions, entrepreneurs generate a demand for the art and the work they do. Entrepreneurs discover or create new opportunities to earn more money, regardless of the situation or the context.

4. Innovation

Entrepreneurs have plenty of ideas. They test them until they find the best ones in which to invest their time and energy.

5. Perseverance

Entrepreneurs face rejection and failure often, but this doesn't stop them from continuing and fully using their unique abilities to achieve their desired goals.

Whether your desire is to find a traditional job as a teacher, to be a musician in an orchestra, or to establish yourself as a

freelancer, I am on your side, helping you take the necessary steps to enjoy as many opportunities as possible in your career.

Discover Your Talents and Aptitudes

To start, I would like to focus on your skills and talents as a musician, and then to identify your general abilities and, finally, your passions. Examining these attributes together will help you find the activities that suit you best and that, in addition to money, can offer you fulfillment and satisfaction.

What are your talents as a musician?

I would like you to take the time to find the specific qualities that represent you as a musician or artist. These might be the way you interpret modern or baroque music, the nonconformist locations where you play, your explosive personality, your charisma, or your leadership qualities. Think about the particular aspects you excel in and that make you stand out as a musician. This is a difficult question, which might take you quite some time to answer. The effort is worth it because once you discover those specific qualities that make you outstanding, you will be able to use them to find your career path. Write down your answer below.

What particular personality aspects make me stand out as a musician?

1.
2.
3.

4.
5.

Maybe you are at the beginning of your career or perhaps you desire a new direction in life but don't know where to start. You have identified your unique qualities as a musician, so now combine them to see what your opportunities could be. Don't limit yourself to just one option, such as teaching in a music school or playing in a chamber music ensemble.

For more inspiration, you will find a list below of various opportunities to consider. What matters most is finding something that will allow you to use your ideal combination of skills so you can bring something original to your field.

Opportunities as a teacher:

- Teach in a music school, a university, or a continuing education center for adults, either in person or online.
- Teach privately in a studio.
- Organize summer courses or workshops.
- Found a music school.
- Write a teaching method or a book for students or teachers.

Opportunities as a chamber musician:

- Perform chamber music.
- Play in symphonic orchestra.
- Apply for chamber music competitions.
- Organize special events.
- Play modern music/baroque music/film music/ambient music/jazz ensemble.

Opportunities as a performer:

- Perform concerts in various locations.

- Play as a soloist with an orchestra.
- Organize festivals.
- Instruct at summer academies or workshops.
- Become a specialist for a style of music. For example: baroque, jazz, contemporary.

Opportunities as a composer:

- Make transcriptions and arrangements.
- Write classical, modern, jazz, opera, or film music.
- Compose music for various players or for chamber and orchestral groups.
- Invite musicians to perform your work.

These are just a few examples but the list of possibilities is long, and I encourage you to use your imagination and creativity to find as many combinations as possible.

Take action right now!

Brainstorm and write down all the options that seem interesting to you and that you could try:

1.
2.
3.
4.
5.
6.
7.

8.
9.
10.

We all have interests and passions for certain activities, no matter where we are in our lives. So far, we've focused on your talents and skills as a musician. Now I would like to go further and see what else, besides music, you are passionate about and what else you like to do. If it's hard to answer this question, the following suggestions could be useful.

Suggestions:

- Turn to the past and remember what you enjoyed doing in your childhood.
- Think about the things you do better and easier than other people who you know.
- Ask the opinions of people close to you, who know you well, such as family, friends, or teachers.

What are your aptitudes and talents in general?

Perhaps you learn foreign languages easily or have drawing, writing, marketing, dancing, psychology, or IT abilities, to name a few. Whatever your skills and talents are, please write them down below.

1.
2.
3.

4.
5.
6.
7.
8.
9.
10.

Use Your Creativity

Your talents and aptitudes are an excellent indicator to help you explore different career paths. In what follows, we will try to discover other directions you could follow besides a career in music.

Whether you're a student or you're at the beginning or the middle of your career, you can learn and discover new things. Make a list of five activities that seem interesting and that you'd like to know more about. Be creative and try to include as many as possible that relate to your aptitudes. They can be activities in your field, from different fields, or something new and original.

Activities that you find interesting and would like to know better, from your field or other fields:

1.
2.
3.
4.

5.

Suggestion:

Now that you have completed this list, choose an activity you will practice in the next few weeks. Just one! Don't wait for somebody to hire you to do this. Start right NOW, even without any payment.

If this activity is totally unknown to you or you've never had an opportunity to practice it, contact people who do it and request a meeting with them. Ask questions to learn as many new and interesting things as possible. It's important to get informed before you start doing an activity you don't know much about, so create an action plan to do that. All that matters is taking the first step in the proper direction.

After you have chosen one of your favorite activities and have practiced it for a while, answer the following questions.

How did I feel practicing this activity? Did I feel involved and energetic?

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What did I like?

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.....

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What didn't I like?

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What are the benefits of this activity?

1.
2.
3.

What are the disadvantages of this activity?

1.

2.

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3.

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What did I learn from this experience?

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How do I evaluate this activity on a scale from 1 to 10? (1 is the minimum, 10 is the maximum).

.....

If, after this experience, you realize this activity isn't exactly as you imagined or you learn that, in fact, what you really want is completely different, don't be disappointed. Return to your list of favorite activities above and continue to experiment!

Finding your way in a career might take some time. Some people need a few weeks or months, while others need years. Experimenting with various activities, you will be able to see the pros and cons and identify any aspects of the activity that are challenges for you. You might confirm that you really enjoy an activity you had been thinking about doing for a long time or you may discover a new direction to take that is totally different from anything else you've done so far. This can happen only when you take action.

This is the first step I encourage you to take when you want to find your way in a career:

Don't limit yourself to just one or two options. Experience various activities using your creativity!

How to Promote Yourself

Once you've discovered the path you want to follow in your career, the next step is to see how you can become renowned and influential in the art world. You may think that if you're a very good and valuable musician, promotion will come naturally or that someone will discover and help you get noticed. Unfortunately, this is a myth we've all heard.

"I've invested a lot in my studies and preparation. I've taken part in competitions and won prizes. I thought I was good enough to be noticed. But I graduated from college and I realized that I had no job and I had to look for one. I wasn't prepared for this situation. I have no idea where to start."

Does this sound familiar? Unfortunately, many musicians and artists invest a lot of time in their artistic work and forget about the necessary steps for building their career and becoming well known. In addition to talent and practice, you need advertising materials such as a website, a blog, business cards, flyers, brochures, posters, and a large network of acquaintances. Lastly, and importantly, you will have to think about your career objectives and develop an action plan that will take you toward your goals.

In conclusion, you are the one who has to assume responsibility and take the necessary steps to promote yourself and to make yourself known.

To begin, I would like to mention some essential marketing tools you can use throughout this process.

Promotional Material

The Website

An online presence is a necessity and is how your message can be seen or heard by thousands of people around the world. If you don't have a website yet, create one as soon as possible. The benefits of a website are numerous. The opportunities for making yourself known, creating connections, and finding potential clients are just a few. Used properly, a website can help you consolidate a career.

Take action right now!

Before choosing a domain name—the URL address—think about the message you want to convey and answer the following questions.

How would I like my website to look?

Examples: professional, informative, motivational, playful.

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Who is my audience?

Examples: musicians, professionals, amateurs, students.

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What is the purpose of this website?

Examples: to offer information or other resources; to display my artistic creation in video or audio format; to sell a product; to become known; to create new contacts.

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What action do I want users to take?

Examples: contact me for instrument classes or hire me for a concert; invite me take part in a project; write comments about my articles; subscribe to my newsletter.

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What elements will I use on my website?

Examples: checklists, white papers, videos, blog articles, events, regular updates.

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What will I do to drive traffic to my website?

Examples: Guest blogging on other sites, articles and comments on social media, advertising.

Answering these questions will help you have a clearer idea about the image of your website and the message you want to convey. It's important that you think from the very beginning about the way you wish to be perceived by everyone around you. If you don't have a website yet, you can choose to make it yourself or hire a web designer to do it for you. Either way, the final result should be professional and should represent your personal style.

I recommend that you contact a web designer and discuss all the important aspects that make a website: colors, design, graphics, photography, fonts, and make sure these will be in harmony and will reflect your personality. Choose vivid colors that contrast with the background color. Fonts should be big enough so the text can be read easily and your pages should be easy to manage and update.

Content

When you write the text for your website, think about what information you want to offer your readers and what you want

them to do. If, for example, you want to have a large subscriber list, you'll have to include an option on your blog page for them to subscribe. Use short blocks of text and focus on conveying your essential message because no one wants to read long, tiring text. Once you have launched your website, you will need to adapt its content regularly to keep the information up to date.

In what follows, you will have to think about the menu options. Create a website that is easy to browse and doesn't contain too many titles. Here is an example of one way to structure your site:

- Home/Main page
- Video/audio/pictures
- Bio/CV
- Repertoire (optional)
- News
- Recommendations
- Blog (optional)
- Contact

These are the essential elements to include in your website. Let's discuss them one-by-one.

Home/Main Page

This page needs to provide information about you and what you offer. You also can include a paragraph about your mission or philosophy. This is a good way to introduce yourself, your values, and your passions to the public.

Before defining your mission, answer the following questions.

What services do I offer?

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What are my short- and long-term goals?

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What are my values?

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My Mission:

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Video and Audio

As a musician, you must include video or audio links on your website so visitors can form a better image about you and your work. If you have no audio or video recordings, you'll need to make at least two or three recordings as soon as possible. When

choosing what to post on your website, stay with the most relevant and professional examples. Focus on quality, not quantity.

Pictures

You may have heard the saying “a picture is worth a thousand words.” You will have to choose carefully which pictures to post on your website. They should represent your personality and suit your website style. Ideally, you should have several versions of photographs of yourself from which to choose. If you’re unsure what to wear in these photos, opt for black, as it is generally considered an elegant color. You also can add pictures from concerts, or pictures that reflect your artistic work.

Biography/CV or Resumé

Your bio is an essential component of your promotional material. You can place your bio on your website and in concert programs and brochures. In programs and brochures, be sure to include your website address for those who are curious to learn more about you. You may certainly want to include your achievements and various events and happenings here, but remember that this shouldn’t be too long and shouldn’t include a chronology of all there is about you and your activity; include only the most important information.

Try to write your bio as an interesting story. Make it about who you are, your special aptitudes, and all your achievements so far. You can also write two or three different versions that can be used in various contexts. The shortest version can be around 250 characters long, and the longest no more than one page. Here are some suggestions of what to include in your biography.

- Places where you’ve had concerts, names of concert halls, festivals, cities, or countries.

- Prizes or scholarships, relevant coursework, volunteer work, projects you've initiated.
- Recordings, CDs, and albums you performed on; make sure to specify which pieces you played.
- Names of the artists, conductors, or players with whom you've collaborated.
- Interesting projects that you've participated in or are planning to undertake in the future.

When you write your bio, try to keep the following suggestions in mind.

- Include what makes you special and outstanding (e.g., hobbies, interests, funny stories).
- Place your most important achievements and information about you at the beginning.
- Write the biography in third person (she/he).
- Do not use clichés or pretentious words. Use proper vocabulary, without exaggerations. Your aim is to convey an image that represents you.
- Mention your studies and universities where you graduated at the end of the bio (with the exception of prestigious universities, which you can mention earlier).

Repertoire/Portfolio

If you have a repertoire, present it on your website. This is a good option to consider, especially if your activity is mainly based on playing. Thus, people who might hire you could choose their favorite pieces from your repertoire.

News

It is advisable to have a section dedicated to your future concerts or projects. Thus, visitors will be notified and can follow your activity. Don't forget to keep the information in this section updated.

Recommendations

Recommendations are essential for your credibility as a musician or artist. You can add quotations about you from newspapers or online articles and testimonials from people you've worked with. These can be professors, directors, famous musicians, your students, and others. Any recommendation is welcome, and I encourage you to add them to your website if you haven't already. They prove your competence and increase your credibility with future readers, clients, and collaborators.

Blog

A blog is a highly efficient and useful tool for promoting yourself. It can include video and audio links and references to other bloggers and musicians. You also can allow readers to express their opinions and thoughts through comments at the end of each blog post. Through your blog, you can attract more subscribers and thus enlarge your network.

When you think about creating a blog, choose interesting themes and plan to post regularly. This can mean writing an article weekly, biweekly, or monthly. It's recommended to post as frequently as possible to keep readers interested. Also, don't forget to include a few keywords in the title, first paragraph, and meta description; these are useful for search engines such as Google. It's also important to invite readers to subscribe to your blog and share the links to your articles with others.

Contact

At the bottom of every page on your website you should have a section that contains your contact information, including your phone number and email address. Do not put your birth date or your home address on your website. Limit what you provide to general information. Importantly, to protect yourself from plagiarism, add a copyright on every page, for example: © 2017 by Coaching for Musicians.

These are the basic elements that a website must contain. Before publishing your website, make sure everything works as you wish: all the pages are accessible, all graphic elements are in the right place, and the video or audio links can be opened. You should also check the mobile device versions of your website before publishing the content online and sending the link to everyone you know via email or social media.

Setting up a website is already an achievement, but the hard part starts once it is published online. For a website to be searchable through Google, it will need to be dynamic. That means you'll have to post new articles or videos consistently, use keywords that Google can easily recognize, and include meta tags in every page. Also, you'll have to frequently update the news section and add new data to the text. Then you'll have to write interesting articles and introduce yourself in a noticeable manner. All these things are invitations to your readers to take action: to watch your videos, subscribe, write comments on the blog and forward the website link to others, or request your services.

Even though it takes time and work, the website is an essential element for promoting yourself and building your art career. It is your business card and the first impression you make on people who don't know you yet. In addition to your website,

you will need to develop other promotional materials, such as business cards, flyers, brochures, or posters.

Business Cards

Always have business cards with you as you never know when you will encounter someone, even by chance, who could become a client, student, collaborator, or other important person for your career. Offer your business card to people you meet and show your availability for future collaborations or partnerships. As with websites, you should pay attention to the details on your card. Your business cards should contain graphic and color elements that coordinate with your website and that reflect your personal style.

Flyers

When you organize an event such as a concert, workshop, or class, you need to have flyers to give away or send by email. The flyer should include the benefits offered to the participants. You should specify the event title, its date and time, the location, and the cost. Don't forget to include your contact information and website address so those interested can learn more about you.

Brochures

Brochures are similar to flyers, except they offer more information and usually extend to two pages. Brochures are useful if you want to offer more details about yourself and your artistic activities.

Posters

Posters are used to attract attention to a future event, such as a concert, workshop, or class. Make sure your poster is large

enough for the written part to be visible from a distance. You should include title, date, time, location, and cost.

The website, business cards, flyers, brochures, and posters are basic promotional materials that help you step out of anonymity and make yourself known in the artistic field. In addition to these, you need to enlarge your circle of acquaintances and interact with various persons with whom you share passions, hobbies, ideas, or common goals. We will focus on this phase next.

Networking and Social Media

Your circle of acquaintances and social networks are extremely important when you want to become known, noticed, or employed. Even if you are an extraordinary musician, a competent and professional person, people usually will not hire a complete stranger. They first will think about friends and acquaintances and, only after that, will they consider a stranger's CV or résumé. Networking is essential and can benefit you when done smartly. Even in a small network, you will find people with different roles: close friends and family members, online friends, acquaintances and inspiring people.

Our Closest Supporters

Hopefully, you have at least a few family members or close friends you can rely on to provide you the support you need and whom you can call any time. These are the people directly involved in what you do and they represent a very important part of your life. You trust their opinions or feedback, and you can rely on their help when needed. Having a large circle of acquaintances

is important and useful, but having a few close individuals who help you in your life and career is absolutely essential.

Take action right now!

Write down the names of at least three close people who can offer their support or advice, whether in issues related to your job, as references, or for scholarships. These may be: family members, friends, colleagues, professors.

Close people:

1.
2.
3.
4.
5.

If you don't have three people to put on this list, it's okay. Try to pay more attention to your relationships with others and see how you can increase your circle of acquaintances. We all need close people to stand by us and offer the necessary support in our career.

Acquaintances

Acquaintances are people you may have known for a long time but rarely interact with for various reasons. Maybe you haven't

found the time or you moved or started a family. Your circle of acquaintances probably includes former colleagues, professors, students, or collaborators. Take a moment to think about these individuals and answer this question: How long has it been since you last saw or spoke to them?

Take action right now!

Write down three acquaintances you will contact next week. Show interest in their achievements and offer them as much information as possible about your most recent developments. Even if you don't seem to share ideas or common interests, these people might introduce you to others in their circle of friends. This is a useful method to enlarge your own network and to keep in touch with old acquaintances.

Acquaintances I will contact:

1.
2.
3.

Online Friends

Nowadays, it's easier than ever to meet new people and get in contact due to social media, such as Facebook, Instagram, Twitter, and LinkedIn. However, you need to pay attention to this aspect: even if your contacts list contains hundreds of

“friends,” this doesn’t mean much. Most likely, you only interact with a few people. To verify what I’m saying, take the time to answer the following question: How many of your hundreds of “friends” have you interacted with, verbally or in writing, in the last six months? The answer might surprise you. This is why I recommend you focus on the quality of your contacts, rather than their number. It’s important to find a few people with whom you regularly interact and share common ideas or views. You can subscribe to Facebook or LinkedIn groups to get in contact with people who share similar interests, or you can initiate or share personalized messages to people you find interesting. Once you are subscribed to certain groups, try to be active, offer comments, and propose interesting topics for discussions.

Take action right now!

Look for three to five groups on Facebook or LinkedIn that are in alignment with your interests. Subscribe to them and write them down here:

1.
2.
3.
4.
5.

Persons Who Inspire You

We all need people who inspire us and from whom we can learn. They have a strong impact on our career and help us evolve. It is important that we recognize them and choose them to be part of our lives, in one way or another. We can regularly follow their activity, try to follow their example, or even contact them.

Take action right now!

Think of one to three people who inspire you, who you can learn from, or who can have an impact on your career. They can be your teachers, mentors, or role models. Try to contact these people and invite them to take part in your life in some way.

People who inspire me:

1.
2.
3.

Partners or Collaborators/Associates

As we continuously change and grow, we have the chance to meet people with whom we share the same ideas or views, and relationships with these people can lead to good outcomes on both sides. For this to happen, you have to be open and allocate the necessary time to add new contacts to your list of acquaintances. Don't think that you necessarily have to get in contact with influential or famous people in your field, hoping that

they have a positive impact on your career. We often receive help from people we least expect, so I encourage you to give a chance to people who don't necessarily seem like potential partners or associates.

It's equally important to invest time in old relationships as in new ones. Although it can be easier to make online friends, I encourage you to get out in society and interact with people around you.

Take action right now!

Find five to ten places where you can meet new people, possibly partners or collaborators you can introduce into your circle of acquaintances.

Places where I can meet new people:

Examples: at concerts, theater performances, special events, conferences, volunteering organizations.

1.
2.
3.
4.
5.
6.
7.
8.

9.

10.

When you want to create new contacts, you have to take a step in this direction and use your communication skills. Here are some rules for creating rapport and leaving a good impression.

Be punctual.

It is important to arrive on time and show the one you will meet that you are a responsible person.

Be open and positive.

When you smile, make eye contact with those around you, and have an open and optimistic attitude. Chances are good they will respond similarly.

Ask questions and listen actively.

Pay attention to how you ask questions, as well as how you listen to the person. Be aware of body language, make eye contact, turn off your mobile phone, and focus on the conversation.

Do not talk badly about other people.

When you talk badly about others, you create a tense atmosphere. Remember that the world of musicians is rather small.

Try to create a win-win type of relationship.

It is just as important to see how you might help the other person as it is to see how he or she could help you. More precisely, what can each of you offer and receive in exchange? Remember that successful collaborations are not based on win and lose but on a reciprocal win.

Once you have identified the people in your network and have succeeded in establishing new contacts, you then need only to work on maintaining these relationships. Networking is a

continuous process that requires your time and involvement. But it is well worth it. Therefore, I encourage you to take initiative to enlarge your circle of acquaintances, friends, and people close to you who can offer support in your career and in your personal life.

In this chapter, we have talked about your opportunities as a musician and the marketing means that you could use to promote yourself in the art world. You have seen how important it is to have a large circle of acquaintances and close friends you can call upon for support anytime you need it. The next step is creating an action plan with specific and realistic goals that you can achieve.

Your Action Plan

After you've found the right career path or new opportunities to follow, and once you've created the necessary promotional material and enlarged your acquaintances circle, you must define an objective and create an action plan.

The first step is to write down your career goals. Next, you will choose one goal that is the most important to you right now and which can be achieved within the next six months. Then you'll think about the steps you must take to reach the desired results. When writing your action plan, be as specific as possible and note the date and day when you intend to take these steps.

Here is an example: Let's suppose you want to organize a workshop or a masterclass a half year from now. To put it into practice, you need a location, course participants, and financial support. You wonder who could help you in this endeavor. It's important to take the first steps early if you want to make sure your plan will materialize.

Action Plan Example:

- In the first few days, you prepare a presentation of the project you intend to achieve. (Don't forget to include your website address for those who want to know more about you.)
- In the next two weeks, you contact several people from your circle of acquaintances: former or current colleagues, professors, other musicians, or any other people (even from other fields) who could help you find a location, course participants, and money you need to organize the workshop or masterclass. You also contact people you don't know, such as managers of music universities or directors of festivals or summer schools. You shouldn't feel embarrassed to ask for help in several places.
- One month from now, Tuesday, Wednesday, and Thursday, you contact various sponsors, foundations, or cultural associations to obtain the financial support you need, if you haven't succeeded in doing so thus far.
- Maybe in two or three months, when your project has materialized, you create a professional post and then use social media (Facebook, Instagram, Twitter, LinkedIn) to promote your workshop or masterclass.

If you don't have enough course participants yet, you advertise your workshop or masterclass at music schools or academies, asking teachers and professors for support.

When making an action plan, be creative. It's possible that the steps you write down will change as you go or that you need additional steps you didn't think of at the beginning. You must be flexible and adapt to any situation in order to succeed. I encourage you to write down your action plan and all the steps you have to take. Do not forget to be specific and be prepared for any direction change that might occur on your way to accomplishing your goal.

My Action Plan

My Goal:

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The date when I want my goal to be accomplished:

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Action Steps (day, month, year):

1.

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2.

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3.

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4.
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5.
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6.
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7.
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Now that you have an action plan, allocate the necessary time to implement it and update it on a regular basis. Check off the steps you've completed and enjoy your accomplishments. Add intermediary steps when needed and remember that the most important thing is to follow your plan until you reach your goal.

As we are getting to the end of this book, take the time you need and answer the following questions just one more time:

Which idea from this chapter was the most useful for me?

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What have I learned?

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Which of the suggestions proposed in this chapter would I like to try in the future? What new ideas occurred to me while reading?

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