

The Rock/Star Life Planner

GAIN CLARITY ON YOUR CAREER GOALS &
PRACTICE A SUSTAINABLE WORK/LIFE BALANCE

Created By:

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2018

The Rock/Star Life Planner: Gain clarity on your career goals & practice a sustainable life/work balance

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**“What if I fail?
Oh, but darling, what if you fly?”**

~ Erin Hanson

#TeamworkMakesTheDreamWork

Dear Rock/Star,

The "/" between Rock and Star is very significant. It symbolizes your dual role as a music-preneur. As I've always said, you must stay grounded in order to reach your full potential - being the Rock will allow your Star to shine bright.

You are both. Both are one. They are not mutually exclusive; they must coexist to be successful. That is why this planner was created. Consider this your North Star - a guiding light to keep you on track even when everything else around you is attempting to steer you elsewhere.

Find direction here. Find freedom here. Find *yourself* here. Always remember, DIY doesn't mean Do-It-Alone. You have support. You can do this!

Use this planner as much as a source for information as you do for inspiration and reflection. Unlock not only the secrets to staying organized and productive, but the secrets you didn't know you had.

This isn't about the 24/7 hustle. It's time to stop trying to win inside a broken system. This is about working smarter to find that ideal work/life balance. It's time we #RedefineTheHustle and creat success on our own terms.

Should you need additional support, I've included membership to a private Facebook Group, filled with others just like you, on every level of their journey, to support you and be supported *by* you. Think of us as your accountability team keeping you on track, free of judgment. After all, teamwork makes the dream work!

You can request access here: www.facebook.com/groups/rockstarcollective

Speaking of teamwork, this planner would not have been possible without the vision & talents of Ms. Alyssa B. Jackson. This was a joint labor of love & we hope you get from it as much as we did from putting it together.

And should you ever feel overwhelmed or too frightened to take your next steps, always remember this quote:

"What if I fail? Oh, but darling, what if you fly?"

Best wishes for the year you take flight!

Always your advocate,

Suz

The Rock/Star Advocate®

LET'S PLAN YOUR YEAR!

We know, it seems a bit overwhelming, but don't worry, we're going to walk you through this step-by-step. Just take a few minutes to read these next few pages and then set aside 2 full hours to devote to mapping out not necessarily the next 12 months of your life, but the vision and mission for your life, as you see it now. We PROMISE you, it will be 2 hours well spent. We've also worked in a little break time at the midpoint so hang in there!

WHY PLAN SO FAR AHEAD?

We're not psychics. Why bother planning a future we can't control? Well here's the thing: so many of us get into a mindset where we put off planning ahead because we're afraid to be wrong.

What if I don't make the income I thought I would make?

What if my goals change & then all of this work is out the window?

What if I reach my goals & it's nothing at all like I thought it would be?

The thought of putting in all that work to plan ahead only to shift gears a few months later can be overwhelmingly stressful. HOWEVER, planning ahead isn't about possessing psychic abilities. If it makes you feel better, PLAN IN PENCIL :)

3 REASONS WHY PLANNING MATTERS

1. Planning ahead allows us to visualize what we aspire to accomplish. When we get crystal clear on what it is we want, we are able to work backwards and figure out where it is we need to start. Plus, knowing what it is we want will enable us to make decisions more easily. If something serves our purpose, we do it; if it doesn't, we keep it moving.
2. Knowing our first steps allows us to begin taking action TODAY rather than stumbling through, waiting for a sign. Don't worry about how you will accomplish future steps. Trust that you will figure out the "how" as you move forward, while maintaining the power to change course at any time. Otherwise we stay stagnant, too afraid to pick a direction, learning nothing new.
3. Seeing the steps in front of us gives us a greater sense of confidence. Ever wander through a room with the lights off? You walk cautiously, carefully placing each foot in front of you, unsure of where you're about to step. Planning ahead is like carrying a flashlight. When you can see a path in front of you you're more likely to take deliberate steps with more confidence than you would without any guidance.

WHERE YOU ARE RIGHT NOW

We've started with "3 Things To Be Proud Of Right Now" because it's important to start on a positive note. No matter what is going on in your life right now, we can all find 3 things that fill us with pride. In each of these exercises there are NO. WRONG. ANSWERS. Just write what feels right to YOU.

Next, ask yourself about each of the relationship areas in your life. Some of the exercises have phrases in the background to inspire your thought process. You can use them as a guide, or disregard them altogether. Below is an example of how you might use them:

STATUS OF RELATIONSHIPS

PROFESSIONAL
PERSONAL
FAMILIAL

I'm currently having some issues with my boss because she knows I don't plan on working here much longer. I need to patch things up so work isn't a place of added stress.

I need to get back to the gym & start eating better. My self-care has taken a dive & I want to begin dating again & working hard at my dream.

My family is great! They are so supportive of my journey & I can't wait to attend my sister's wedding! I'm so happy for her, she's my best friend.

In life, the good comes with the bad. While this planner is aimed to focus on the positive, it's important to acknowledge our fears, hurdles, and stresses with hopes of overcoming them. Or, at the very least, managing them.

Visualization is an important piece of planning ahead. For that very reason, we've included a Vision Board for you to doodle, paste pictures and quotes, or journal about where you see yourself a year from now. **DON'T HOLD BACK!** Express what's in your heart. Once you do, you'll be able to answer the next set of questions with more honesty & clarity.

Now, don't rush through these exercises. This is not a race. Think deeply and be honest with yourself. Take a **DEEP BREATH**, grab your favorite pencil and sit in your favorite writing spot. Put on some classical music (or your favorite focus music) and turn off **ALL** electronic notifications. This time is for **YOU** and no one else. Feel free to set a timer for 60 minutes; we'll see you at the **MIDPOINT BREAK** for a mini celebration! If you need us before then, just hop into the Facebook Group and we'll be there to assist you!

www.facebook.com/groups/rockstarcollective

STOP SET ASIDE 120 MINUTES TO
THINK ABOUT THE YEAR AHEAD

WHERE AM I NOW?

3 THINGS I'M PROUD OF RIGHT NOW

ONE
TWO
THREE

STATUS OF RELATIONSHIPS

PROFESSIONAL
PERSONAL
FAMILIAL

CURRENT
MOOD

I'M LOOKING FORWARD TO

I'M AVOIDING / WORRIED ABOUT

ONE
ULTIMATE
GOAL

WHERE DO I WANT TO BE A YEAR FROM NOW?

WHAT HAS TO HAPPEN FOR ME TO GET THERE?

WHOSE SUPPORT DO I NEED?

WHAT MILESTONES NEED TO BE HONORED?

WHAT IN MY MINDSET NEEDS SHIFTING? / WHAT HABITS DO I NEED TO CHANGE?

WHAT THINGS DO I NEED TO BUDGET FOR?

\$ IN THE
BANK

NOW

GOAL

VISION

BOARD

JOURNAL. COLLAGE. ILLUSTRATE.
PLACE WORDS/PHOTOS IN THIS BOX THAT REPRESENT WHAT YOU
WANT IN THE NEXT YEAR. THERE ARE NO RULES HERE. DO WHAT
MAKES YOU **FEEL** GOOD/INSPIRED/MOTIVATED/FOCUSED.
HAVE FUN!

TAKE

FIVE

STRETCH IT OUT

FEEL FREE TO GO REFILL YOUR DRINK & GET
COMFY. WE'RE ABOUT TO MAKE SOME DATES
WITH DESTINY!

LOOKING AHEAD IN 2018

SUN MON TUE WED THU FRI SAT

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18	19	20	21	22	23	24
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27	28	29	30	31		

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24	25	26	27	28	29	30

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05	06	07	08	09	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	

						01
02	03	04	05	06	07	08
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01

02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

HIGH
FIVE
TREAT YO SELF!
CELEBRATE THE SMALL WINS

FEEL FREE TO TAKE A BREAK. WHEN YOU'RE
READY, WE'LL BE WAITING TO PLAN THE NEXT
FEW WEEKS WITH YOU.

MONTHLY PLANNING

We created this next section to help you figure out the next few weeks of your plan. Remember, plans change. Goals change. People change. Taking a lofty goal for the year and breaking it into smaller, digestible steps allows you to see what's possible and to take **REAL ACTION**. That action allows you to learn the information required to further assess if that initial goal still holds true, which is why we've included reflective exercises after every month for you to reflect on your progress.

Think of the "Ultimate Goal" you wrote down in the Year Plan as your hypothesis: what you believe to be true a year from now. Your monthly goals are your educated guesses as to the steps you'll need to take to get there. Those steps are your experiments, each teaching you an important lesson about said hypothesis.

Always remember, "You don't know what you don't know until you know it."

A Vision Board for what you want this month has been included for some much-needed doodle-time or collaging. Once you have a clear picture of the weeks ahead, it's time to focus on the next 7 days!

The image shows a 'MONTHLY GOALS' vision board template. It includes sections for 'HOW I WANT TO FEEL THIS MONTH', 'MY MAIN GOAL THIS MONTH', 'STEPPING STONES', 'ONE GOAL FOR BUSINESS / PRODUCTIVITY', 'ONE GOAL FOR MONEY / FINANCE', and 'ONE GOAL FOR RELATIONSHIPS / FAMILY'. A separate box asks 'WHAT NEEDS TO HAPPEN FOR ME TO REACH MY GOAL(S)'. Handwritten notes include: 'What will you focus on in the weeks ahead?', 'What will you focus on in other areas of your life?', and 'Jot down your steps & tasks here.' There are also sections for 'NEED TO CUT' and 'HABITS I NEED TO IMPROVE'.

WEEK BY WEEK

The goal is to put self-care down as a priority and tailor your focus to 3 relationships to develop each week. We've also included a section to track & plan your social media posts, as well as a space to free your mind, keep notes, write down any & all knowledge nuggets you've collected throughout the week. When the week is up, schedule time to reflect on what's taken place by answering the prompts that follow and then begin planning for the next 7 days!

The image shows a 'WEEK BY WEEK' planning and reflection template. It includes sections for 'HIGHLIGHT FROM LAST WEEK', 'HOW I WILL PAY IT FORWARD', 'SELF CARE THIS WEEK', '3 CONNECTIONS TO DEVELOP', a calendar grid for the week, 'HUMP DAY HURDLES', 'DOUBT DUMP', 'FLIP THE SCRIPT', 'THINGS I CAN POST ON SOCIAL MEDIA', 'NEWSLETTER TOPIC/OUTLINE', 'OFFERS TO PITCH', 'PITCHES TO FOLLOW UP ON', and 'FANBASE GROWTH SNAPSHOT'. Handwritten notes include: 'Get excited by noting what went right', 'How will you focus on gratitude this week?', 'How will you take care of YOU?', '3 connections to develop: a fan?, an idol?, a potential client?', 'Try to keep 3 main tasks as your focus each day. Having a focus each day will eliminate feelings of stress & burn out.', 'Let out your fears here & give them a positive spin!', 'Grab inspiration from your daily life to share content with your followers', and 'Track your progress each week to pick up on patterns.' A 'STOP' sign graphic is also present.

MONTHLY GOALS

HOW I
WANT
TO FEEL
THIS MONTH

MY MAIN
GOAL
THIS MONTH

STEPPING STONES

ONE GOAL FOR BUSINESS / PRODUCTIVITY

ONE GOAL FOR MONEY / FINANCE

ONE GOAL FOR RELATIONSHIPS / FAMILY

ONE GOAL FOR MINDSET / SELF-CARE

ONE GOAL FOR FAN ENGAGEMENT

WHAT NEEDS TO HAPPEN FOR ME TO REACH MY GOAL(S)

HABITS I NEED TO CUT

HABITS I NEED TO IMPROVE

VISION BOARD

JOURNAL. COLLAGE. ILLUSTRATE.

PLACE WORDS/PHOTOS IN THIS BOX THAT REPRESENT WHAT YOU WANT IN THE NEXT MONTH. THERE ARE NO RULES HERE. DO WHAT MAKES YOU **FEEL** GOOD/INSPIRED/MOTIVATED/FOCUSED.

HAVE FUN!

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

ROLL

TIME TO GET ALL THOSE DUCKS IN A ROW

Be sure to check your calendar to make sure you don't forget any important dates to be scheduled this month like:

CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

ROLL

TIME TO GET ALL THOSE DUCKS IN A ROW

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ROLL

TIME TO GET ALL THOSE DUCKS IN A ROW

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
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27	28	29	30	31		

ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
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ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
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ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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ROLL

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Be sure to check your calendar to make sure you don't forget any important dates to be scheduled this month like:

CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	29
30						

ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
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21	22	23	24	25	26	27
28	29	30	31			

ROLL

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CALL

birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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11	12	13	14	15	16	17
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ROLL

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birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

DECEMBER

SUN

MON

TUE

WED

THU

FRI

SAT

<p>STOP DON'T FORGET TO ORDER A NEW LIFE PLANNER! THE END OF THE YEAR IS ALMOST HERE www.therockstaradvocate.com/planner</p>						01
02	03	04	05	06	07	08
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30	31					

ROLL

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birthdays
interviews
studio sessions

networking events
holidays
trips

live shows
doctor visits
music conferences

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

HIGHLIGHT FROM LAST WEEK

PAY IT FORWARD

SELF CARE THIS WEEK

3 CONNECTIONS TO DEVELOP

ONE
TWO
THREE

MON _____

TUE _____

WED _____

HUMP
DAY
HURDLES
HOW'S IT GOING SO FAR?

THU _____

FRI _____

SAT _____

SUN _____

"Music in the soul can be heard by the universe." - Lao Tzu

NOTES FROM THIS WEEK

R E F F E R R A L S

R E M I N D E R S

R E S O U R C E S

R E C O M M E N D A T I O N S

HOW I
FELT
LAST WEEK

HOW I
FEEL
NOW

HOW I
WANT
TO FEEL

MAIN
FOCUS
THIS WEEK

ACCOMPLISHMENTS LAST WEEK

LIFE
CAREER
SELF CARE

WHAT I'LL DO DIFFERENTLY

WHAT I'LL KEEP DOING

--	--

I'M GRATEFUL FOR

ONE
TWO
THREE

RATE THIS
WEEK



ACCOMPLISHMENTS IN THE LAST 4 WEEKS

LIFE
CAREER
SELF CARE

HOW I
FELT
THESE 4 WKS

HOW I
FEEL
NOW

WHAT I'LL DO DIFFERENTLY

WHAT I'LL KEEP DOING

I'M GRATEFUL FOR

ONE
TWO
THREE

MONTHLY GOAL ASSESSMENT

MAIN GOAL
PRODUCTIVITY
FINANCES
RELATIONSHIPS
MINDSET
FAN ENGAGEMENT

SURPRISE
WIN THIS
MONTH

MY MOST
PROUD
MOMENT

MY MOST
DIFFICULT
HURDLE

BIGGEST
LESSON
LEARNED

YOU
ARE
EPIC

YOU F*CKIN' DID IT!
CELEBRATE **ALL** YOUR WINS!!!

GO CELEBRATE A YEAR WELL-PLANNED!
WHETHER IT WENT AS PLANNED OR NOT,
CELEBRATE THE WORK YOU PUT IN TO PLAN,
TRACK, AND PROCESS IT ALL!

MY BIGGEST ACCOMPLISHMENTS IN THE LAST 12 MONTHS

LIFE

CAREER

SELF CARE

SURPRISE
WIN THIS
YEAR

MY MOST
PROUD
MOMENT

MY MOST
DIFFICULT
HURDLE

BIGGEST
LESSON
LEARNED

LONG-TERM

VISIONS

JOURNAL. COLLAGE. ILLUSTRATE.

HAVE GOALS FOR DOWN THE ROAD? PLACE YOUR IDEAS/VISIONS/HOPES/DREAMS

HERE TO KEEP THEM SAFE UNTIL IT'S TIME TO PUT THEM IN THE NEXT PLANNER!

RELEASE!

FINANCIAL REVIEW

REVENUE MONTH: _____

TICKETS	\$	\$	\$	\$	\$
MERCH	\$	\$	\$	\$	\$
CROWDFUNDING/PATREON	\$	\$	\$	\$	\$
DOWNLOADS	\$	\$	\$	\$	\$
STREAMING	\$	\$	\$	\$	\$
MUSIC LICENSING	\$	\$	\$	\$	\$
OTHER	\$	\$	\$	\$	\$
TOTAL	\$	\$	\$	\$	\$

EXPENSES MONTH: _____

STUDIO TIME/MASTERING	\$	\$	\$	\$	\$
EQUIPMENT	\$	\$	\$	\$	\$
ADS/MARKETING	\$	\$	\$	\$	\$
TRAVEL/LODGING	\$	\$	\$	\$	\$
MERCH PRODUCTION	\$	\$	\$	\$	\$
COPYRIGHTING	\$	\$	\$	\$	\$
COACHING	\$	\$	\$	\$	\$
OTHER	\$	\$	\$	\$	\$
TOTAL	\$	\$	\$	\$	\$

Q1	THIS QUARTER'S REVENUE	-	THIS QUARTER'S EXPENSES	=	THIS QUARTER'S PROFIT
	_____		_____		_____

Q2	THIS QUARTER'S REVENUE	-	THIS QUARTER'S EXPENSES	=	THIS QUARTER'S PROFIT
	_____		_____		_____

TOTAL

\$	\$	\$	\$	\$	\$	\$	\$
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TOTAL

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Q3 THIS QUARTER'S REVENUE - THIS QUARTER'S EXPENSES = THIS QUARTER'S PROFIT

Q4 THIS QUARTER'S REVENUE - THIS QUARTER'S EXPENSES = THIS QUARTER'S PROFIT



ROCKSOURCES

Talent is one thing, but without the ability to manage your time, finances, contacts, and intellectual property efficiently, you'll never escape the feeling of overwhelm as you work to grow your career. As a THANK YOU for purchasing this planner, we invite you to access the following premium checklists & workbooks for FREE to organize your career in an effective manner by visiting the webpage below & entering the password when prompted.

BOOKING CHECKLIST
COMMITMENTS WORKBOOK
CONTACTS WORKBOOK
COPYRIGHT QUESTIONNAIRE
CROWDFUNDING WORKBOOK
FINANCIAL WORKBOOK
INVENTORY WORKBOOK
PACKING CHECKLIST
PERFORMANCE CHECKLIST
SOCIAL MEDIA CHECKLIST
SOCIAL MEDIA WORKBOOK
SPLIT SHEET AGREEMENT
TIME MANAGEMENT WORKBOOK
TODO LIST WORKBOOK
TOURING WORKBOOK
WEBSITE LAUNCH CHECKLIST
WEBSITE MAINTANCE WORKBOOK
AND MORE!

<http://www.TheRockStarAdvocate.com/planner-rocksources/>
ENTER PASSWORD: redefinethehustle

Need A Refill?
www.TheRockStarAdvocate.com/Planner

COME SAY "HI!"

We've had so much fun putting this planner together, and we hope you've enjoyed using it. It was such a great collaborative experience because we've been friends for almost 15 years. And who doesn't love getting to work with their BFF?!

We'd love to be friends with you, too! Whether you're just beginning this planner, just finishing it, or somewhere in between, reach out and tell us what you thought of it :)

If you need another copy for the next 12 months, you can order a new one by going to the address that's listed at the bottom of this page. HAPPY PLANNING!

Hey, I'm Suz!



I'm a mindset coach for musicians & music-preneurs, helping them gain clarity in their careers & honor their work/life balance. I'm an introverted, music-loving, spreadsheet-making, sweats-wearing former paralegal with a Master's in Psychology, and I'm ALL about the #monotasking. Making spreadsheets gives me all the feels, and I LOVE when musicians feel empowered to turn their passion into a career! It's been a loooong road getting here and I'm ready to share all I've learned along the way. Anna Kendrick would play me in a movie. Who would play you? Tell me in my Facebook Group: www.facebook.com/groups/rockstarcollective

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Hey, I'm Lyss!



I'm an extroverted doer-of-many-things, who lives and dies by my calendar. Suz would say my schedule is "legit ridic," and I thrive living at a pace just shy of insanity. Which is all good as long as I remember to take care of myself. So when Suz said let's make something that combines taking care of yourself and calendars - I was SO in! When I'm not Skyping with Suz, you'll find me on stage improvising, in front of a camera acting, under a tree stealing lunch naps, in a corner putting food in my face, or at a desk putting my B.S. in Mechanical Engineering to use designing toys and stuff. I'm obsessed with food, snacks, cats, candy and noms. Share your obsessions with me online #thisLyssTHIS.

Want to know what random thing I'm up to next?

Visit www.alyssabjackson.com



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