



PODCAST #29 – SHOW NOTES

HALFWAY MARK FOR THE YEAR

Hey Creatives!

You're listening to **Podcast #29 of the Coffee With Camilla** podcast where we will discuss the music industry. I'm your host Camilla Kleindienst of Banner Music in Nashville, TN.

We are in June and half the year is over! Let's look back and look forward. Don't just "think" back over the last six months. Get your calendar out and a notebook and write this stuff down. You might consider actually printing January - June calendars so you can color code highlight your activities so you can lay all the months out side by side on your dining room table to really get the picture of what you've been up to.

Songwriters -

How many songs have you written this year?

Are you improving in your craft?

Are you performing in rounds?

Are you expanding your cowriting connections?

Are you demoing your songs?

Are you networking enough?

Are you taking meetings with your PRO?

Are you taking meetings with music publishers?

Are you pitching your own songs to artists?

COFFEE WITH Camilla

Tallying Your Efforts

Color code songwriting appointments - get a tally.

Colors code songwriter round performances - get a tally.

Color code your co-writers to see what that color layout looks like. Prioritize the co-writers where you are writing the best songs and have the best chance of furthering your songwriting career.

List how many songs you've written and how many you demo'd- tally them.

Color code networking events you attended - List new people you met and list how many you followed up with for cocktails/coffee/lunch.

Color code your meetings with your PRO rep. You should have met the PRO rep 2 times in six months.

Color code how many publisher meetings you had - look at your notes from those meetings - or results. Did you follow up?

Color code you pitches to artists. Did you follow up?

Performing Artists-

Have you spent enough time with your songs to fall in love with them?

Are you rehearsing with your band enough?

Are you honing in on your brand musically and also visually? (Including working out?/Photo Shoots/Social Media Posts)

Are you getting bookings? (And the right bookings?)

Have you released any new music?

Have you reviewed any social media or sales analytics?

Are you co-writing enough?

COFFEE WITH Camilla

Are you networking enough?

Have you taken any high level agent, management or label meetings?

Have you written out your career goals and path to get there? When was the last time you reviewed this goal document?

Take a look at your calendar and be honest, are you doing EVERYTHING you can do to advance your artist or songwriting career? If you aren't you have half a year -THIS year - to fix it. What are you waiting for? Look at the whole landscape of January - June and see the areas that need improving and plan out July - December. You will make advancements and you won't regret it~

Thank you for listening to Podcast #29 *"Half Way Mark for the Year"*. I hope that this information helps you in planning the second half of this year!

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

We'll talk again soon! Stay Creative!