Welcome, Cheers, Mozel, Saluti

So... you're either here & curious about leaving your shadow behind to grow the full, fabulous career in front of you... or you just love a freebie. Either way, we relate, good for you & total respect! Winter is a great time to slow down & get introspective.

Shadow work is both subliminal & fascinating... and truly, if not faced, is probably THE #1 Thing I've witnessed sabotage an otherwise incredibly promising career.

The Mindful Musicpreneur journal system & The Collective are both customized strategically to uniquely serve the creative minds of & issues faced by busy female musicians. This sample is brief & doesn't offer close to the deep dive each chapter of The Mindful Musicpreneur holds... But we wanted to give you something of value & thought provoking prequel keeps would be dope.

The industry is more demanding & complicated than ever before. And to succeed in it, it's more important than ever before to identify clear goals, uncover hidden blocks in you & around you.

The Mindful Musicpreneur Journal takes you on a journey into you through creative prompts, playlists for each chapter to hit the mellow & major mojo moods of you, and is curated to allow you to slow down, genuinely, reflect & focus on yourself, ask yourself introspective questions, clear the noise around you so you can hear the clear self in you & treat yourself to a demure meander into exploring the sweet spot of you.

Each chapter will deep-dive into slaying each of the Seven Shadows listed below & the ways I have witnessed each stall, sabotage & derail careers:

Self-Doubt
Self-Sabotage
Bbreaking Unconscious Co-dependent Habits
Eestablishing Healthy Standards & Boundaries
Rreinforcing Self-Trust
Rrelentless Resilience
Rradical Responsibility



Beyond all of this, we'll take incredibly fun, eye opening journey through *The Woo of You*, we'll also help identify your hidden procrastination & perfectionistic tendencies to keep it moving at a pace that allows you to hit career milestones. And throughout all of this we'll support you developing a new sense of self confidence that allows you to you *truly* transform out of your hidden shadows, into the most genuine, confident you your stage & own your spotlight... *AND* There Are Playlists For All Chapters & Woo Sessions!

I'll share why identifying these seven particular shadows, (which are probably playing somewhere in your minds backbeat right now), is so imperative to your career & your creative energy & why that's so vital in rising in this wonderful, crazy business we're drawn to. Throughout all of this, the journal will be laced with creative prompts, key take-away's, inspirational quotes & motivational stories from iconic musicians,

We're here to build confidence & community & we'll do that through *The Collective*. It is the next level investment in your music career and an presents the opportunity to network & build relationship with fellow musicians, learn from & connect with industry pros in every aspect of the industry that matters to rising a music career, we'll have self-care specialists, wellness & holistic coaches, social media & branding specialists, stylists, financial experts, confidence coaches, host live Q & A sessions... and, of course "Woo" specialists who can expand into the various Woo Types we'll take on in the journal.

We're glad you're here.

NO ONE manifest's clearly with a cloudy vibe. *Periodt...* So if you're ready to clear that rearview shadow... We're stoked & ready not for just the journey ahead... but the total experience we have prepared for you.

Hope to see you on the other side in The Mindful Musicpreneur & The Collective!



We put the extra effort in with our freebie- because you deserve it & because we know 1/2 assed doesn't fly in the music industry. We given you a brief sample of what to expect throughout the the journal & let's face it, we all need some 'extra' right now.

Enjoy this mini chapter... it's a low-key prequel of what to expect inside the real thing... There has never been a better time to calm your nervous system, be introspective & get focused on what serves you & mindfully manifest your main stage.

We Keep The Mindful Musicpreneur Fun, Funky, Fresh & Real... While still giving Hot Cocoa, (With or Without a Shot of Cream Bourbon) & An Iced Ginger Cookie On The Side Situation!

Grab your favorite beverage, get cozy, get still & let's head into it...

"That's What Winter Is: An Exercise In Remembering How To Still Yourself... Then How To Pliantly Come Back to Life Again." -Ali Smith

WINTER & Shadow Work Are Each the Art of Hanging On & Letting Go... [FISTER WINS BLW [SERVICE WE AND WELL IT SETTING.

REFLECTIONS & CURIOSITIES

- 1. WHAT HAVE BEEN MY MOST
 REWARDING & FRUSTRATING
 MUSICAL EXPERIENCES THIS YEAR?
- 2.HOW HAVE MY MUSICAL INFLUENCES & SKILLS EVOLVED?
- 3. WHAT LESSONS HAVE I LEARNED FROM PAST PERFORMANCES?
- 4. HOW DO I DEFINE SUCCESS IN MY MUSIC CAREER?
- 5. WHAT THREE AREA'S OF MY MUSIC CAREER COULD USE IMPROVEMENT?
- 6. HOW HAS MY AUDIENCE CHANGED/
 MAY IT NEED TO CHANGE OVER TIME?
- 7. WHAT NEW SKILLS MAY I NEED TO ACQUIRE TO OPTIMIZE MY CAREER?

SELF-CARE & ENCOURAGEMENT

- 1. WHAT SELF-CARE PRACTICES
 CAN SUPPORT MY CREATIVITY?
- 2.HOW CAN I CREATE A MORE BALANCED SCHEDULE?
- 3. WHAT ACTIVITIES OUTSIDE OF
 - MUSIC BRING ME JOY?
- 4. WHAT ARE THREE THINGS I'M GRATEFUL FOR IN MY CAREER?
- 5. HOW CAN I CELEBRATE SMALL VICTORIES ALONG THE WAY?
- 6. WHAT POSITIVE AFFIRMATIONS
 - CANTUSE TO BOOST
 - CONFIDENCE?
- 7. HOW CAN I ENSURE I'M TAKING TIME TO REST AND RECHARGE?

When We Slow Down, Relax, Give Ourselves Time to Be Curious & Finally Realize that Self-Care is Necessity, Not Just a Trending Catch Phrase- The Answers to Bubble Up And...

We Feel & Notice:

Where They're Leading Us
How We've Grown
Where We May Feel Stuck/ Recognize Repeating Habits

When We Follow Those Glimmers Out of The Shadows, Our Psyche Serendipitously Opens
Us to Moments of Celebrating Ourselves & Motivating Us *Out* of Our Shadows... *And Into Our Spotlights*

LET'S FACE IT... WINTER BLUES CAN CREEP UP ON ALL OF US. BETWEEN THE SHORTER DAYS, THE HUSTLE, BUSTLE & ADDED EXPENSE OF THE HOLIDAY'S CAN ALL TAKE THEIR TOLL ON ALL OF US IN ONE WAY OR ANOTHER. BUT IF WE CHANGE OUR MINDSETS, WE CHANGE OUR PERSPECTIVES, OUR LIVES, OUR RELATIONSHIP WITH WINTER, OUR PERSONAL LIVES, OURSELVES & OUR LIFE PERCEPTIONS ON A MULTITUDE OF FACTORS... **ESPECIALLY OUR PRODUCTIVITY & SUCCESS**

Here's where & why other shadow-work programs can feel as if they stop short...
They ask the questions but without the nuances of left brain-right brain types of prompts to engage creative minds & assist in leading you to the answers within yourself., they can leave you hanging.

Shadow Work is a gentle, but deliberate process... And much like music, when you strike the sweet spot chord, you feel it. And like a writing a song, the process of unconsciously collecting our shadows the process of guiding ourselves out of our shadows are each equally mystical.

The Mindful Musicpreneur Is Intentionally Curated As a Collaborative Journey To Lead You Into A Frequency which Resonates Safety & Healing. We Will NOT Stop Short or Leave You Hanging.

ARE YOU READY TO TAKE THE NEXT STEPS OGETHER REGARDING THESE & THE PREVIO DUESTIONS? FYI: IT'S ALWAYS ABOUT: THE WHY

Prompts: (Don't Overthink or Judge Your Responses)

- What is the most recurring negative thought/ narrative you notice playing in your head when taking on new things & finishing a project?
- When is the last time you 'gave yourself flowers' for the smallest things you do especially on the wiped out, tough days? Is that a habit?
- Where do you feel stuck both in your professional & personal life?
 What has your intuition been telling you to do in your music career & personal life?
- Have you been procrastinating or acting on the career you envision for yourself?
- Do you struggle with feeling seen or listened to & if so, in what situations does that happen most frequently?
- You have a dream & talent... do you consistently believe in yourself or find yourself scrolling socials & compare yourself, your talent & your journey to others? How much of a role does cynicism play in believing in yourself & others?

SHADOW WORK SUCCESS FOR CREATIVES IS ABOUT THE WHY'S... AND THE WHY'S ARE DISCOVERED VIA CURIOUS, CONVERSATIONAL QUESTIONS, SENSORY CREATIVITY, STORIES, MINDING YOUR OWN SOMATIC VIBES, QUIETING THE MIND & NOISE AROUND YOU TO HEAR & TUNE INTO THE INNATE INTUITION & ORGANIC, MOTHER NATURE INSTALLED-CURIOSITY WITHIN YOU.

KEY POINTS TO PONDER:

- Intuitively, do you feel your shadow is working for you or against you?
- Do you sometimes wish you had a hype squad to get you out of your own head?
- If you could take yourself on a journey of self discovery with career & mojo mentors where you could network... would you go for it or stop short? And why?

Active IS Attractive... If you're ready to max your unique ability to attract, we're here to guide you in discovering how you can keep consistent good mojo flowing *Your ideal audience cannot truly find you until you find the ideal you in yourself.

NOW: Consider revisiting the questions on the previous page & this time, listen to your intuition & write down an action you could take to set a plan in motion, follow through & actually realize it.



GURL... I ('S TIME TO WERK!

Winter is the Perfect Time to Reframe, Get Comfy, Snuggle in & Put Cozy Season to Work!

Mother Nature Knows...
Winter Is Not Only the Opportunity to Shed What She Needs to Let Go In
Order to Bodaciously Bloom in Spring...

It's a Necessity.

As we discuss throughout The Mindful Musicpreneur... attitude IS everything, particularly in a music career. Sabotage hides in our shadows. And our shadows & those haunting the other's around us absolutely dim our shine. Shadow-work isn't about blame, shame, or guilt... it's about growth & freedom.

The way we look at our challenging seasons can lead us to bloom- OR sometimesunconsciously keep us stuck, hanging onto mindsets, people & things that, in truth... aren't bearing fruit... subliminally keeping us stalled in seasons.

In a life & world that is more & more overstimulating to our nervous systems; as we head into the journey that is, The Mindful Musicpreneur... we need to consciously calm that sh*t down, cue our curiosity & quietly, thoughtfully, let our creative minds wander into an adventure of the particular type of letting go that will lead us to our big bloom!

10 DAYS OF TO-DO'S TO BE PRO-ACTIVE, ORGANIZE & OPTIMIZE FOR MOMENTUM

1. Update and optimize your social media profiles.

2. Plan an impromptu hóliday-themed online performance.

3. Organize and back up your music files.

4. Set goals for new music releases in the upcoming year.

Reach out to collaborators for feedback.

6. Research venues or festivals for spring performances.

7. Create a budget plan for upcoming projects.

8. Design new merchandise for the holiday season.

Schedule a photoshoot for updated promotional materials.

10. Plan a unique holiday fan engagement campaign

TIP: The ONLY 'rule' for all of this is to notice. Notice your vibe-set as you approach each of these. If & whenever you notice your neck stiffening, distraction or anxiety and/or procrastination patterns hit... be aware of excuses.

The Mindful Musicpreneur was curated guide you in rising above these sabotaging, shadow type patterns. It's positive to... get out for a walk in nature, or hit your fav bodega for a kombucha, fall spice brew, or chai & chill, laugh, have deep talks, go wherever your mind starts to wander... creativity lives in the mystical the wander before the release!

And if you want break the shadow cycles & create the lasting change that shifts your stuck energy & let's the abundant ideas flow... you must identify the shadows that create them.

Sometimes, to get a change of mindset, we need a change of location... other times we need a bestie, a beverage, fresh air, a sensory intervention, a mentor, or all of the above.

The point is to notice when you're feeling cramped & allow yourself to take a minute to deep- breathe & get some fresh air until you feel yourself un-cramp.

Next-Let's Sample the Mystical Woo World of Personality Profiling

Of course we'll have specialists from each of the Woo Systems leading the LIVE Collective Woo Sessions in *The Collective*.

Whether you're a skeptic or a true believer, understanding your type can be a game-changer for personal growth and career development.

So here's a small sample of *The Woo Of You* bonus session of Myers-Briggs.

In this sample, we'll uncover how the Meyers-Briggs system can amp up your shadow work & help you hit all the right notes in your music journey. Relax & let's explore some seriously quirky & gangster ways each of the Myers-Briggs-Briggs personality types crush the touring game! (Because, let's face it, as creatives quirk & gangster are the double edged sides of the same coin regarding our personalities. #ifyouknowyouknow)

WHAT'S YOUR MYER'S BRIGGS TYPE? WHICH BRIGGS DO YOU DIG?

When you know your types & the types of those around you... you can find balance, combine strengths with strengths, brainstorm, assign tasks, & create from a whole different level. So- from wild ideas to pro strategies, we've got the lowdown on making your tour both epic and efficient for each 16 types. If you don't know your type & want to take the test the official site

MBTIonline.com

Here's What Each of the Myers Briggs Letters Stand For:

I; Introvert, E: Extrovert N: Intuition, J: Judging, T: Thinking, I': Feeling, S: Sensing, P: Perceiving

Just for shits & grins, beside each type, we've put a job type each is suited to.
Clearly this is JFFS, but if you find you want to switch careers within the industry, knowing this can be helpful in leading you to the job that you're drawn to.

INTJ - The Mastermind: Music producer, booking agent, tour manager

Quirk: Crafting an intricate, multi-scenario tour plan that accounts for everything from blizzards to alien invasions

Gangster: Developing a comprehensive risk management strategy and backup plans for various weather-related scenarios

INTP - The Logician: Music producer, mastering engineer

Quirk: Designing a complex algorithm to optimize setlists based on weather patterns and audience demographics

Gangster: Creating an innovative digital platform for real-time tour management and fan engagement

MYERS- BRIGGS PERSONALITY TYPES CONTINUED...

Commander: Artist manager, music festival organizer

Quirk: Negotiating exclusive "igloos and igloos" accommodation deals while simultaneously planning world domination through music

Gangster: Securing strategic partnerships with winter gear brands and negotiating favorable venue contracts

ENTP - The Debater: A&R representative, music critic

Quirk: Brainstorming outlandish stage effects involving real snowfall and debating the merits of yeti-themed merchandise

Gangster: Developing unique, interactive show elements that set the tour apart from competitors

INFJ - The Advocate: Songwriter (lyrics), artist manager

Quirk: Creating a deeply meaningful tour concept that explores the metaphorical journey from winter's darkness to spring's rebirth

Gangster: Incorporating a charitable component into the tour, partnering with local organizations at each stop

INFP- The Mediator: Session musician, music video director

Quirk: Writing heartfelt, personalized thank-you notes to fans while daydreaming about performing in ice castles under the Northern Lights

Gangster: Crafting an intimate, emotionally resonant setlist and stage design that creates a strong connection with the audience

ENFJ - The Protagonist: Music director, artist development coach

Quirk: Organizing pre-show volunteer activities at each tour stop to "spread warmth in the winter cold"

Gangster: Building a strong team culture and implementing effective communication strategies among crew members

ENFP - The Campaigner: Singer-

Quirk: Spontaneously booking gigs in random snow globes across the country for their "Shaken, Not Stirred" tour

Gangster: Creating an engaging social media campaign that builds excitement and involves fans in the tour journey

ISTJ - The Logistician: Tour mor

Quirk: Meticulously weather-proofing all instruments and creating a 200-page "Winter Tour Survival Guide"

Gangster: Establishing clear protocols for equipment maintenance and developing a detailed tour budget

ISFJ - The Defender: Stage manager, instrument technician

Quirk: Knitting personalized scarves for each band member and planning cozy post-show hot chocolate sessions

Gangster: Ensuring the physical and emotional well-being of the team through thoughtful planning and support systems

IYERS- BRIGGS PERSONALITY TYPES FINALE

ESTJ - The Executive: Tour director, bu

Quirk: Implementing a strict "Winter Warrior" fitness regimen to ensure peak performance in cold weather gigs

Gangster: Creating an efficient tour schedule that maximizes performance

opportunities while allowing for adequate rest

ESFJ - The Consul: Fan engagement coordinator, merchandise manager Quirk: Coordinating matching thermal stage outfits and planning potluck dinners with local fans in each tour stop

Gangster: Fostering strong relationships with local promoters and media to ensure successful shows in each city

ISTP - The Virtuoso: Live sound engineer, roadie
Quirk: Customizing the tour van with an all-terrain snow mode and built-in sauna for postshow relaxation

Gangster: Handling technical aspects of the show, ensuring all equipment is winter-ready and performances run smoothly

ISFP - The Adventurer: Session musician

Quirk: Designing a stage set that transforms from winter wonderland to spring bloom throughout the show

Gangster: Creating visually stunning and adaptable stage designs that work in various venue sizes

ESTP - The Entrepreneur: Promoter, talent scout

Quirk: Arranging impromptu snowboard half-pipe contests between sets and securing energy drink sponsorships

Gangster: Identifying unique promotional opportunities in each tour location to boost ticket sales and brand awareness

ESFP - The Entertainer: Performer, backup vocalist

Quirk: Choreographing a "Seasons of Love" medley that incorporates melting ice sculptures and planning surprise snowball fights with the audience

Gangster: Designing high-energy, memorable performances that encourage audience participation and social media sharing

The Mindful Musicpreneur Sample Wrap....

If you've found value/ had fun within this sample... wait until you experience the real thing... it is a ride. It's funky, it's fun, it's deep & it's on point. It's a chance to network & build community with a community that truly gets the ride you're taking, it's an opportunity to overcome your shadows, build newfound confidence, build relationships & connect... We all learn differently, need different creative approaches to opening up, so we release our baggage & transform our gaslighting shadows to step fully into our 5000-watt spotlight.

For \$50... it's gas & what do you have to lose? Treat yourself! Challenge & Clear Yourself. And if you feel you're ready for the All Access Ticket,.. See you in *The Collective*!



"Lost In Time & Space" Ford Huron Heavy Focus" - Adrienne Lenker "Starlight" - Rostam

"Falling Apart" - Great Lake Swimmers
"Change" - Hannah Georgas

"Lost In Time & Space" - Lord Huron"

"Tokens" - Will Stratton

"The Pillar of Souls" - Sufjan Stevens & Antelo

De Augustine

"We're Not Different" - Lo-Fang

"Four" - SleepingAt Last

"Stranded" - William Fitzsimmons

"Black Car" - Beach House

Faith" - Bon Iver

"Irish Hour" - Saint Sister

"Heavy Focus" - Adrienne Lenker "Tornado Head" - Sean Rowe

"Keep You Down" - Christian Lee Jutson

"Faith" - Bon Iver"Trust" - The Weather Station

"We're Not Different" - Lo-Fana

HYGGE VIBES:

"Tiger Striped Sky" - Roo Panes "Love Together" - Holly Arowsmith "Cursive" - Billie Marten

"Eloise" - Penny & Sparrow

"Chemical" - Gregory Alan Isakov

"Carry You" - Novo Amor

"Front Porch" - Joy Williams

"Wild Heart" - Mumford & Sons

"Northern Wind" - City & Colour

"Night Coloring" - Zach Winters "Fire Scenery" - S. Carey

"Going" - Towers
"Birdsong" - George Ogilvie
"I Miss You, I'm Sorry" Gracie Abrams

"Winter Song" - Heád & The Heart

"Cinder & Smoke" - Iron & Wine

"Cool" - Dua Lipa

"Glacier" - Tori Amos

"Midnight Sky" - Miley Cyrus "Wind Blue" - Adele

"Winter Bird" - Aurora

"Frozen" - Sabrina Carpenter

"Ocean Eyes" - Billie Elish

"Chill Like That" - Ashe feat. Finneas "Hypnotic Winter" - Banks

"Shivering Gold" - Maggie Rogers

"Blue" - Joni Mitchell "Cold As You" - Taylor Swift

"Walk Out To Wintér" - Aztec Camera

"Crazier Things" - Chelsea Cutler, Noah Kahan

"Snow in California" - Ariana Grande "Winter Winds" - Mumford & Sons

"Cold" - Aqualung & Lucy Schwartz





AMERICANA/FOLK
"Winter's Chill" - Sarah Jarosz
"Frosty Fields" - Aoife O'Donovan "Snowy Mountain" - Sierra Ferrell "Icicle Ballad" - Rhiannon Giddens
"Frozen River" - Courtney Marie Andrews
"Winter's Lament" - Molly Tuttle "Cold Wind Blowing" - Allison Russell
"Snowbound" - Lera Lynn
"Wintertime Blues" - Valerie June "Frost on the Window" - Margo Price "Chilly Dawn" - Brandi Carlile "Wintér's Embrace" - Yola "Snowy Evening" - Amanda Shires "Frozen Heartache" - Hurray for the Riff Raff "Winter's Tale" - The Weather Station

WINTER CHILL:

"Winter Fields" - Bat For Lashes "Snow" - Angus & Julia Stone "White Winter Hymnal" - Fleet Foxes "Snowflake" - Kate Bush
"Winter Song" - The Head and the Heart
"Snow" - Sleeping At Last
"Winter Trees" - The Staves
"Winterlude" - Norah Jones "Wolves Down Like Silver
"Winter" Fori Amos
"Snow Globe" - Chvrches
"White Hymnal" - Pentatonix
"Winter Nichts" - Pastillo "Winter Nights" - Bastille "Snowfall" - Ingrid Michaelson "Winter Song" - Sara Bareilles & Ingrid

INDIE

"Electric Feel - MGMT" "Dog Days Are Over – Florence + The Machine" "Pumped Up Kicks - Foster the People" "Sea Shanty for the Far North – Fleet Foxes" <u> "Skinny Lové – Bon Iver"</u> "Stoleń Dance – Milky Chance" "Budapest – George Ezra" "Little Lion Man – Mumford & Sons"

CAFE AESTHETIC:

"Morning Dance" - Spyro Gyra "Blue in Green" - Bill Evans Trio "Take Five" - Dave Brubeck Quartet "In a Sentimental Mood" - Duke Ellington & John Coltrane 'Winter's End" - Cécile McLorin Salvant

"Snowfall" - Becca Stevens
"Cold Weather" - Karrin Allyson
"Frosty Morning" - Tessa Souter
"Winter Blues" - Nina Freudenberger

"Like It Is" - Yusef Lateef "Soul Lament" - Kenny Burrell "Snowy Morning Blues" - James P. Johnson

WE HOPE YOU ENJOYED!

The Wrap

Success in music isn't just about talent; it's about building meaningful connections and embracing self-discovery.

Think of this guide as an opportunity to tune your own interior instrument; it's an ongoing process that demands dedication and practice.

Each chapter of The Mindful Musicpreneur will be more expansive with career insights & personal prompts, Key Points, Tips, Quotes from artists who have been there too, a dabble into Woo of You section, Chapter Playlists & so much more!

I encourage you to notice the challenge it may have felt at first to calm your nervous system, settle yourself & your mind into concentration, relaxing into the mini-chapter, the words & feelings that rise for you in order to honor & grow yourself & career.

We hope you found value in this sample & if you're ready to liberate yourself, to free even more of your creative wizardry... Pour your mocktail, your cocktail, bubble tea, or seltzer, grab your garnish...

And--- it's self-paced, a.k.a.- *no pressure*!

We created the choice for a Solo or Community Journey... whatever your preference & you always, the option to change your mind & opt in or out of *The Collective*.

We know first-hand the games the shady gaslighter between our ears can have on our lives & careers. So, if you've enjoyed the vibe of this sneak-peek sample...

I believe <u>The Mindful Musicpreneur</u>is calling your name. And we can't wait to see you shine!!

I WANT IN!!!



Collect

BUT WHAT EXACTLY IS THE COLLECTIVE?

It's a private, yet super inclusive, welcoming, vibrant community.

Both The Mindful Musicpreneur & The Collective address challenges uniquely faced & shared by women & non-binary individuals in the music industry, overcoming gender bias in studio environments & furthering career & personal growth through networking events, and balancing personal life with a music career.

Imagine it as a virtual green room vibe where we come together to chill, discover, grow & recharge before stepping back out onto the world's stage.

Here's What You Can Expect From *The Collective*:

While The Collective Community is designed with a strong female-centered focus- we warmly welcome, celebrate & uplift women & those who resonate & identify with a feminine energy & female-centric environment.

You'll have support & access to deep dive coaching session topics with me, the colleagues I bring in from the music industry, Q & A sessions & it will be tailored to the questions that are on your mind regarding navigating the music industry, the mindfulness realm, health, wellness, business & the woo.

You'll be part of the fun of networking, building relationships with the pros involved, with one another and to share new music, all in a very intimate, inspiring setting, twice a month.



