

# Income Reality Check Worksheet

## Purpose

This worksheet is designed to move you from guessing... to knowing.

By the end of this, you should:

- Know exactly where your money is (or isn't) coming from
- Understand how much effort you're putting in vs what you're earning
- Have ONE clear income goal you can act on immediately

Do not skip sections. Fill everything in.

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## Section 1: Current Income Sources (Reality Audit)

List every way you've made money from music in the last 60 days.

If none → write "None" (this matters).

Income Source	Amount Made (R)	How It Happened	Can You Repeat It? (Yes/No)

### Quick Reflection:

- Which source made the most money?
- Which one was easiest to get?
- Which one can you realistically repeat this month?

Write your answer:

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## Section 2: Effort vs Income Breakdown

Estimate honestly.

**Time invested in the last 30 days:**

- Hours spent making music: \_\_\_\_\_
- Hours spent promoting: \_\_\_\_\_
- Hours spent learning/watching content: \_\_\_\_\_

**Total hours:** \_\_\_\_\_

**Money made in the last 30 days:**

R \_\_\_\_\_

**Calculate your hourly rate:**

Money ÷ Total hours = R \_\_\_\_\_ per hour

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**Reality Check:**

- Is this sustainable? (Yes/No)
- Is this worth your time right now? (Yes/No)

Why?

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**Section 3: Where the System Breaks**

Tick what currently applies:

- No way to collect fan contact (email/WhatsApp) [ ]
- No clear offer (beats, features, merch, etc.) [ ]
- No consistent posting system [ ]
- No follow-up after people engage [ ]
- Relying only on streams/social media [ ]

**Biggest gap right now:**

Write the ONE thing that's hurting your income the most:

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## Section 4: Pick ONE Monetization Path (Next 30 Days)

Choose ONE focus only:

- Paid features [ ]
- Direct fan support (donations, exclusives) [ ]
- Live performance income [ ]

Other: \_\_\_\_\_

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## Section 5: Your 30-Day Income Target

Be specific and realistic.

I will make: R \_\_\_\_\_ in the next 30 days

By doing: \_\_\_\_\_

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## Section 6: Immediate Action Plan (Start Today)

Break your goal into simple actions:

### Step 1 (Today):

What is the FIRST thing you can do right now?

Example:

- Upload beats to your store
- Post an offer
- Message 5 artists

Write yours:

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### Step 2 (Next 3 Days):

What will you do to push this forward?

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### Step 3 (Next 7 Days):

What will you do to get your first result?

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## Section 7: Your Offer (Make It Real)

Fill this in clearly:

"I make music for \_\_\_\_\_ who want \_\_\_\_\_."

OR

"I help listeners/fans experience \_\_\_\_\_ through my music."

Examples: "I make music for storytellers who want real, emotional hip-hop." "I make music for fans who want raw, underground rap they can relate to."

Optional (if you already charge):

"My current paid offer: \_\_\_\_\_ for R \_\_\_\_\_."

(Example: Features, live performances, exclusive songs, etc.)

Write yours:

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## Final Check

Before you leave this worksheet:

- ✓ You know how much you made last month
- ✓ You know your hourly rate
- ✓ You chose ONE way to make money
- ✓ You defined a 30-day goal
- ✓ You wrote your first action step

If not — go back and complete it.

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## **What happens next**

Now that you have clarity, the next step is building a simple system that actually brings in money consistently.

Go back to the series and continue to the next post.