**My Five Year Plan**

By Lindsey Kappa

I want to be a touring musician (1), successful songwriter (2) & a mixing/mastering engineer (3).

**I want to be a touring musician.**

* Write music
  + I think I got this part nailed down.
* Practice until perfection
  + Repetition is the key!
* Record music in bedroom
  + I rented/bought equipment from Rock N Roll Rental here in Austin. Frenchie suggested that I get stuff from this place.
* File copyrights
  + Have my own account for copyrighting
* Get photos for advertising and social media
  + Look for photographers online and pay for a session to have photos taken for websites
* Create social media accounts
  + Working on domain and have all other social media accounts started. Just waiting on the photos.
* Upload music
* Manage accounts
  + Try posting, commenting, blogging, and more everyday on each account.
* Make background banner for stage presence
  + Found a site that specifically makes banners for bands on stage. Have it saved in my computer.
* Create set list
  + Put your mastering and producing skills to the test and make a stage set list that you think will bring listeners in.
* Find locations to perform locally
  + Went to a site that shows you what genres of music play at certain venues, so you fit in better
  + Work on your stage presence and practice/prepare for your live shows
* Request only mornings at work
  + Go onto my Day Force and edit my availability
* Make locations regular performing places (advertise shows)
  + Feel out the vibe each venue you perform at has in order to see what venues will be best to do regular shows.
  + Make sure to play regularly to the point where the venue will allow you to be a regular (bring in those listeners)
* Build up following both locally and through social media
  + Continue to perform around the area and upload music on your social accounts
* Collaborate with artists in Austin
  + Do your research and find similar artists to play with
  + Be prepared to face rejection…. multiple times
  + Contact bands and communicate with them in order to find the best days and times to make music together. You could even record them yourself now that you have the equipment to do so!
* Find artists to perform with
  + Facebook, Soundcloud, tons of social accounts
* Audition for SXSW in 2017
  + Send in your EPK to SXSW. Make sure it’s clean and polished.
* Make estimates for mini-tour
  + Contact your friend in Nashville who has music business/tour management experience and have her help you get an idea of the budget you need. She’s made me a touring plan before when living in MN. Plus, she knows me best!
* Save up money from work and start planning
  + Ask for extra morning hours at work to get some money
  + Make a separate account that is specifically for your mini-tour
* Call venues, do research, and see places to play in nearby states
  + Make sure that when you try to make bookings that your genre of music is appropriate for the venue and audience that is there.
  + The shows must connect so that your tour is a smooth journey
  + List your shows onto your domain. Give people plenty of time to see shows! Advertise your shows!
* Once you have an ideal plan, locate hotels, gas stations, parking, etc.
  + LOTS of research… this will also help with seeing what your kind of budget is.
* Make sure to ask days off beforehand
  + Enter the request into your Day Force
* Go grocery shopping
  + Budget, budget, budget!!!
* Get car checked
  + Make sure everything is safe before you go off driving out of state
* Pack up and ship out
* 1 week tour
* Once tour is done, continue to perform
  + Keep performing at the regular venues
* Call radio stations and get air play
  + Do your research and see what radio stations will be best to play your music
  + Get in contact with the host/manager of the station and see if you can get your music on their radio station
  + Think about the best times that most audiences are listening
* Have other sites play music
  + Spotify, ITunes, etc.
  + There’s a site that I have found that specialize in allowing your songs to be viewed
* Take songs and find record labels in TX
  + Do your research
* Make EPK’s
  + In the process of doing so…
* Do research on potential labels
  + Find the right people and try to get a hold of them
* Continue to build fan base
  + Doing shows, uploading music, and advertise your stuff through social media.
  + Get into newsletters, see if small magazines will lend a hand, and pay a small fee to advertise on your social media accounts.
* Get signed to label in TX
* Work with TX label to build fan base
* Get a manager
  + Get recommendations from your contacts that would know of reliable managers
* Have an album and tour with the TX label
* Look into merchandising
  + Find contacts to help you do so… build relationships
* Build contacts
* Get name recognized
* Collaborate with other artists on TX label for projects and performances
* Look into signing with major labels
* Get signed
* Continue to grow!

**I want to be a successful songwriter.**

* Write music specifically for jingles
  + Watch commercials on tv and get an idea of what kind of music they would want
* Build a portfolio
  + Write a good chunk of commercial music
* Copyright portfolios
  + Have a copyright account
* Post on social media
  + Soundcloud would probably be best
* Find out who’s getting songwriting gigs in TX
  + Start doing research, talking to others and trying to see who’s in charge of doing jingles
* Who’s in the music houses?
  + Research and try to locate these houses. Lots of digging deep.
* Listen to radio stations for inspiration
  + Start making jingles that could be broadcast on radio stations
* Target local businesses
  + Go up to them, tell them how much you enjoy their business and show them a jingle you specifically made for them.
* Provide jingles to potential clients
* Get an ASCAP or EMI account
  + Pretty simple to create an account.
* Look into Production Music Libraries (Broadcast Networks & Advertising Agencies)
* Buy Films & TV Guide to find libraries
* Start finding people in need of songs
  + Contact individuals and try to find people who would want your jingles
  + There are websites that are specifically for people who want jingles and for people who make them.
* Contact “House of Songs”
  + Have Troy Campbell as a contact. He wants to hear my music, so I’m working on a demo for him to hear. Almost done!
* Collaborate with other TX writers
  + Look at songwriting clubs and organizations that can help you with this.
* Start building your client list
* Publish the music you write yourself and the work you do with others (with their permission)
  + Social media accounts, etc.
* Try to get a following through social media
  + Make sure to post, comment, and blog once a day!
* Advertise your songwriting abilities
  + Get into newsletters, see if small magazines will lend a hand, and pay a small fee to advertise on your social media accounts.
* Once you have built up your profile, start trying to expose your music to TX record labels
  + Lots of contacting and looking into what connections would be best.
* Make EPK’s
* Do research on potential labels
* Continue to build client list
* Get signed to label in TX
* Work with TX label to build upon cliental
* Get a manager
  + Get recommendations from your contacts that would know of reliable managers
* Build contacts with label and other potential artists
* Get name recognized
* Collaborate with other songwriters on TX label for projects
* Look into signing with major labels
* Get signed
* Continue to grow!

**I want to be a successful mixing & mastering engineer.**

* Get a degree in engineering
  + Have an Associate’s Degree in Audio Production & Engineering
  + Working on Advanced Engineering Certification with RRFC
* Continue education and get hands on
  + RRFC
* Practice mixing skills with old sessions
  + Sean has been giving me
* Get an internship (RRFC)
* Buy equipment to record
  + Renting from Rock N Roll Rental to make projects
* Practice at home
  + Am doing so every day!
* Help out on sessions at the studio
  + Have been a part of multiple sessions and am learning a lot at The Bubble
* Get engineering credits
  + Have gotten engineering credits on Scorpion Child’s upcoming album!
  + Want to get more credits
* Learn the whole process of recording an album
  + Only thing I really need to learn is mastering an album. After that it’s just a matter of practicing
* Apply lessons at home
  + Got it!
* Start finding bands online that you would want to record
  + Facebook, Soundcloud, and other sites that will allow you to observe other’s music
  + Find bands you enjoy and email, call, or message them in order to work with them
  + Be prepared for rejection
* Contact bands and see if they would want to have their rehearsal recorded
* Buy a four track and some extra SM57’s
  + Pawn shops, Sweetwater.com, and many other sites will help you with this
  + Put away some money from work in order to get these items
  + Credit card is also your best friend
* Start recording live rehearsals (with band’s permission)
  + These will be with the bands that get back to you about recording
* Build up on your client list and get your name on local band’s albums
* Look around at other studios to see if they need help on their sessions (interning at multiple places)
  + Research studios within the Austin area (emails, messages, etc.)
* Always maintain communication with Frenchie and The Bubble no matter what
  + Love these guys. Still want to be a regular intern at the studio.
* Start building client list and references
* Start meeting other engineers
  + Doing research and find the right places to do so. Communication and persistence!
* Make sure to keep updating your clients and services on your domain and social media
* Expose your work with mixing and mastering with others
  + Find engineers that you were able to contact and show your work when it’s most appropriate.
* See if you can find an assistant engineer position at recording studios
  + Ask around! Do research! Maintain that hustle.
* Continue to collaborate with others in related fields
* Start trying to make money for services
  + Start out doing stuff for free. Once you do more and more sessions, start bumping up the prices.
  + You can talk to Frenchie to figure out what’s the best price for your services.
* Work towards doing more work with mixing and mastering
  + The longer you work with people, the more you can offer only special services.
* Eventually Work towards only doing mixing and mastering