

Music Business Plan Template

A fill-in business plan for a music venture — an artist project, a management roster, a label, or an events brand. Work through each section in order. Keep answers concrete: numbers, names, and dates beat adjectives. Revisit and update quarterly.

Venture name: _____ **Owner(s):** _____ **Date / version:** _____
Type of venture: [] Artist project [] Management company [] Label [] Events/brand [] Other: _____

1. Vision & Mission

What are you building, and why does it deserve to exist?

- **One-sentence vision** (where this goes in 3–5 years):

 - **Mission** (what you do, for whom, and the change you create):

 - **Why now / why you** (your unfair advantage — relationships, lane, skill, audience):

 - **Definition of success** (specific, measurable — what does “winning” look like in 12 months?):

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2. Artist / Brand Positioning

What is the identity, and how is it different?

- **Name & one-line description:** _____
 - **Genre / lane** (e.g., house, tech-house, melodic techno):

 - **The point of difference** (what makes this ownable vs. everyone else in the lane?):

 - **Brand personality** (3–5 adjectives): _____
 - **Visual & sonic identity** (look, palette, signature sound elements):

 - **Comparable artists/brands** (“for fans of...”):

 - **The story** (the narrative fans connect to):

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3. Market & Audience

Who is this for, and where do they live?

- **Primary audience** (age, location, scene, behaviors):

- **Secondary audiences:** _____
- **Where they discover music** (TikTok, Beatport, playlists, clubs, radio, word of mouth):

- **Where they hang out** (platforms, communities, cities, venues):

- **Market size / trend** (is this lane growing? any tailwinds?):

- **Current audience snapshot** (followers, monthly listeners, email/Laylo list, avg engagement):

4. Competitive Landscape

Who are you up against, and what's the gap?

Competitor / comp artist	What they do well	Where they're weak	What we can take / do differently

- **The whitespace** (the opening in the market we can own):

(For deeper analysis, complete the separate Competition Analysis Worksheet.)

5. Products & Revenue Streams

How does this make money? List every stream and an estimate.

Revenue stream	Description	Est. annual revenue (Yr 1)	Notes / status
Recorded music / streaming			
Live performance / DJ bookings			
Publishing / sync			
Merchandise			

Revenue stream	Description	Est. annual revenue (Yr 1)	Notes / status
Brand deals / sponsorships			
Events / ticketing			
Fan support (memberships, Patreon, etc.)			
Other:			
TOTAL (Yr 1 target)			

- **Primary revenue driver** (where most money will come from this year):

- **Pricing** (show fee range, merch margins, ticket prices, etc.):

6. Marketing & Growth Strategy

How will people find out and become fans?

- **Core message / hook:** _____

- **Content strategy** (formats, platforms, cadence — e.g., 3 Reels/wk, weekly mix):

- **Release strategy** (singles vs. EP, frequency, rollout windows):

- **Audience capture** (how you convert viewers to owned list — Laylo, email, Discord):

- **Paid vs. organic** (any ad budget? what for?):

- **Partnerships & PR** (playlists, blogs, labels, collabs, press):

- **Key growth metrics to watch:** _____

7. Operations & Team

Who does what?

- **Core team & roles** (manager, agent, publicist, content, business manager):

- **Tools & systems** (project board, CRM, distributor, drive, vault):

- **Key partners / vendors:** _____
- **Gaps to fill** (roles you need but don't have yet):

8. Milestones & Goals (next 12 months)

Concrete, dated, measurable.

Timeframe	Goal / milestone	Metric	Owner
30 days			
90 days			
6 months			
12 months			

- **The one metric that matters most this year:**

9. Budget & Financials

What does it cost, and where does the money go?

Category	Est. cost (Yr 1)	Notes
Production (studio, mixing, mastering)		
Visuals (artwork, photo, video)		
Marketing / ads / PR		
Distribution / software / tools		
Touring / travel		
Legal / accounting		
Other		
TOTAL EXPENSES		

- **Projected revenue (from \$5):** _____
- **Projected net (revenue – expenses):** _____
- **Funding source / runway** (savings, advance, reinvested income — how many months?):

- **Break-even point** (when revenue covers costs):

10. Risks & Mitigation

Risk	Likelihood (L/M/H)	Impact (L/M/H)	How we reduce it
Slow audience growth			
Income concentration (too reliant on one stream)			
Platform/algorithm change			
Key-person dependency			
Cash runway runs out			
Other:			

11. One-Page Summary (fill in last)

- What we're building: _____
- For whom: _____
- Why it wins: _____
- How we make money: _____
- 12-month target: _____
- What we need to get there: _____

Living document — review and revise every quarter against actual results.