THE MUSIC SPECIALIST

🎤 **Sustainable Career Blueprint**

“Talent gets you noticed. Strategy gets you paid.”

🔹 1. Treat Your Art Like a Business

You’re not just making music — you’re building a brand.

- Register your name, form an LLC, and open a business bank account
- Keep clean records of every dollar in and out
- Build a digital footprint that reflects your professionalism

“If you want to be taken seriously, you’ve got to show up like a business.”

🔹 2. Own Your Work

Copyright everything. Split sheets for every collab. No exceptions.

- Register your songs with the U.S. Copyright Office
- Join a PRO (ASCAP, BMI, SESAC) and SoundExchange
- Use publishing admin tools to collect global royalties

“Ownership is power. Don’t give it away for exposure.”

🔹 3. Build Your Catalog

One song is a start. Ten songs is leverage. Fifty songs is a career.

- Release consistently — singles, EPs, features, remixes

- Organize your metadata and publishing info
- Think long-term: sync licensing, re-releases, remasters

“Your catalog is your pension. Build it like you mean it.”

🔹 4. Monetize Every Angle

Streaming is just one lane. You need multiple revenue streams.

- Live shows, merch, sync licensing, digital products
- Offering services: songwriting, vocal features, production
- Use platforms that pay: Bandcamp, Patreon, YouTube, TikTok Creator Fund

“Don’t chase the algorithm. Build your audience — and the algorithm will chase you.”

🔹 5. Build a Team You Trust

You can’t do it all alone — and you shouldn’t.

- Music attorney, accountant, manager, mentor
- Collaborators who respect your vision and your value
- Advisors who’ve been where you’re going

“Talent is the spark. Your team is the engine.”

🔹 6. Stay Educated & Connected

The industry changes fast. Stay sharp and stay visible.

- Attend conferences, panels, and workshops
- Follow music business news and trends
- Network with intention — online and in person

“The more you learn, the more you earn.”

🔹 7. Protect Your Mental & Creative Health

Burnout kills careers. Balance builds longevity.

- Set boundaries around your time and energy
- Create a workflow that supports your creativity
- Celebrate progress — not just perfection

“Your voice is your gift. Protect it at all costs.”

💼 Ready to build your career with clarity and confidence?

Visit musicspecialistspeaks.com for mentorship, booking, and resources.