

GET SH♥T DONE

3 things
to do every morning
to get your
music career going

BY SOPHIA LOVETT

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Hey there, creative *soul!*

Do you remember those few mornings in your life when you got up from bed and went straight for a jog or to the gym, and you felt great and your whole day was so much better because of it?

This little guide is that morning gym - for your music career. Apply the three steps outlined and from a few months from now you will be smarter, have a network of people who know and support you, and you'll be twice as productive. And you didn't even need to put your sneakers on...

Let's dive right in.

Sophia

Read to Start the Day



Each morning wake up your brain by reading something relevant. This can be an article, a few pages of a book (or your Brand DNA document if you haven't been checking it out and could use a refresher).

Choose from a variety of topics: marketing, brand building, business, personal development, biographies of artists and personalities you admire. Your facebook feed doesn't count, but you already knew that, didn't ya?

And don't be surprised if some mornings you will want to write down your thoughts instead of getting more input. Do that then.

Here are some of my current, not so obvious topics, in case you're interested:

1. Psychology and how the brain works

This is also a subject I studied at university and am intrigued by. I did my final thesis in neuromarketing and how our subconscious impacts our buying decisions (yes, that included fancy images of brain scans) and was very satisfactory for my inner nerd.

2. Mindfulness meditation

Putting yourself out there is stressful and most business and career problems actually are personal problems in disguise. This topic is a lot more hard core than brain scans!

3. Entrepreneurship

The art of being creative in business and finding better, the art of being creative in business and finding better, leaner solutions.

And 4, novels. Yay to novels!

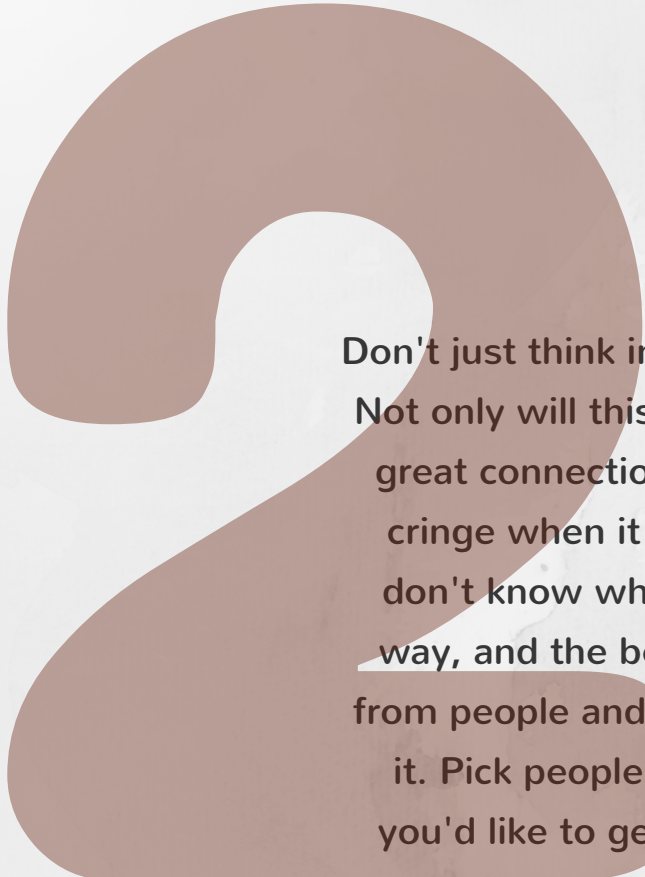
If you know of a book or article you would like to recommend or feel I just must read, send me a message at sophia@sophialovett.com.

2 Connect

If you want a successful music career you won't get very far without a solid network of people who know who you are, what you do... and like you.

Of course you're very busy as it is so the question is, how do you build those connections and stay in touch with everyone without it taking up all of your time?

It can be simple: Each day reach out to 3 people. This is a nifty technique made popular by folks like Michael Port and Matthew Kimberley and it has made my approval :-)
Whom should you reach out to? Anyone you can think of: Bloggers. Other musicians and artists. Influencers. Industry people. People you've met and people you'd like to get to know.

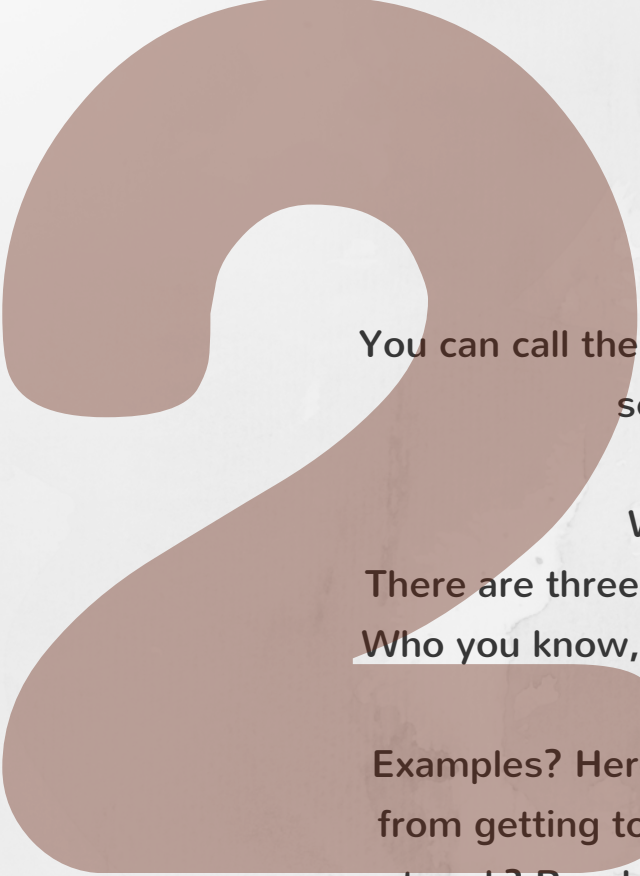


Don't just think in terms of 'usefulness' though. Not only will this make you miss out on lots of great connections, this word also makes me cringe when it relates to people. You really don't know who will help you out along the way, and the best opportunities often come from people and places where we least expect it. Pick people you find interesting, people you'd like to get to know better, people you share a philosophy with, people you could help out. Yep, you read that last one right.

How to do it?

There are different ways to go about it, but you definitely want to start systematizing your efforts. You can create a spreadsheet or use a contact management system for your contacts.

Zoho has a free option. Some people recommend Contactually, but you might not want to invest that much money on it at this point. You can also go old school and get a big stack of index cards. Aim for a list of around 90 names, that way you reach out to everyone each month. Don't overthink things, just find a way that works for you and then go and actually work it.



You can call them, e- or snail mail them, even send a postcard.

What to share?

There are three main things you could share:
Who you know, what you know and how you feel.

Examples? Here you go: Who would benefit from getting to know someone else in your network? Reach out to them and ask if they'd be interested in an introduction. If you get 2 yes (yesses? yes's? yessesseses??) then go ahead. Share a relevant article you've come across, a book tip or even an event invite (bonus points if it includes guest list spots :-)).

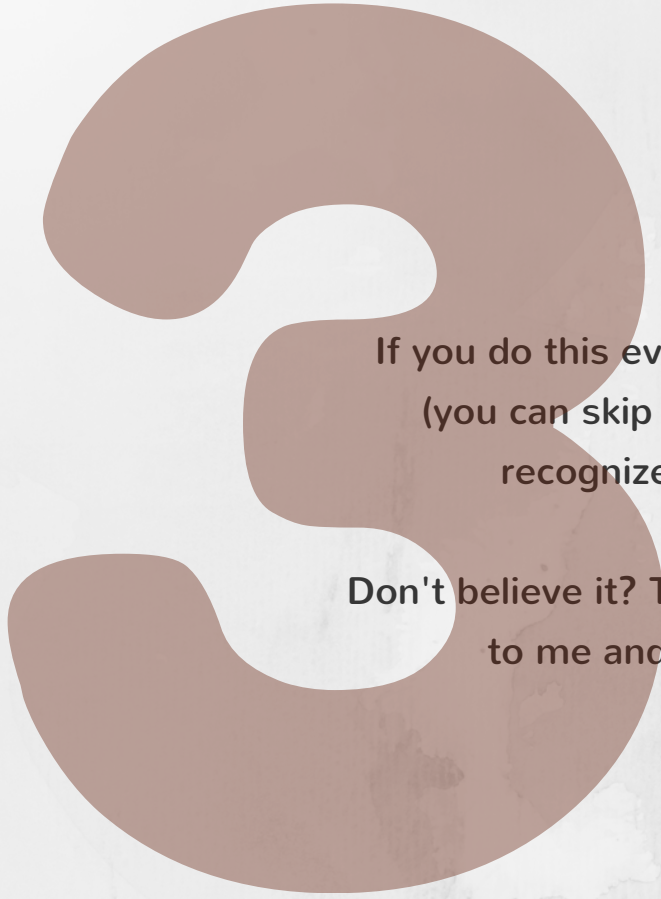
Remember important dates in people's lives and send them some thoughts, sometimes a quick note checking in, letting someone know you're thinking about them is all it takes.

3 Pick One

This is a quick one, but very effective. Maybe the most effective thing you can do. So drumroll please...

Each day decide on ONE thing. Maybe an item from your to do list if you have one. Here's the clue - you do not pick the most urgent task but the most important one. The one that will have the biggest impact. The one that will change your day, maybe even your life.

We tend to get so busy doing all the little things that seem so urgent that we often skip the stuff that will actually make a big difference, and maybe even free up time. Picking your one thing a day will change that. If it is possible, do it first before you get to your other work. For the love of coffee, wine and all that's holy, don't skip it.



If you do this every day for the next 90 days
(you can skip the weekends) you won't
recognize your life and career.

Don't believe it? Try it out and then report back
to me and tell me I was right :-)



Now you got them -
3 things that, as long as you implement them
regularly, have the power to transform your
entire career. It's ok if they take you a little
outside your comfort zone, but only do what
feels right to you. If you need to start small
that's fine. If you don't love the thought that
one year from now your life could look exactly
the same as today, it might be worth giving
these changes a shot, right?

What's next?

1. Hop on over to facebook and join the [Unfuckwithable Artist Mastermind](#), a supportive little gang of fellow artists taking their career seriously, on their path to conquering the world with love. We help hold you accountable, and I stop by each day.

2. Once you've gained a little momentum and would like to know more about building a solid foundation for your career so you can really get known for what you stand for, [check out some of the options here](#) or send me a message. You can reply to any of my emails.

3. You know that friend of yours who could really use this as well? Help them (and me) out and [send them this link](#) so they can get a copy, too. They'll love you for it. I do, too. Just not in a weird way.