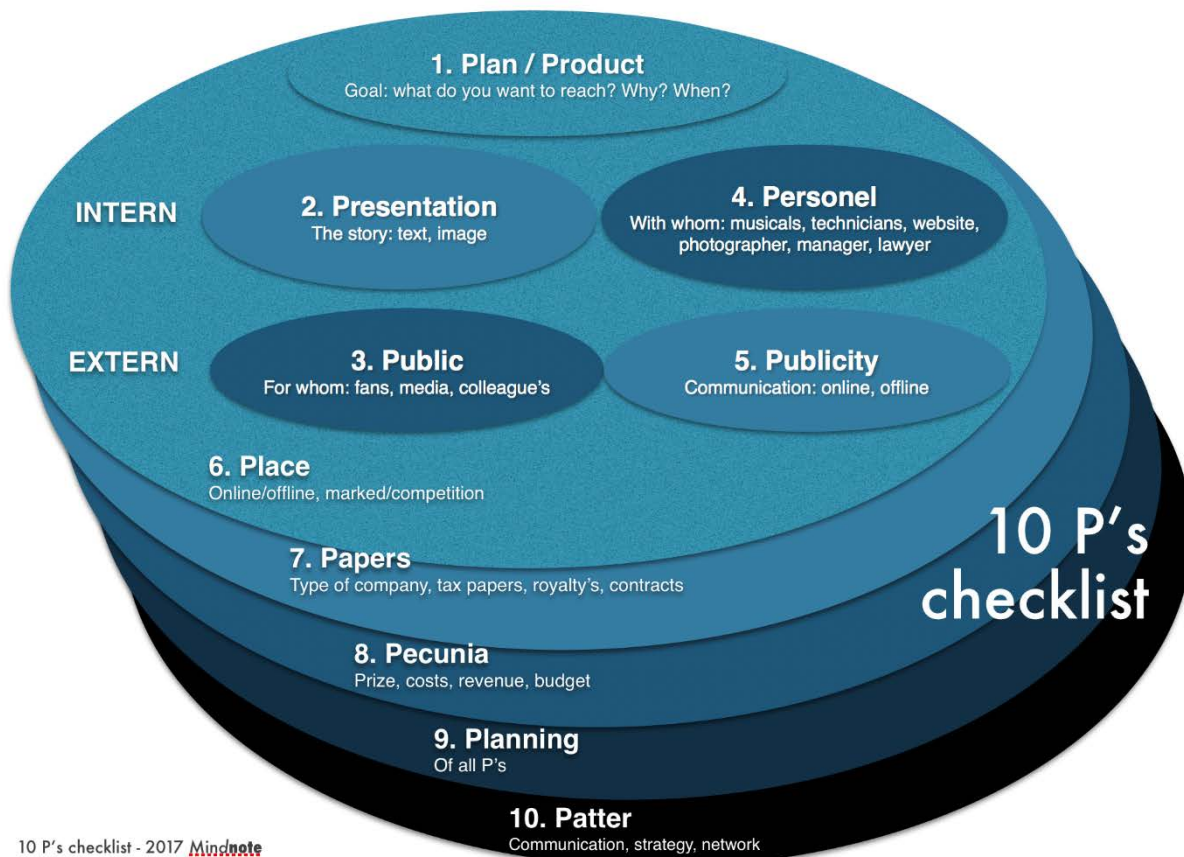




10 P's checklist

Whether you want to make plans for yourself as performing musician, for a tour by your band, or to set up your own teaching practice, these 10 points serve as a useful checklist. You can interpret this framework in various ways and therefore easily apply it to your specific project. You don't have to go through the ten P's step-by-step or in chronological order. However, each P is related to all the other P's.



As soon as the content of the product or plan and the goal is clear (1), you can think about the precise message and the logo (2). This is something that you develop internally - mostly together with a team (4). Moreover, you should always consider the way in which this message is communicated externally (5) and how it is interpreted by your audience (3). In the case of these first five P's, you should also always think about the location (6), the organisation and administration (7), the costs and revenues (8) and planning (9). During these nine P's, there is communication with or about you and your product (10).

A good plan considers all P's and the mutual relationships. Avoid vague and non-committal goals, desires and good intentions. Specify them in a SMART way: Specific, Measurable, Attainable, Realistic and Timely.