

3-Year Artist Vision Playbook

A practical planning tool for independent rappers building for longevity

How to Use This Playbook

This is not a goal-setting worksheet.
It's a direction-setting system.

You're not predicting success.
You're defining alignment.

Instructions:

- Write honestly, not optimistically
- Think in behaviors and assets, not hype
- Revisit this every 6–12 months

Print it, or fill it digitally – but complete it in one focused session.

Section 1: Your Non-Negotiable Standards (Anchor)

Before you plan forward, lock in what stays consistent.

1. Creative Standards

What must be true about your music no matter what?

Sound quality standard (e.g: mixing, beat selection, vocal performance):

Writing standard (e.g: themes, depth, honesty, originality):

Release standard (what makes a song "ready"):

2. Behavioral Standards

How you show up matters more than what you say.

Weekly creative commitment (hours or outputs):

Posting / visibility commitment:

Skill-building commitment (recording, writing, marketing, etc.):

Section 2: Your 3-Year Direction (Big Picture)

Don't think fame.

Think position.

In three years, you want to be an artist who is known for:

By Year 3, you want your career to feel:

- Stable
- Sustainable
- Growing
- Aligned
- Other (Specify)

Why does this version of you matter?

Section 3: Year 1 — Foundation & Identity

Primary Focus: Clarity, consistency, proof of work

Identity

My committed sound/style is:

My recurring themes/messages are:

Output

Releases I realistically commit to this year:

Content formats I will focus on (max 2):

Systems

My release / creation system looks like:

Year 1 Success Looks Like:

Section 4: Year 2 – Growth & Leverage

Primary Focus: Doubling down, smarter effort

What to Scale

What worked in Year 1 that I'll lean into:

Audience

My core audience is:

Where they actually engage with me:

Assets

Assets I should intentionally build this year:

- Music catalog
- Email list
- Visual identity
- Collaborations
- Other:

Year 2 Success Looks Like:

Section 5: Year 3 – Sustainability & Longevity

Primary Focus: Stability, alignment, ownership

Positioning

By Year 3, people describe me as:

Monetization (Realistic)

- Income streams that make sense for me:
 - Streaming
- Merch
- Shows
- Licensing
- Direct fan support
- Other:

Sustainability

What I need to simplify or remove:

What I must protect to avoid burnout:

Year 3 Success Looks Like:

Section 6: Short-Term vs Long-Term Filter

Use this before saying yes to opportunities.

If an opportunity comes up, ask:

- Does this move support my 3-year direction?

- Does it align with my standards?
- Is it building an asset or just attention?
- Would I still do this if no one noticed?

If you answer “no” to most — it’s a distraction.

Section 7: Your Next Series / Phase

Based on everything above, the phase I should move into next is:

- Skill-building
 - Audience growth
 - Monetization
 - Brand refinement
 - System optimization
 - Other (Specify):
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Why?

The next 90 days should focus on:

Final Commitment

I’m not committing to outcomes.

I’m committing to direction.

Artist Name:

Date:

Signature (optional, but powerful):

Reminder:

Vision isn't motivation.

It's a filter.

Revisit this playbook.

Refine it.

Live inside it.