

THE MUSIC BIZ MANIFESTO STARTER KIT

Six blueprints. One independent music career.

Protect the asset. Build the business. Own the future.

TERRANCE WILBURN - MUSICOACH

VIRGO 81 LLC

Use this kit to find your real bottleneck

The six books attack different pressure points. Start with the section that hurts most.

If this is the problem...	Start here
I can make music but nobody is hearing it.	Radio Ready Scorecard
I post but cannot turn attention into action.	Music Marketing Quick Plan
I do not know what I actually control.	Independent Artist Ownership Audit
I keep underpricing my work.	Music Pricing + Dream Buyer Worksheet
I think I need expensive gear before I can start.	\$100 Home Studio Starter Checklist
I am guessing at the music theory underneath my tracks.	Producer Fundamentals Cheat Sheet

1. RADIO READY

Score business + ownership, rapport + network, hook + listener, and marketplace.

My lowest area _____

2. MARKETING

Write the problem, the cost of staying stuck, your solution, and the offer.

The offer I am actually marketing _____

3. OWNERSHIP

Audit masters, publishing, customer data, files, pricing, and the relationships you depend on.

The asset I need to protect first _____

4. PRICING

Own one signature sound, define the value, name the buyer, set the price, and list the first ten prospects.

The buyer I am building for _____

5. HOME STUDIO

Start with the equipment and room you have. Finish before you upgrade.

The project I will finish with what I already own _____

6. PRODUCER FUNDAMENTALS

Review notes, intervals, chords, progressions, keys, degrees, scales, 7ths, and ear training.

The concept I need to practice this week _____

YOUR 30-DAY MANIFESTO

Week	Focus	One outcome
1	Build / record	Finish one complete piece of work.
2	Own / organize	Organize rights, files, backups, and customer capture.
3	Market	Run one clear message to one clear audience.
4	Monetize	Make one honest offer and ask for the sale.

Nobody is coming to build the career for you. The next move is yours.

YouTube: <https://www.youtube.com/@musicbizmanifesto>
MUSICOACH playlist: <https://www.youtube.com/playlist?list=PLMKwPOnZwOJI>
Contact: info@musicbizmanifesto.com