



Course Overview

Module 1: Musicpreneur Mindset

How to transition into a thriving artist mindset to get high-level gigs, clients, and finally paid what you're worth!

Template: Commitment letter template

Module 2: Custom Songs (Part 1)

How to get high-end custom song clients, affiliate partners to promote you, and charge thousands per song!

Templates:

- 1) Custom song affiliate email templates to wedding planners
- 2) Custom song flyer template
- 3) Custom song email template for businesses to become clients
- 4) Custom song email templates for fans to become clients
- 5) Custom song consultation script
- 6) Custom song contract template
- 7) Custom song 10 step cheat sheet

Module 3: Custom Songs (Part 2)

How to confidently navigate the creative process, song ownership, and receive glowing 5-star client testimonials and referrals!

Templates:

- 1) Custom song creation interview script
- 2) Custom song affiliate email template for fans

Module 4: Keynote Concerts (Part 1)

How to craft and deliver your Keynote Concert speech, offer upgrade

experiences, and make a lucrative living from 1-2 gigs per month at large-scale conferences.

Templates:

- 1) Keynote concert fees reference sheet
- 2) Sync and master license Q&A template
- 3) Master license template
- 4) Sync license template
- 5) Keynote concert outline template

Module 5: Keynote Concerts (Part 2)

How to have everything in place that you need to get booked for Keynote Concerts, build relationships with event planners, and get referred!

Templates:

- 1) Follow up formula
- 2) Keynote concert feedback form template
- 3) Speaker vs musician bio cheat sheet
- 4) Speaker sheet template
- 5) Keynote concert email template to meeting planners
- 6) Event planner phone script
- 7) Speaker contract template for keynote concerts

Module 6: Fan Monthly Memberships

How to rapidly grow your fan base in new ways and make recurring revenue from fan monthly memberships

Templates:

- 1) Fan monthly membership rewards template
- 2) Fan action form template
- 3) Multi JV partner album launch email templates and website copy
- 4) Intern interest letter template for colleges/universities

Module 7: Private Concerts

How to get fans to become Private Concert Hosts who do all the promoting for you, host the event, and you make great income to just show up and perform!

Templates:

- 1) Private concert host sign up template

2) Private concert host Q&A template

Module 8: Masterclasses

How to get booked and deliver masterclasses for students at colleges and universities that pay you as a guest presenter!

Template: Masterclass template letter to colleges/universities

Module 9: Sponsorships & Merch Sales

How to get corporate sponsors behind your music, offer merch bundles so fans buy multiple products, and maximize merch profits!

Module 10 (Musicpreneur Success)

How to integrate the “12 Pillars of Success” for musicpreneurs to have scalable, lasting success and prosperity with your music business!