



## **New Year Checklist Handout**

### **Goal Setting and Vision**

- Define artistic goals (e.g., projects, collaborations, new styles).
- Set career milestones (e.g., performances, releases, portfolio updates).
- Identify personal development goals (e.g., skills to improve or learn).

### **Financial Planning**

- Create a budget for the year (studio time, marketing, travel, etc.).
- Plan diverse income streams (merchandise, royalties, live shows, etc.).
- Organize financial records for tax preparation.

### **Branding and Marketing**

- Conduct a brand audit (refresh visuals, logos, or aesthetic).
- Develop a content calendar for social media and promotions.
- Create strategies to engage with your audience.

### **Networking and Collaboration**

- Reconnect with past collaborators and reach out to new ones.
- Evaluate your team (manager, producer, publicist, etc.) and make adjustments.
- Participate in industry events or creative communities.

### **Creative Projects**

- Plan a release schedule for music, videos, or other projects.
- Research workshops or residencies to develop your craft.
- Archive and organize past works (with proper backups).



## **Skill Development**

- Enroll in workshops or courses to learn new skills.
- Improve technical proficiency with tools like DAWs or editing software.
- Stay informed about industry trends and innovations.

## **Health and Wellness**

- Commit to regular exercise and proper nutrition.
- Schedule mental health check-ins or downtime to prevent burnout.
- Maintain a work-life balance and nurture relationships outside work.

## **Legal and Administrative Readiness**

- Review and update existing contracts or agreements.
- Ensure all works are properly registered for copyright.
- Renew memberships with PROs or industry associations.

## **Event and Performance Planning**

- Book performances, tours, or appearances.
  - Schedule and plan rehearsals for live shows.
  - Set clear objectives for each event or gig.

## **Giving Back and Community Impact**

- Mentor up-and-coming artists or creatives.
- Support causes or charities aligned with your brand values.
- Host workshops or webinars to share expertise.



## **New Year Checklist Handout** **Tailored to Christian and Gospel artists and industry professionals:**

### **Goal Setting and Vision**

- Pray and seek God's guidance for your artistic and career goals.
- Define projects that align with your faith and ministry (e.g., albums, live worship events).
- Set goals for spiritual growth and how it integrates with your artistry (e.g., scripture-based songwriting).
- Identify opportunities to share your testimony through music or other creative outlets.

### **Financial Planning**

- Budget for faith-based projects like church events, worship conferences, or missions.
- Explore revenue opportunities specific to the Gospel music industry (e.g., live recordings, church performances, royalties from worship songs).
- Allocate funds for ministry outreach and charitable contributions.
- Ensure financial records reflect stewardship values and prepare for taxes.

### **Branding and Marketing**

- Audit your brand to ensure it reflects your faith and Gospel message.
- Develop a content calendar for sharing devotionals, inspirational posts, or scripture-inspired music on social platforms.
- Create strategies to engage your audience through prayer requests, Bible studies, or uplifting testimonials.



## **Networking and Collaboration**

- Reconnect with Gospel artists, worship leaders, and faith-based creatives.
- Attend Christian music conferences, church gatherings, or Gospel music workshops.
- Partner with ministries, churches, or organizations for collaborative projects or outreach events.
- Build relationships with producers, managers, and promoters in the Gospel music scene.

## **Creative Projects**

- Plan releases that share the Gospel message (e.g., worship albums, singles with a testimony focus).
- Write or co-write songs inspired by scripture, prayer, or personal experiences with God.
- Record live worship sessions or music videos that minister to your audience.
- Archive and organize past works, ensuring they're available for ministry opportunities.

## **Skill Development**

- Enroll in workshops to improve worship leading, vocal performance, or music composition.
- Learn new skills for integrating scripture and theology into your songwriting.
- Stay informed about Gospel music trends and innovations in worship production.
- Seek mentorship from seasoned Gospel artists or pastors.



## **Health and Wellness**

- Prioritize spiritual health through daily prayer, Bible study, and devotionals.
- Commit to physical health (exercise, vocal care, and rest) to sustain ministry demands.
- Schedule downtime to prevent burnout and reflect on God's purpose for your work.
- Maintain a balance between ministry, family, and personal time.

## **Legal and Administrative Readiness**

- Ensure all music and lyrics are copyright-protected, especially for worship songs sung in churches.
- Review contracts for performances, recordings, or partnerships with integrity.
- Renew memberships with Christian music associations or licensing organizations.
- Explore licensing opportunities with platforms like CCLI (Christian Copyright Licensing International).

## **Event and Performance Planning**

- Plan worship events, Gospel concerts, or ministry outreach performances.
- Schedule rehearsals to prepare spiritually and musically for live performances.
- Set objectives for each event, focusing on ministry impact and audience engagement.
- Coordinate with church leaders or event planners for seamless execution.



## Giving Back and Community Impact

- Mentor emerging Gospel artists, worship leaders, or church musicians.
- Partner with ministries for outreach, missions, or charity concerts.
- Share your faith journey through workshops or testimonials.
- Support causes aligned with your values, such as Christian education or missions.

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