

Cardboard Box Records

Artist Name: _____ Date: _____

ARTIST INSPIRATION

What are some words you would use to describe your music?

What are some words you would use to describe your overall "look" as a group?

Write a Band Identity Statement (BIS) of 15 words or less to describe your music and identity:

What aspects of your music career really drive you?

List some of your past or current successes:

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List past failures and, most importantly, what you learned from them:

Which blogs, magazines, or other media inspire you?

With which other bands or artists do you most identify?

How are you different?

What is the most moving experience you have ever had with music?

ARTIST IDEAS

List three simple ways you can...

Create awareness: _____

Make connections with fans: _____

Be discovered by fans: _____

Co-create with your fans: _____

Find niche media sources online: _____

What new strategies could you use to sell more music through:

Retail stores: _____

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Distributors: _____

Live shows: _____

E-mail: _____

Your web site, CD Baby, Amazon, etc.: _____

Blogs and podcasts: _____

Myspace, Facebook, and YouTube: _____

With which holidays, events, niche markets, or causes might your band associate?

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Make a list of obvious, traditional methods of getting exposure for your music:

Now brainstorm on offbeat, overlooked ideas you can use to...

Get more (and better) gigs: _____

Get exposure in print media: _____

Get radio airplay: _____

Get exposure on the Internet: _____

Attract new fans: _____

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Get exposure on television: _____

Earn extra money: _____

ARTIST FAN PROFILE

Describe – in detail – your ideal fan: _____

What truly motivates your fans – what’s the benefit to them?

How can you best cater to current, past, and future fans?

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What is your favorite memory of one of your fans?

What keywords do fans use to find music like yours online?

What is your approximate fan headcount?

ARTIST GOALS

List your top five long-term goals:

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List your top five short-term goals:

List five things you can do this week to move forward toward your music goals:

ARTIST SKILLSET

List your top five skills (musical or otherwise):

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What skills/possessions/resources might you offer someone in a barter situation?

ARTIST TOOLS

List web sites, blogs, and podcasts suited to your music:

What online promotion would work best for you?

What website design elements would be ideal to promote your unique style of music?

How might you best use MySpace, Facebook, Twitter and other social media sites?

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What types of video content can you easily create and post online?

What venue types and sizes do you currently work with the most?

How often are you currently playing shows?

How are you currently selling your CD's and other merchandise?

What steps can you take to increase sales through these current channels?

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What other sales avenues should you be pursuing but aren't yet?

List the most important people, organizations and information sources that will help you achieve your goals:

List some ways you can "give more than you get" from your music business contacts:

ARTIST OUTLOOK

What negative beliefs do you have about your potential to succeed with music?

What positive, empowering beliefs do you have about your potential to succeed with music?

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How might you develop a more enthusiastic outlook on your journey toward success?

Make a list of encouraging things that have happened to you in the past year or so:

ARTIST EXPECTATIONS

List the big ticket items you think you will need and their approximate costs:

What would you like Cardboard Box Records to help you accomplish this week? This month? This year?
