

# WALK YOUR PATH IN BEAUTY



## MUSIC ARTIST BLUEPRINT

*Eric E. van Monckhoven*

**Crafting Your Path:  
Essential Business Modelling for  
Independent Music Artists.**



World Music Lab

Mindset | Audience | Brand | Storytelling | Marketing Mix | Business Model

# ABOUT THE AUTHOR



## **Eric E. van Monckhoven**

Hi,

I am Eric, originally from Belgium and currently residing in Sicily, Italy.

With over 20 years of experience, I have worked as a consultant, project manager, and grant writer for eco-social projects across Europe, the Balkans, the Mediterranean, West Africa, Indonesia, and Brazil.

In 2007, I founded my own freelance business, Music4You, aimed at assisting world and folk

music artists in advancing their careers through marketing, coaching, and mentoring services.

Furthermore, I have served as a board member of the European Folk Network since 2021, and I held the role of participation manager for the inaugural European Folk Day in 2023. I am involved as a grant writer and facilitator in various Creative Europe cooperation projects.

# AUTHOR'S NOTE

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## “MUSIC IS ONLY THE BEGINNING!”

As a fervent believer in the transformative power of music to unite people and cultures, I am thrilled to offer insights on how, as a music artist, you can establish your presence, connect with audiences through your music, and begin generating income by fostering a supportive community around you.

The **Music Artist Blueprint** caters to aspiring artists, especially those in the startup or exploration phase of their careers, who are eager to embrace a grassroots strategy to establish solid groundwork for advancing their passion into a viable business concept. While not universally applicable, the suggested approach holds potential for adaptation across various scenarios and businesses.

In the music industry, this approach refers to a “lifestyle-business” where artists intentionally cultivate a devoted audience for their music, brand, products, and services by establishing a direct and unmediated relationship with people. Artists share their passion, test and improve their offerings, learn different roles, and initiate a monetization process they can control directly. The core idea is that in today’s world, there is no business as usual: you have to be unique in order to succeed, and continuously adapt to the customer’s needs.

The Music Artist Blueprint contains a series of six modules that delve into specific topics, providing a framework to understand what it takes to put your music, brand, products and services in front of people, and how to design and build your own strategy to create, deliver and capture value. They will guide your efforts and strategy.

Before you start reading, let's clarify the following: although they may overlap in certain aspects, the music business and the musician business are distinct entities. The first scenario is influenced by industry dynamics, whereas the second scenario revolves around you and your capacity to carve out your unique space, seizing opportunities to monetize by cultivating your passion, which is the music, and fostering a supportive community,

This scenario has much in common with what social entrepreneurs do. They combine an entrepreneurial mindset and a deep commitment to social impact; leverage resources effectively to do more with less; and they mobilise support from various stakeholders.

By doing so, social entrepreneurs demonstrate resilience in the face of setbacks and obstacles, and are generally flexible and adaptive, willing to iterate and evolve their approaches based on feedback and changing circumstances. They also embrace learning and continuous improvement as essential elements of their work, recognising that success is a gradual process that can lead to a deeply fulfilling journey.

A growing number of independent artists are creating and developing innovative and successful business models, both online and offline, that combine those elements, work for them, fit their needs and those of their audience. They are able to pay their bills at the end of the month doing what they love, and enjoy a good life.

You should be one of them.

## ✨THE MUSIC ARTIST BLUEPRINT: WHY✨

For numerous artists, the term "indie" can evoke feelings of confusion and overwhelm. You might sense that the music industry is evolving, leaving you uncertain about how to progress. You could be feeling lost, searching for a blueprint to showcase your music to the right audience and start earning from your craft.

As you are aware, music artists today can't afford to wait around for discovery and gigs. They need to take proactive steps to make things happen for themselves. The good news is that indie artists can chart their own course, leveraging opportunities that were previously unavailable.

The music industry has undergone significant changes, particularly with the rise of the Internet. In the past, sales drew attention from audiences, fans, media, and professionals. Today, attention itself generates sales. Building attention involves creating exceptional music, constructing a robust brand, identifying a target audience, developing engaging storytelling, and increasing online and offline presence.

Nowadays, artists can navigate their careers much like entrepreneurs run startup companies. In the past, musicians were products of music and entertainment companies. However, in today's landscape, many independent artists and labels have taken centre stage as protagonists

I created the Music Artist Blueprint during the Covid 19 pandemic, as a coaching program to help artists establish the groundwork

for effective self-promotion, discovery readiness, and business launch. It draws from my daily collaborations, spanning over twenty years, with various artists in the world/folk/roots music circuits. This experience in mentorship has inspired me to publish an ebook, serving as a comprehensive guiding manual for aspiring musicians in the industry.

## ✨THE MUSIC ARTIST BLUEPRINT: WHAT✨

The Music Artist Blueprint emphasises innovative design thinking and dynamic business modelling. It is not a one-size-fits-all solution, but a guide to help you understand, model and articulate strategic operations to reach the market place. It can easily adapt to your unique situation and goals.

Its purpose is to offer you insights into effectively communicating the authentic essence of your music and personal brand by crafting a system tailored to your needs and capacity. The objective is to guide you in developing a vision and mindset that can help you concentrate your efforts within the continually evolving global landscape, while gradually discarding outdated myths of success that are relics of the past century and can be misleading.

Embarking on a successful music career offers numerous options for those eager to learn, progress, and take responsibility. This journey is a continuous learning experience, surprisingly as enjoyable and creative as the process of making and playing music itself.

# THE MUSIC ARTIST BLUEPRINT

## HOW TO REGISTER - WHAT YOU GET

The MUSIC ARTIST BLUEPRINT, our exciting 6-module coaching curriculum, centers around crucial elements that lay the groundwork for effective self-promotion and business launch mindset.

We emphasize innovative design thinking and dynamic business modeling as we guide artists on their journey.

During the program:

1. We'll offer you experienced guidance & help you on the way.
2. You'll do the work & test proven pathways.
3. Together, we'll evaluate the outcomes and discover what's effective for you.

Upon completing the program:

You'll gain insights into:

1. Understanding the mechanics of modern marketing
2. Locating your target audience
3. Developing your unique brand identity
4. Interacting with your fans effectively
5. Building your marketing mix
6. Designing a business model canvas

This is an action-learning program to help you discover and communicate the true essence of your music and personal brand effectively, and start building a community of loyal fans to support your efforts.



Throughout the program:

1. For every module, you'll go through a dedicated Chapter of the **eBook** that illustrates the steps to be taken to build the foundation of your promotion and income strategy
2. Through **homework assignments**, you'll respond to questions that spark creative ideas, pinpoint strengths and weaknesses, set SMART goals and actionable work packages, and guide decision-making.
3. You'll be given access to valuable **resources** from seasoned artists and professionals for inspiration.

As your dedicated coach, I'll personally guide you through each module (one per week), ensuring you grasp key concepts and empowering you to ask questions along the way.

**6 MODULES | 6 WEEKS | 199 EURO**

*LIMITED SEATS*

Interested?

Send a message to  
music4you.wml@gmail.com

Tell me about you, your projects, your most pressing questions.

We'll schedule a Call.

I look forward to hearing from you soon!

Eric E. van Monckhoven