



Music Brand Name	
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Business Structure

Band Business Structure	Details
Who owns the brand?	
What that includes	
Who is your Agent?	
Artist Management?	
Publicist?	
Book Keeper?	
Social Media Manager?	
Lawyer?	
Producer?	
Sound Engineer?	
Gig Crew?	
Merchandise Company?	
Do You Have Copyright on all Music and Lyrics?	
Who owns the Copyright?	
Is your Music Brand Trademarked?	
Who owns the Domain Name for your band Website?	
Who manages the Admin and Passwords for your Social Media?	
What is the legal structure for your Band Entity? Company/Trust/Sole Trader/Partnership	
Do you have an agreement in place between all band members that is clear about ownership and liability of all aspects of the band?	
Which song writing Performing Rights Organization have you registered with?	
What are your Distribution networks?	
What Associations and Organisations are you a member of?	
Do you volunteer for any causes?	



The Team

Deals with the Agent	
Organises the Production	
Manages the Band Resources and Needs	
Manages the Books	
Manages the Social Media	
Collects payment at Gigs	
Builds Band Relationships	
Peacekeeper in the Band Relationships	
Communicates with the Fans	
Designs and Styles the Look – On Stage, Website, Products	
Troubleshoots	
Networks	
Writes	
Arranges	
Choreographs	
Produces	
Musical Director	

Band Core Values

Favourite Band	
Favourite Celebrity	
Favourite Movie	
Band Champion	
Band Vision	
Band Values	
Band Ultimate Fantasy Achievement	



Show Me The Money

Do you play in a Covers Band to support your Original Project?	
Do you have a day job?	
What is your Income Source outside of the band that will pay for the Band expenses?	
Who manages the Band Kitty?	
What is your Budget per Live Gig? Song? Album? Tour?	
Do you sell songs on iTunes?	
Do you sell CDs and Merchandise at Live Gigs?	
Do you have CDs and Merchandise to giveaway for Publicity?	
What is your Band Income and Expense Plan?	
Do you have a Cashflow Forecast Chart?	
Do you have a Band Savings Plan?	
Do you have a Band Financial Cushion?	
How much money are you willing to invest in your Band?	
How much money are you willing to risk for your Band?	
How do you track hidden and unexpected costs?	
What debts do you have?	
Do you offer Discounts?	
Do you give Testimonials and Referrals?	
What is your Band Risk Management Plan?	
What is your Band Tax Strategy?	

MUSIC MEANS business

Budget

Band Expense	Managed By	Per Annum	Per Week
PA – Rehearsal and Gig			
Lighting - Gig			
Backline – Rehearsal and Gig			
Rehearsal Room			
Power			
Pre-Production Recordings			
Studio			
Engineer			
Producer			
Mix and Master			
Pressing			
Distribution			
Photographer			
Product Artwork and Packaging			
Publicist			
Promotional CDs – Media and Industry			
Radio Plugger			
The Manick Project			
Accountant			
Lawyer			
Stage Clothes			
Personal Injury Insurance			
Public Liability Insurance			
Equipment Insurance			
Registration Fees			
Membership Fees			
Electrician Six Monthly Tag Leads			
Transport – Gig and Tour			
Publicity Material – Posters, Stickers, Postcards			
Merchandise			
Social Media Paid Advertising			
Promotional Giveaways – On Line and Live			
Website			
Website Hosting			
Artist Publicity Campaign			
Product Release Launch Event			