

STUDENT WORKBOOK

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INTRODUCTION

This student workbook is a supplementary companion for the second edition of *Lessons from a Street-Wise Professor: What You Won't Learn at Most Music Schools*.

It is intended to be used by anyone reading the book who wants to brainstorm ideas and get the most out of the book.

We hope that you find this workbook helpful as you think about your career and the many possibilities that it holds.

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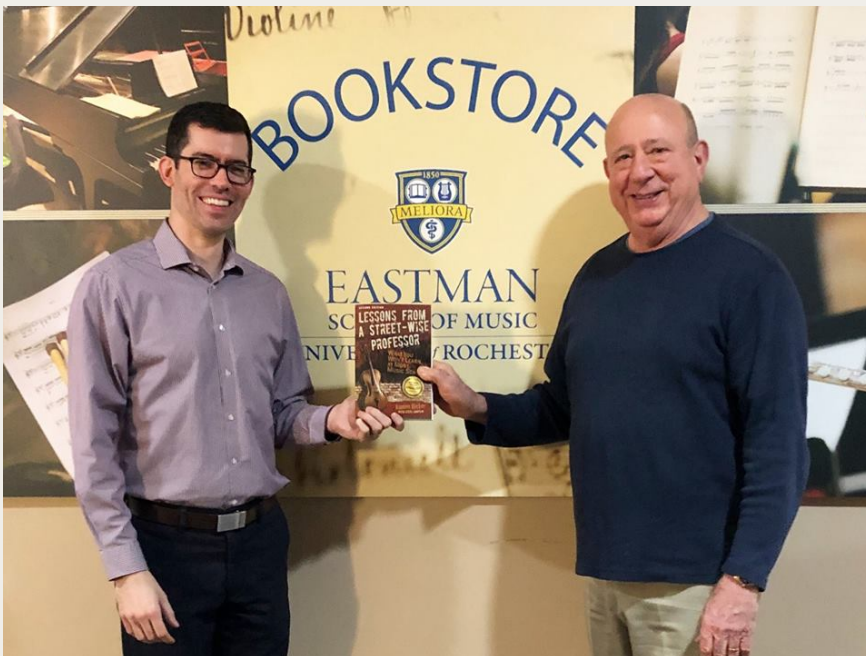


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CHALLENGES AND OPPORTUNITIES ASSOCIATED WITH A CAREER IN MUSIC

What type of career do you think would be a good fit for you? Do you like to do a mix of different things or just 1 thing? Do you like having a set, regular work schedule or do you want more control over your time? Do you see yourself working in an office? Full-time? Part-time? Teaching? Do you have a location where you see yourself living and working? Try to describe your ideal working style and environment.

YOUR VISION OF SUCCESS

What is your vision of success for your career?

What traits and skills make you unique as a person and a musician?

What traits and skills do you think successful musicians need to possess?

Brainstorm an artist mission statement for yourself, answering: what do you do, for whom, and why?

ENTREPRENEURSHIP IN MUSIC

Do you have an entrepreneurial idea? Something you want to create or start?

What is it? Or, what problems (small or large) have you recently encountered, and how could you create something to solve those problems?

Who is the audience for this idea?

Is this idea needed, and why?

Where would this take place?

What are the next steps?

BRANDING

Write down at least 10 words that describe YOUR brand.

What are the 3 words that BEST encapsulate your work and your brand:

What are some key facts/statements that you want to include in your bio:

YOUR FIVE-YEAR CAREER PLAN

Think about your career goals for the next five years. What are some big goals you want to achieve during that time? Make sure the goals are specific and measurable. For example, “Start a string quartet and earn \$35,000 performing and teaching full-time with the quartet” is better than “Play with a string quartet.” Within each goal, think backwards in terms of what you need to do in order to achieve that goal and list these items as action steps. Duplicate this page for additional goals and action steps.

GOAL 1: _____

Action Steps:

GOAL 2: _____

Action Steps:

SETTING UP A PRIVATE TEACHING STUDIO

List some items that you plan to include in your teaching policies. For example, How much do you expect students to practice? What should students expect from you? How much will you charge? Where are lessons held? What is your policy for missed lessons and make-ups? How would you like to receive payment and when?

Draft a short teaching philosophy statement that describes how you approach teaching and what learners can expect from you as a teacher.

GIGGING

In your opinion, what are the 10 most important qualities to have as a gigging musician?

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How many of the above qualities do you possess, and how many do you need to work on?

GETTING GRANTS

Begin/revise your resume or CV. Use the template below to create the foundation for your document. Duplicate this page as needed.

CATEGORY NAME:

Line 1:

Dates:

Line 2:

-
-
-
-
-

Line 1:

Dates:

Line 2:

-
-
-
-
-

CATEGORY NAME:

Line 1:

Dates:

Line 2:

-
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-
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-

INTERVIEWING

Brainstorm questions that you think you might be asked in an interview. Write down as many as possible - the more questions you anticipate and prepare for, the better off you will be.

SOCIAL MEDIA

Reflect on how you can use social media to promote your particular work:

Brainstorm a social media strategy for yourself. What platforms will you use? How often will you post? What types of things will you post? A mix of professional and personal, or just professional?

EMAIL MARKETING

When you receive marketing emails from companies or individuals, what are some things you like or dislike about those emails?

How might you use email marketing to promote your work? Email newsletters sent out on a regular schedule? What are some ways you can build your email list?

What kinds of things will you feature in your email marketing?

WEBSITES

Thinking about your brand, how do you want your website to feel? Sophisticated? Clean? Dark and mysterious? Edgy? Try to describe the “feel” in a few words:

What colors and graphics do you think will work with your brand and the “feel” you described above?

What are the goals of your website? What do you want people to DO on your website. How will visitors interact with you and your content?

SAVING

Complete the monthly budget worksheet below. Be honest and comprehensive about your expenses and income. Then reflect on your budget - how can you reduce your expenses? How can you increase your income? How much are you saving each month, and how much do you want to be saving in the future?

Income:

Salary from job(s): _____

Lesson income: _____

Gigs: _____

Subsidy from family: _____

Other: _____

TOTAL INCOME: _____

Expenses:

Money you save or invest: _____

Rent/Mortgage: _____

Utilities: _____

Phone: _____

Education loan payments: _____

Credit card debt payment: _____

Car payment: _____

Gas: _____

Clothing: _____

Food (groceries): _____

Meals out: _____

Coffee/Tea: _____

Entertainment: _____

Instrument supplies/maintenance: _____

Other: _____

TOTAL EXPENSES: _____

PROFESSIONALISM IN PERFORMANCE, TEACHING, AND SCHOLARSHIP

When you think of professionalism as a musician, what qualities come to mind?

What are some ways that you can provide your customers, audiences, clients - whoever they may be - with even MORE than they expect. How can you over-deliver and leave a great impression?

YOUR CAREER, YOUR BUSINESS, YOUR LIFE

List all the services you can provide as a professional (think outside of the box, and go for at least 10).

How do you feel about your time-management? Are you productive? Are you good at scheduling your work? Do you find yourself struggling to achieve tasks that require self motivation? In what areas of time management can you improve?

How well do you communicate with others? (in person, on the phone, via email, etc.) What types of communication do you find most comfortable? What do you think are your strengths as a communicator? What about weaknesses? (Be honest with yourself! This is how you grow and improve.)

THANK YOU

Thank you for using this workbook - we hope you have found it helpful to reflect and brainstorm on these topics. For more insights, check out:

- Our Facebook page, [@StreetwiseProfessorBook](#)
- <https://rayricker.com/street-wise-professor/>
- <https://www.stevedanyew.com/book>

QUESTIONS?

We'd love to hear from you. Send us an email at:

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