

Monthly Monetization System (Worksheet)

Use this to turn your music into a repeatable monthly income system. Fill it in. Keep it simple. Execute weekly.

If you get stuck, refer to the filled-in and step-by-step examples at the end of this worksheet to see exactly how yours should look when completed.

1. Monthly Income Target

Target for this month:

R _____

Break it down (choose one or mix):

Option A: Price per offer: R _____ Number of sales needed: _____

Option B: Offer 1: R _____ × _____ sales = R _____ Offer 2: R _____ × _____ sales = R _____ Offer

3: R _____ × _____ sales = R _____

Total = R _____

2. Your Current Offers

List what people can pay you for *right now*:

1.

2.

3.

If blank → create at least ONE simple offer before continuing.

3. Weekly Income Plan

Define what you will do every week (non-negotiable actions):

Content (3-5 posts): • _____ • _____ • _____

Call-to-Action Posts (at least 1): • _____

Direct Outreach (DMs / replies): • Target per week: _____ conversations

Offer Reminder: • How will you remind people?

4. Weekly Focus Rhythm

Week 1 (Attention): What content will bring new people in?

Week 2 (Trust): What builds connection?

Week 3 (Offer Push): How will you actively sell?

Week 4 (Review + Adjust): What will you analyze?

5. Tracking (End of Each Week)

Week: _____

Top Performing Content: • _____

Content That Flopped: • _____

Clicks / Interest Signals: • _____

Sales Made: • _____

Where did the sale come from? • _____

6. Adjustments (Next Week)

What will you do more of? • _____

What will you stop doing? • _____

What will you test next? • _____

7. End of Month Review

Total Earned: R _____

Target Hit? (Yes / No)

What worked best?

What didn't work?

Main Lesson:

Next Month Focus:

8. Example (Filled-In)

Use this as a reference for how simple this can be.

Monthly Income Target

Target: R2,000

Breakdown: Offer 1: R200 × 5 sales = R1,000 Offer 2: R100 × 10 sales = R1,000

Total = R2,000

Current Offers

1. 4-track EP download

2. Paid verse (16 bars)
 3. Support bundle (exclusive unreleased tracks)
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Weekly Income Plan

Content:

- Short freestyle clips (2x)
- Behind-the-scenes studio clip (1x)
- Lyric breakdown post (1x)

Call-to-Action Post:

- "DM 'EP' for the project link"

Direct Outreach:

- 15 conversations per week

Offer Reminder:

- Mention EP + paid verse in captions and stories
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Weekly Focus Rhythm

Week 1 (Attention): Freestyle clips + trending sounds

Week 2 (Trust): Storytelling posts + lyric meaning

Week 3 (Offer Push): Direct posts selling EP + verses

Week 4 (Review + Adjust): Check which posts brought DMs and sales

Weekly Tracking Example

Top Performing Content:

- Freestyle clip (3K views, 20 saves)

Content That Flopped:

- Long caption post (low engagement)

Clicks / Interest:

- 12 DMs asking about EP

Sales Made:

- 3 EP sales
- 1 paid verse

Source of Sales:

- 3 from freestyle clip
 - 1 from DM conversation
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Adjustments (Next Week)

Do more of:

- Freestyle clips
- Long caption-only posts

Test next:

- Short ho-based videos with subtitles
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End of Month Review Example

Total Earned: R1,800

Target Hit? No

What worked best? Freestyle clips + direct CTAs

What didn't work? Posting without clear offer

Main Lesson: Content needs to point to something

Next Month Focus: More CTAs + improve DM conversations

9. Quick Examples Per Step

Use these if you get stuck while filling it in.

Step 1 Example (Income Target)

Target: R3,000

Breakdown:

- R300 × 10 sales (EP)
- R150 × 10 sales (support bundle)

Step 2 Example (Offers)

- 3-track EP (R300)
- Paid hook/verse (R500)
- WhatsApp supporters group (R50/month)

Step 3 Example (Weekly Plan)

Content:

- 2 freestyle clips
- 1 studio vlog
- 1 performance snippet

CTA:

- "Link in bio for EP"

DM Target:

- 20 conversations/week

Reminder:

- Daily IG story mention of EP
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Step 4 Example (Weekly Rhythm)

Week 1:

- Post high-energy freestyles

Week 2:

- Share personal story behind songs

Week 3:

- Push EP + direct offers hard

Week 4:

- Review analytics + sales
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Step 5 Example (Tracking)

- Best post: freestyle (5K views)
 - Worst: static image post
 - Interest: 18 DMs
 - Sales: 6 EPs
 - Source: 5 from reels, 1 from DM
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Step 6 Example (Adjustments)

- Do more: freestyle + performance clips
 - Stop: static posts
 - Test: subtitles + stronger hooks
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Step 7 Example (Monthly Review)

- Earned: R2,400
 - Missed target
 - Worked: reels + CTAs
 - Didn't: passive posting
 - Lesson: ask for the sale more
 - Next focus: improve conversion in DMs
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Final Reminder

No system works if it's not used.

Keep it simple. Show up weekly. Adjust based on reality.

That's how this starts paying you back.