

# STRUGGLE SMARTER CHECKLIST Q&A

[OR “QUESTIONS TO ASK YOURSELF WHEN BUILDING A MUSIC BUSINESS”]

FOREWORD:

*Hey, I'm Brian.*

*I made this to help us take control of our music careers. We don't have to stand around waiting for the gatekeepers; we can build a business starting right now.*

*This is a supporting resource to [the Struggle Smarter Checklist](#), which provides more context for the questions below. Print this out or go to File>Make a copy to save it to your Google Drive or File>Download to save a copy to your phone or computer.*

*Use the two documents together to help you plug the holes in your music business and turn it into an always-on storefront ready to welcome new fans, make more sales, and give you the stability you need to make more art.*

*In the meantime, we're rooting for you.*

*Rock on,  
Brian from Struggleville*

*P.S. If you want help building out some of the parts and systems mentioned here and in the checklist, sign up for 12 weeks of guidance, insights, and step-by-step support over in [Struggleville](#). Or [book a free strategy call](#).*

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1. Where can fans stream your music? Which platform(s) is/are your top priority?
2. Do you have a website? What software is it built/hosted on?
3. Do you have any “freebie” items (ex: unreleased tracks, exclusive content, free stickers, etc.) that you could use to gain email list subscribers?
4. Do you have a mailing list? What software are you using to manage it? Where can fans sign up for it (form on website, link in linktree, etc)?
5. Can your email manager perform automated sequences (meaning multiple emails are sent on an automatic schedule and triggered by a specific customer action)? If yes, you're ready to start a short welcome sequence. If not, go find a service that offers automation.

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6. Do you have merch? If so, what merch and where do you sell it? If not, what are the merch options that fit your budget?
7. Do you have an online store? What software is it hosted on? Is it connected to your email automation software for automatic customer follow-up?
8. Do you have a merch funnel? [The simplest version of this would be a single item highlighted for purchase, followed by a series of upsells leading to the checkout page.]
9. Do you have landing pages for any of your music or merch?
10. Do you have video content? Which site is your top priority when it comes to making content? [Focusing on 1-3 at a time, depending on your level of comfort, is best. Don't try to do every platform at once.]
11. Do you have a Facebook Artist or Business Page? Do you have a Meta Business Manager account?

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12. Do you have a Meta pixel set up? If so, is it installed on your landing pages and your website?

13. Have you run any FB/IG ads intended to grow your streams?

14. Have you run any FB/IG ads directed toward selling merch?

EXTRA CREDIT: If you have all or most of the elements above built out already, the next step is something like the Evergreen Fan Funnel. The EFF is the YES version of the answer to the following question...

*Do you have ads (organic posts or paid ads) that lead fans to a merch funnel (or other email/SMS sign-up process), which is followed by automatic email sequences that nurture fans who opt in?*

If not, and you'd like some support setting yours up, Struggleville is here to help. Learn more about the [Evergreen Fan Funnel here](#).