

The Art of Music Business (Reggae Edition)

Book One: Branding & Storytelling

CHAPTER ONE WORKBOOK



The Business of Being an Artist

Clear the ground before you plant the vision.

Strong harvests begin in prepared soil.

—The Rhythm of Wisdom

CHAPTER ONE

The Business of Being an Artist

This is where the ground is prepared.

Before branding, before visibility, before momentum, there is structure. Every artist is already building something — even when they do not yet recognize the shape of it.

Some careers grow intentionally.
Others grow accidentally.

This workbook is not asking you to become someone else. It is asking you to observe what already exists beneath the surface of your creative life.

The way you think.
The way you organize.
The way you commit.
The way you protect your energy, your message, and your future.

What you build next becomes stronger when you first learn to see clearly.



How to Use This Workbook

Move slowly.

Answer honestly.

Observe before changing.

There are no perfect answers here.

This workbook is designed to help you recognize patterns, clarify direction, and begin building structure around your art with intention.

Some exercises may feel practical.

Others may feel reflective.

Both matter.

A sustainable creative career is built through alignment between identity, discipline, vision, and action.

Let clarity come before pressure.

**Companion Workbook for *The Art of Music Business (Reggae Edition): Book One*
— *Branding & Storytelling***



Rising Into Purpose

Every artist reaches a moment where expression alone is no longer enough.

The vision asks for structure.

The calling asks for responsibility.

The dream asks to be carried intentionally.

This is where artistry begins learning how to support itself.

Not through imitation.

Not through performance.

But through alignment between message, movement, and mission.

In this section, you will observe how purpose can remain visible across platforms, decisions, branding, and business structure without losing authenticity.



Research Assignment

Rising Into Purpose

Go deeper into Nattali Rize’s world. Study how she aligns her message, movement, and business structure.

Notice how independence, activism, and clarity show up consistently across platforms.

You can find her platform links at backstageblueprint.org/spotlights.

Your Task:

1. Visit her official website. How does it communicate her mission, tour schedule, and global positioning?



2. Explore her social media presence. What themes appear repeatedly?
How does she balance activism with artistry?

3. Stream her music across different albums. Do you notice consistency
between her message and her business choices?



Journal Prompt

Rising into Artist-Entrepreneur

You are not just creating music—you are shaping a path.

Take a quiet moment for yourself.

This is not about getting it “right.” It’s about getting it *real*.

Write freely and honestly—no censoring, no second-guessing.

1. *What does being an “artist-entrepreneur” mean to me right now?*



2. *Where am I currently losing time or money because I lack a system?*

3. *Which traps from this chapter resonate most with me — and why?*

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Self-Assessment Worksheet: **Where Am I Right Now?**

Before you build anything new, take a moment to see what already exists.

Every artist is operating with a structure—whether intentional or not.
Mark what is in place and what needs development.

Be honest, not critical. Clarity is your starting point.

Branding:

In place

Needs development

Notes: _____



Booking:

- In place
- Needs development

Notes: _____

Royalties:

- In place
- Needs development

Notes: _____

Contracts:

- In place
- Needs development

Notes: _____



Planning:

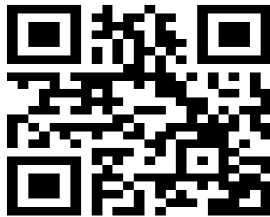
In place

Needs development

Notes: _____

What you see clearly, you can strengthen.

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Artist-to-Entrepreneur Reflection Checklist

Before building a brand, releasing music, or promoting a career, take time to reflect on the role you want music to play in your life.

The questions below are not tests. They are reflections meant to help you understand whether you want to carry your art only as expression — or also as a business.

Let your answers come naturally. This exercise is about reflection, not performance.

Creative Identity

1. *Why do you make music?*

2. *What message or feeling does your music protect or express?*



3. *What part of your identity feels most present when you create?*

Responsibility

1. *Are you open to learning skills beyond performance, such as organization, marketing, and planning?*



2. *Can you remain patient during periods when growth is slow?*

3. *Are you open to learning skills beyond performance, such as organization, marketing, and planning?*

Collaboration

1. *Do you prefer leading your creative direction, or collaborating with others who help manage the business side?*



2. *Are you comfortable making decisions about how your music is shared, promoted, and protected?*

Commitment

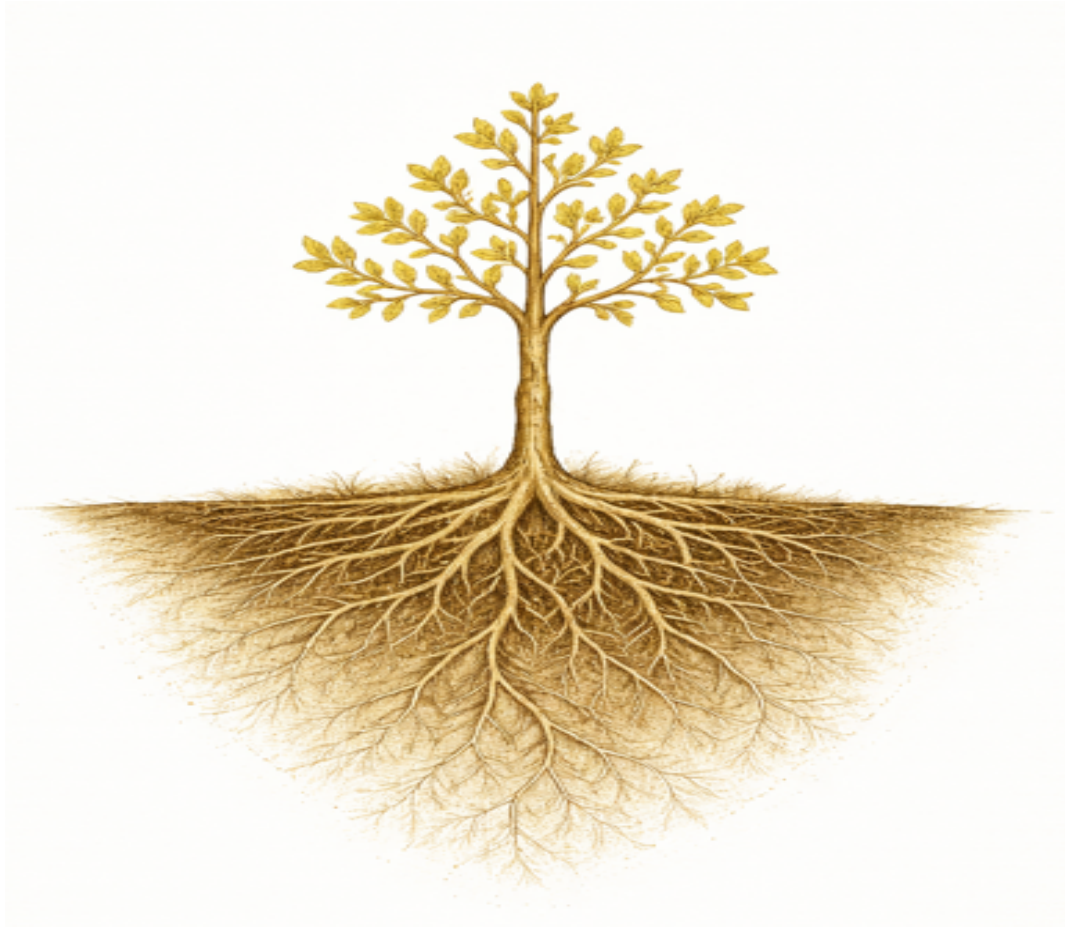
1. *Are you willing to build structure around your art over time?*



2. *Can you stay consistent even when inspiration comes and goes?*

3. *Are you prepared to learn the systems that support a sustainable music career?*





Strong roots grow quietly before the tree asks to be seen.
What is strengthened beneath the surface shapes everything that
follows.

— The Rhythm of Wisdom