



Revenue Streams Worksheet

In the ever-evolving music industry, diversifying your income is key to financial stability and growth. This Revenue Streams Worksheet is designed to help you identify and maximize the various ways your music can generate income. From live performances to digital streams, merchandise sales, and beyond, understanding and optimizing each revenue stream can amplify your earnings and solidify your career. Let's map out your financial symphony.

Part 1: Performance Revenue

- ☐ **Live Gigs:** List upcoming and potential gigs, including venue sizes, ticket prices, and expected audience numbers. Consider both local shows and potential tours.
- ☐ **Streaming Concerts:** Explore opportunities for live-streamed concerts on platforms like Twitch, Stagelt, or Instagram Live, noting potential revenue from ticket sales, donations, or sponsorships.
- ☐ **Session Work:** Identify opportunities for session work, both in-studio and remotely.

Part 2: Recorded Music

- ☐ **Streaming Revenue:** Analyze your current streaming income across platforms (Spotify, Apple Music, etc.). Consider strategies for increasing streams, such as playlist placements or promotional campaigns.
- ☐ **Digital Sales:** Track sales from digital platforms like iTunes, Bandcamp, and your own website.
- ☐ **Physical Sales:** Note income from physical formats such as vinyl, CDs, and cassettes, including sales at gigs, online, and through retailers.

Part 3: Publishing and Licensing

- ☐ **Music Publishing:** Detail any income from publishing deals or self-published works, including mechanical royalties, performance royalties, and sync fees.
- ☐ **Licensing Deals:** Identify potential and existing licensing deals for TV, film, commercials, video games, etc.

Part 4: Merchandise and Other Products

- ☐ **Merch Sales:** Estimate revenue from merchandise, including items sold at gigs, online, and through third-party platforms. Consider t-shirts, hats, posters, and unique items related to your brand.
- ☐ **Crowdfunding:** If you've run or are planning a crowdfunding campaign, project potential revenue, including direct contributions and sales of exclusive merchandise or experiences.

Part 5: Ancillary Revenue

- ☐ **Workshops and Teaching:** Outline opportunities for earning through music lessons, workshops, or online courses.
- ☐ **Brand Partnerships and Sponsorships:** Explore potential income from brand partnerships, endorsements, or sponsored content on social media.
- ☐ **Fan Club/Subscriptions:** Consider income from a direct-to-fan subscription model, offering exclusive content, live streams, influencer gigs, Cameos, commission-based partnerships, early access to music, or special perks. ***(For lots more super practical, innovative, and easy ways to create multiple streams of income from your music brand, enroll in our course at [AYVcourse.com](https://www.ayvcourse.com).)***

Part 6: Action Plan

- ☐ For each identified revenue stream, set actionable goals to increase income over the next quarter. This could include booking more gigs, launching a targeted streaming promotion, or developing new merchandise.
- ☐ **Prioritize Efforts:** Based on potential income and personal affinity, prioritize which revenue streams to focus on developing further.

Completion:

- ☐ **Review Regularly:** Revisit this worksheet quarterly to adjust strategies, add new revenue streams, and track progress toward your financial goals.

By systematically exploring and optimizing each potential revenue stream, you can build a more resilient and profitable music career. This worksheet is your guide to understanding where your music can generate income and how to grow each source effectively.