

Creating your music mission statement

Please take 10 minutes and reflect on the following questions.

1. What do you enjoy MOST about sharing your music with others?
2. What would be the BEST compliment you could receive about your music?
3. Who is or will likely be your CORE fan base:
(Examples, include things such as age, interests, beliefs, values, affiliations, community base, etc.)
4. What do your core fans like about your music? What does it DO for them?
(Examples: That it makes them think, that they feel moved by it, it opens their heart, it makes them laugh, it makes them cry, inspires them to be creative, etc.)
5. How do your fans FEEL during and after a show:
(Examples: Better, happier, more connected, energized, motivated, angry, moved, excited, etc.)
6. Given these elements, write a draft of a mission statement based on the **EFFECT** you want to have on your audience:

I am here to:
7. Does this statement inspire you when you say it aloud?
If not, keep refining until it does. This is not meant to be a marketing slogan – it is purely for you. It should be short – to the point – and moves you when you say it.
8. What does this mission look like? What forms does it take? When you act out of your mission, what would you do differently?
(Example: if your mission is about inspiring people, possible actions include encouraging others, trying new things, taking risks, looking for more inspiration, cultivating humility, not giving up, being solution-focused, and having the courage to make mistakes.)