



Contents

Page 2	Introduction
Pages 3-4	Tactics Deployed
Pages 4-5	Inclusion, Equality & Diversity in the UK Music Industry
Pages 5-7	Professional Development
Page 7	Time Management
Pages 7-8	Research
Pages 8-9	Conclusion
Pages 9-10	References
Pages 10-13	Appendix
Pages 13-14	Personal SWOT Analysis

Introduction

In this reflective summary I will present you with a methodological approach and critical evaluation of the choices made in my final project which is a three-year marketing campaign for an unsigned trans girl group in the UK.

Reflection means thinking deeply about something. It requires conscious active thinking to increase our awareness. When we reflect, we consider our feelings, past experiences, opinions, strengths, and weaknesses. It may involve thinking back about a past event, considering a current situation or planning future actions. The process of thinking deeply involves critical analysis and takes time but leads to greater insight about ourselves – our assumptions, beliefs, and motives.

(www.sussex.ac.uk) Reflexivity generally refers to the examination of one's own beliefs, judgments, and practices during the research process and how these may have influenced the research. If positionality refers to what we know and believe, then reflexivity is about what we do with this knowledge. (www.warwick.ac.uk)

“Helping diversify the music industry landscape and offer creativity representation and inspiration for Trans Women, Women, Women of colour and the LGBT community across the UK”.

I felt that by creating a high-quality trio trans multi-racial girl band, it will help change perceptions, showcase diversity, and help the environments in which we live become kinder and more accepting. Times have changed, religion is not so dominant, and people have become more open minded and accepting. 85% of respondents believe there is a gap in the market for Transgender musicians and a further 65% had heard or knew of a transgender musician showing they are scarce but very memorable (Survey One) which is great and what this project needs. From my own personal experiences, I believe that education, acceptance, and representation will be great USPs for the band, they can be used as a force for good, and help change some old perceptions. They will connect with fans in a personal and meaningful way through topics women face and offer hope, guidance, and positivity. More work needs to be done to help diversify the music industry landscape, and from my own experiences there is a massive lack of representation for me as a trans woman. This can be isolating and slightly disheartening, but on the other hand gives me more determination to ensure that things change for the better which helps with my drive and passion. I want to help offer equal opportunities not just offer lip service as some companies do, again from my own personal experiences discrimination really does exist today. This project will help drive a more productive workforce and help others to contribute from marginalised and disadvantaged communities to get involved and contribute to society in a meaningful way. The negatives would be it hasn't been done before and I would need to do more in-depth research to ensure that money spend is kept to a minimum, and everything is cost effective and efficient. This project is close to my heart as I believe representation,

equality and diversity and ensuring everyone has an equal chance is crucial for the UK Music industry to become fair and representative of the communities in which we live.

I believe organisations such as Tileyard, MMF, MOBO Trust, PPL, GIREs, UK Music, The Arts Council (England), LGBT organisations and Help Musicians would all be interested in my project as its in line with their core values and demographic. It will showcase creativity, inclusivity, equality and diversity, and the pink pound is also massive in the UK and stands at an estimated 6 billion £ a year in 2018.

(www.crunch.co.uk)

Tactics Deployed

I would start the project through advertisement and searching YouTube Channels for talent, the next step would be to hold some auditions which could be in partnership with another organisation to help extend appeal and reach. I would build a team of creatives and hold an X Factor concept audition to help find the best suitable band members to the brief. I then thought team building, rehearsals, song writing, and confidence building would be key to an authentic style girl group. This will allow time for the group to develop as well as build contacts within the music industry, after 9 months hold a showcase to gain industry attention and collaborate as well as release first single a remix would then follow a month later in a different genre to again help extend appeal, reach and length if release.

(www.officialcharts.com) Once the band has become established within the industry the girls would then begin to produce a mixtape this will help reduce costs, allow for covers and material for live performances and helps with any legal issues. Year two the girls will start by releasing another single followed by a remix, the mixtape will be promoted at the same time, the singles will also feature on the mixtape to get some income. The girls will hold interviews, visit schools, help a charity, inform, educate, and inspire. They will act as a force for good be positive role models for other females, someone they can aspire to be like, relate too and look up too, they will promote creativity, positivity, push boundaries and help diversify the UK music industry landscape that's what real icons do (www.collinsdictionary.com). In the Summer of 2023, the national music educational tour will start helping to build communities, raise awareness, educate, and inspire. They will showcase the exceptional music produced, the tour will be held across all major cities in the UK and will tie in with the Gay Pride, Black Pride and Trans Pride Events in the UK. The mixtape, band, singles, merchandise, app, and educational events will be promoted across the tour and be supported by Taaliah. The mixtape will be released two weeks after the tour allowing for pre saves, and taster tracks to be published and reviewed, as well as to build anticipation. TV, Radio, brand partnerships and features with other established artists will also allow a mutual exchange of fanbases which will also have a positive impact on conversion, engagement, and reach, this can be internationally and across different genres to maximise potential. There will be

behind the scenes content as well as subscription services to help monetise the fanbase in as many ways as possible this will help maximise income and ensure the band is viable. Social media will be crucial and ensuring the band are on all the correct platforms for the targeted audience which will be most effective and cost efficient. It will help build a sense of community, fan involvement and keep fans up to date with what's happening next and where to purchase music and merchandise. DSP's will be used to direct traffic to the main website will ensure we can collect emails, user details and collect personal information which can be used for future marketing campaigns. (Baker, (2012), Guerrilla Music Marketing) Year Three will include another single and remix release as well as promote the new album and international tour, this is where the band open up and become even more personal and are involved in the making of a documentary. The Album will be released in the spring of 2024 the tour will begin in the summer of 2024 this will allow for ticket sales and for the fanbase to have been built to a substantial level, by also working with other artists from other territories beforehand will ensure the band is known in the countries of choice before the tour starts so the girls can also focus on building the fanbase outside of the UK. On tour all previously released material, app, website, and merchandise will be advertised as well as the release of the documentary. Once the tour has been completed a tour video will go on sale and the documentary will be released, a further single and remix will be released, and an evaluation will begin to see the success of the campaign this will take place every six months, but a final three-year review will take place to see what the next steps for the group will be dependent on success, sales, and engagement.

Inclusion, Equality & Diversity in The UK Music Industry

This project will help the industry become more equal and inclusive. More work needs to be done to fully represent the communities in which we live, as well as to showcase the diversity of people who live in the UK. The music industry is not inclusive as survey one suggests with only 56% of respondents agreeing to this, a further 82% believe its either important or extremely important that the music industry becomes more inclusive. The survey also suggests that there is a gap in the market for transgender musicians and I intent to take this opportunity 85% agree. (Survey One) 82% of people of colour have felt discriminated against whilst working in the music industry. (BLiM Report 2021) Further evidence shows that LGB artists are breaking into the mainstream, but transgender artists are finding it a lot more difficult to do so. (www.redbrick.me) I believe there are several factors that contribute to this, I feel that the lack of supported educational opportunities, understanding of issues transgender people face, attitudes, religion and coming from deprived backgrounds all have a major impact on the success of artists who choose to identify in this way. Money is a major issue for most transgender people who have high medical bills most must undergo extensive input from healthcare professionals and undergo surgeries. I have spent £40,000 on my transition and this is something that both the general society, and the LGB communities don't have to face. Again, this is another major constraint as most transgender individuals would

place their transition as top of their priorities list. These are all major barriers to entry and money and time are huge factors in pursuing any career. Diversity and equality are about recognising individual as well as group differences which helps create a culture for all. (www.gov.uk) It also offers more innovation and opportunities for everyone, creating a fairer, kinder, and more accepting culture. I believe that people were very supportive of the idea, and this did reassure me. I also identified a gap in the market and used my interview and networking skills to get information from highly respected individuals within the music industry. I was pleased with the support and information I was provided with this was also very reassuring, several people had even referred me on to speak with others who may be able to ensure the project becomes reality. This project would begin to pave the way in the hope that others would be inspired to follow. I also want to help as many other transgender individuals through this project and have partnered with Trans Leeds and Leeds LGBT Digital hackathon to ensure more visibility, extend reach, but also to help recruit and inspire others. Drawing from my own experiences of working and studying within the music industry is that I don't see enough representation of Trans people, I've not met any other transgender professionals in my field, at any talks, conferences, or events, this can be disheartening as it doesn't leave me with much inspiration or anyone to look up to. It's also hard because not having others in the industry who understand the struggles we face makes it harder for people to understand. Especially those who haven't shared the same experiences of discrimination, personal struggles or even confidence building and support. I feel that with the right support, understanding and representing the trans community would be a great move for the music industry. Times have changed and society has become more accepting and so has the music industry, I feel now would be the perfect time. This leaves me feeling hopeful, positive, and excited for the future, things are changing for the better and I want to become part of that change. I feel representation acts as a catalyst to others and helps them to believe in themselves and achieve their goals, but also show that transgender artists are just as good as anyone else. We deserve to be heard and treated with respect and dignity for who we are and what we represent, also the LGBT community is continuing to grow, so this project can capitalise on this. (ONS 2019) I also believe that this helps others to see us for what we are and can help change perceptions of transgender individuals within the mainstream society and help the trans community move away from the very old-fashioned view that we are all sex workers.

Professional Development

I feel that I have really progressed in terms of professional development, I've learnt how to be more professional and present things in a professional manner. I feel my grammar, punctuation and spelling have always been a struggle for me. I have learnt techniques such as brainstorming, asking someone to check my spellings, networking as well as asking for advice if not sure. This has really helped me grow both professionally and academically, I have really learnt the value of networking and have met some extremely talented people all of which have offered to help me

with advice and even referred me on to other professionals who can help. Carrie Grant MBE, Elle Halley, Dave Rowell, Paul Bonham, Christine Ozazuwa, Kelly Ridgeway has all been super supportive, this has showed me that people are keen to see the industry diversify further. The feedback I have received has been very positive people have been super supportive and helpful, this has helped me to believe in my work and that what I am doing. I have found that in music it's not always what you know, but who you know. I feel I have really been able to let people understand the struggle both me and my community face and all the people I have spoken to agree with me. There is a gap in the market, and I want to be the one that ensures this gap is filled and filled in a way that's positive, productive, representative but also mainstream and commercial. 85% of respondents agree (Survey One) I feel I've been able to learn the importance of other people's opinions and views and have been able to take that advice on board, there have been times where I have found it hard not to let my own personal opinions to get in the way and cloud my judgement. I feel that maybe sometimes I was trying so hard to get my views and opinions across, I would sometimes not listen to other people's feelings and opinions as dismiss them as being not supportive or a lack of understanding. However, looking back on things now I really appreciate some of those talks as it helped me understand the views and opinions of others even if they were not something I necessarily agreed with. I've learnt to listen, understand, and take on board a range of reasons why things are the way they are, this gives me a better chance of being able to change those perceptions. I also entered the Leeds LGBT hack and came 3rd with my idea and have built relationships with Trans Leeds (www.transleeds.org.uk) and the Coders Guild UK (www.thecodersguild.org.uk) and now have use of a venue in Leeds for Life. I really do appreciate that so much I felt my confidence and professional development have really improved so much by doing this, I have really enjoyed being creative and feel this is one of my biggest strengths, but from the feedback I received I have noticed that my creativity is endless and need to refine my ideas more and not to have too many things all happening at once. I feel this has taught me to refine and find what solutions would work best for each campaign and artist. Any other ideas I have, I like to keep a booklet of which I can go back to later to see if any of the ideas I hadn't used could be implemented later or for another artist or campaign. This shows that I can keep my ideas fresh and relevant as well as build on my creativity without losing those ideas, I really enjoy meeting other likeminded professionals and enjoy sharing ideas and working in teams. I found this helped my creativity grow even further and have learnt a lot through doing that. I need to remain up to date with issues and trends and need to continually work on my skills and expertise to gain the knowledge needed to ensure this is a success. I will continue to up skill myself, attend events and ensure I am kept up to date with the latest advancements in the industry. I have also never been afraid to ask for help via peers and been able to collaborate with other students when I have had a weakness, again which I feel is an amazing quality to have. I will continue to improve on my industry skills and knowledge as well as stay current and up to date with issues and trends. I will also continue to network

and build relationships, and this will be another crucial factor for the success of this campaign.

Time Management

I feel I could have managed my time more effectively this would have allowed me to get even more research, “good time management enables you to work smarter” it offers greater productivity, less stress, and increased opportunities.

(www.mindtools.com) I felt that I did manage my workload effectively considering the circumstances, however when reflecting now I felt that maybe if I would not have taken on so much such as taking on other projects. It would have enabled me to do more in-depth research and produce a higher quality of work. It would have also reduced my stress levels because at times I did panic and was feeling as if I was going to burn out, I decided to take some time away from the work as I had been working very hard. I spent time with my children, which really helped, and I came back feeling rejuvenated and ready to go again. I have decided that in future I should set myself a set number of hours to complete tasks each week and stick to them, I have also learnt to ensure I do not take on too much all at once, it causes too much stress and will affect the quality of my work. I feel this will be very useful for the future and will enable me to consistently deliver a high-quality sound piece of work that’s professional and up to industry standards. I have also realised I am good at prioritising my workload and my passion and drive really helps with this, I am now able to structure my way around things and have learnt it’s fine to ask for help and have been blown away with the kindness, courtesy, and love from so many of my friends and peers and really do appreciate that so much. For the future the use of Gantt charts, diaries, and planners as well as colour coding will help me to get task completed on time and to ensure my workload is spread evenly as well as to the best of my abilities. I will also give myself regular breaks to ensure I stay focused and not burn out.

Research

I decided to conduct research in the form of interviews, focus groups, attending events, conducting surveys, and reading on related topics, to attain if there was an interest for my product and gain more creative ideas. I did this throughout the three months until the project was submitted to get a wider ranging amount of feedback as possible. This will help me better understand the needs and wants of the audience rather than what I want to put out. This helped me to build a better understanding of what will be required, plan more effectively and understand customers needs and wants a lot better. I feel focus groups and CRM are great ways to assess the performance as well as demand for any product. I was surprised by the amount of praise and positive feedback that I have been given. I felt that this is an area of strength, I am very much a people person and enjoy getting feedback, ideas, and collaborations., I have also never been afraid to ask for help via peers and been able

to collaborate with other students when I have had a weakness, again which I feel is an amazing quality to have. I will continue to improve on my industry skills and knowledge as well as stay current and up to date with issues and trends. I will also continue to network and build relationships, and this will be another crucial factor for the success of this campaign, I also feel I need a better understanding of the Pink £ market to pitch to investors. I will also need to complete a predicted income and expenditure for the group so investors can get a better sense on ROI, this must be completed before my pitch to Tileyard Education.

Conclusion

I believe this project will help diversify the music industry landscape and help to empower, educate, and inspire other women and the LGBT community to achieve, but also have a form of representation in the UK Music Industry today that reflects the societies in which we live. It will help change perceptions and views and act as a force for good, helping the world to become a kinder, more accepting environment.

I feel the project is forward thinking, creative and innovative. The group can be used as a way of representation, and storytelling which can be used as a force for good. It can help empower, inspire as well as offer positive role models that younger generations can look up to and aspire to be like. It's extremely important to have role models to help change perceptions of who transgender women are, and what we represent. The education is in place, now we need to represent who we are and what we stand for. Survey one suggests there is an appetite for a girl group of this kind. Being passionate about music, equality and inclusion, this project will help to diversify the music industry landscape, offer creativity and inspiration, be relatable and approachable but most importantly represent the communities in which we live and help change people's perceptions of who and what trans women represent. Diversity and equality leads to more opportunities for everyone, and better access for talent. This project will help generate support and awareness around trans issues, highlight issues faced by the LGBT community, race related issues as well as connect with both young men and women on personal views and preferences. It will help empower other transgender youths and other creatives. The reasons for this are because one third of 16 – 24-year-olds identify as LGBT, again helping the band appeal better to its audience. (www.musiciansunion.org.uk) There are a few risk factors that could impact the proposal which include financial implications including funding of the project, equipment and rehearsal space as well as ensuring all team members are onboard before the campaign starts. There are several options for funding of the group and am also looking to pitch the idea to the Tileyard investment fund at the beginning of next year. The time frame is flexible and can allow for delays at the start of the project if needed. The trans community in the UK stands at around 1% in 2019, (www.gires.org.uk) The LGB community also stands at around 3.8% of the general population. (ONS 2018) This gives the band a great chance for success, especially as the pink pound is worth an estimated £6 billion a year in 2018. The building of the fanbase will start in the LGBT scene and expand

into the mainstream once established and then added to the cross over with mainstream. Both communities are growing which shows the importance of having people who represent these minority groups in the music industry landscape. (www.pinknews.co.uk) There were times I felt underrepresented, isolated, anxious and under pressure with my own personal life and academically, but always stayed true to my thoughts, beliefs, and heart. I have learnt how to deal with stressful situations, deal with my work and personal life and still succeed I am so proud of how far I have come and want to say a massive thanks to everyone at Tileyard Education for the support and for believing in me.

References

Books

Gibbs, G. (1998) Learning by Doing a Guide to Teaching and Learning Methods. Oxford Brooks University, Oxford.

Baker, B. (2013) Guerrilla Music Marketing Handbook. London: Spotlight Publications

Hutchison, T. and Allen P, M. (2006) Record Label Marketing. Oxford: Focal Press

Reports

Sexual Orientation (2019) ONS

UK Census, (2018) ONS

BLiM Report (2021) London, Being Black in the UK Music Industry. Viewed 18th October 2021.

Websites

<http://www.sussex.ac.uk/skillshub/?id=476>

<https://www.ed.ac.uk/reflection/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle>

<https://warwick.ac.uk/fac/soc/ces/research/current/socialtheory/maps/reflexivity/>

<https://www.collinsdictionary.com/dictionary/english/icon>

https://www.officialcharts.com/chart-news/remixes-that-gave-songs-a-big-chart-boost_14351/

<https://www.crunch.co.uk/knowledge-running-a-business/pursuing-the-pink-pound-how-big-is-the-uks-lgbt-market>

https://www.mindtools.com/pages/article/newHTE_00.htm

<https://www.gov.uk/government/organisations/civil-service/about/equality-and-diversity>

<https://www.ukmusic.org/research-reports/uk-map/>

<https://www.ons.gov.uk/help/localstatistics>

<https://soundcloud.com/taahliah/sets/angelica>

<https://blog-chartmetric-com.cdn.ampproject.org/c/s/blog.chartmetric.com/gender-equity-empowerment-music-data/amp/>

<https://musiciansunion.org.uk/about-the-mu/equality-diversity-and-inclusion>

<https://www.redbrick.me/the-absence-of-transgender-musicians-in-the-mainstream/>

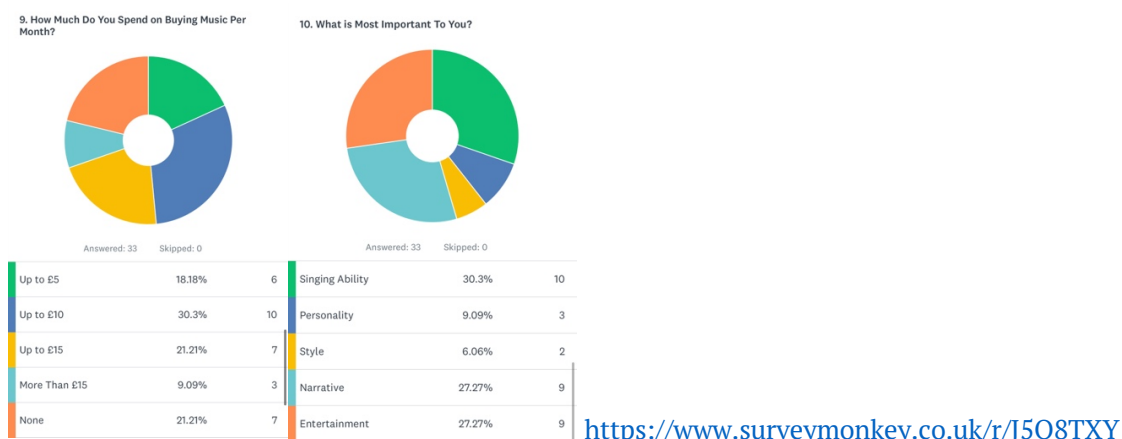
www.transleads.org.uk

www.codersguilduk.org

APPENDIX

Survey One – LGBT Survey





Email from Paul Bonham MMF International Music Marketing Saskhia Menendez Results

Hi Saskhia,

Great to hear from you and things are going well with the studies. I wonder if you might be interested in meeting some other managers working in pop/r&b space and would probably be interested in sharing some thinking on your plans?

There are two on Accelerator which I think would get your concept for a trans girl group Biogs from them below. I'd be happy to intro you, both are in the LGBTQI family too 😊 Paul

ROB HARRISON

Rob Harrison's passion for music management started early. As a teenager, he would send encouragement and ideas to unsigned

artists on MySpace. His first taste of the music business came when one of those artists, a then-unknown Pixie Lott, was signed to Mercury Records. When her debut single hit #1, Rob was hooked. He then worked with YMU (Pixie Lott, The Script), Modest! (One Direction, Little Mix), and Tileyard Music (Sigala, Ella Eyre) before becoming an independent manager in 2019.

His roster now includes some of the most exciting and hotly tipped emerging acts in the UK, including teenage singer-songwriter Erin Bloomer, artist and producer TS Graye, and a soon-to-surface British girl group. As well as managing artists, Rob is the founder of Listen Generously, an independent record label, and an A&R consultant at Island Records. He is particularly interested in sustainable artist development, mental health and wellbeing, and building and belonging to diverse and inclusive teams.

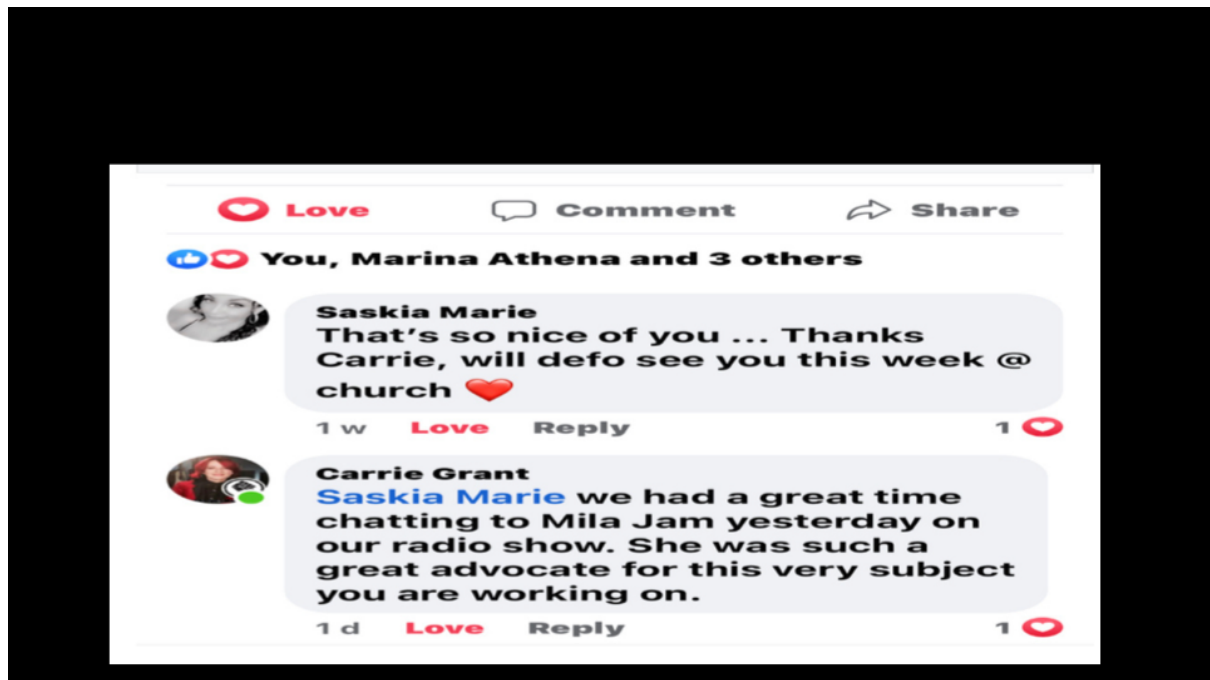
ROSTER // ERIN BLOOMER, TS GRAYE

JAZZ ROCKET, 67 ARTISTS (LONDON)

Management: Yo Preston, Tinx, Tylr Rydr, Hakon, Xandr Fox & O.X.X.

Jazz is a manager of artists, producers and songwriters as well as an A&R consultant. Originally from Birmingham, he started out in music as a performer and scored two Top 40 singles when part of a band in the early 10's, he ventured into management by cutting his teeth at ATC & Prolifica Management and founded 67 Artists in late 2018.

Carrie Grant Correspondence International Music Marketing Saskhia Menendez Results



Kelly Ridgway Interview Confirmation International Music Marketing Saskhia Menendez



Kelly Ridgway (she/her) · 1st
Music Industry Executive - Global Campaign Management, Artist Development & Relations, Influencer Marketing and more

KR Consults · University of Birmingham
Brooklyn, New York, United States

500+ connections

58 mutual connections: Larry Miller, Ed Scott, and 56 others

17:09
vodafone UK 40%
Kelly Ridgway (she/her)

Girl bands are a little out of my wheelhouse! Always happy to have a chat in case I can be of use or make a relevant suggestion / referral etc. My schedule in the UK is a little crazy this week, then I go back to NY nxt Mon. Would you mind doing a zoom sometime after I return? The week of 13th Sept is best if possible?

If so, let me know some days/times that work for you that week between 2-9pm UK time and we'll get something in.

Cheers, take care,
Kelly

Invitation: Kelly x Saskhia intro @ Wed Sep 15, 2021 5:30pm - 6pm (BST)
(msaskhia@gmail.com)

Found in inbox

You have been invited to the following event.

Kelly x Saskhia intro

When	Wed Sep 15, 2021 5:30pm – 6pm United Kingdom Time
Where	https://us02web.zoom.us/j/82553838305?pwd=RUZjZjYwXjNEQWVlZ2VhUjNlMHh5ZkZUT09= (map)

Dave Rowell Autonomy Music Group Feedback International Music Marketing Saskhia Menendez

Really appreciated David, I will get my written proposal sorted and then send you a copy we can then discuss as my project is not quite due yet it's end of October.
Really appreciate your help. 😊
Talk soon,
Saskhia

David Rowell · 12:14 pm
All good. Take care. Best David

David Rowell · 9:07 pm
Hi Saskhia. I know you mentioned you were working on a Trans band idea. I also think there is a gap in the market for a project that is genuinely well thought through. More than happy to help if you need a sounding board. Have a lovely evening. Best Dx

Saskhia Menendez (She/Her) · 9:16 pm
Ah thanks David.. Thats amazing and yes thats my plan, really appreciate you reaching out. I will defo be in touch x

David Rowell
To: Saskhia Marie > 28/08/2021

Hi Saskhia,
Hope you're really well and having a lovely weekend. I have just come back from a festival so your overview has been great reading

Thanks so much for sending. It is a really strong idea for sure.

Very well balanced and presented.

The big voice for the project is the ability of the music and the narrative of the project to connect with people of any gender or colour. Their is an obvious core audience but there is massive crossover potential with the right music and approach.

Everyone is a potential audience

Whilst their is an obvious longer term proposition to address thr wrongs of the music industry as well as society in general the music has to be utterly brilliant and the artists need to be utterly amazing. This for me is an equally important aspect. The credibility of the music will give a strong platform to talk further and longer about the crucial changes and education that need to be imparted.

This cannot be Conchita or Dana International (I know it won't be) but it can't be overshadowed by the wider narrative. I went to the Dana International Eurovision in the 90's. She was amazing and I genuinely loved the track but her gender came

before the music.

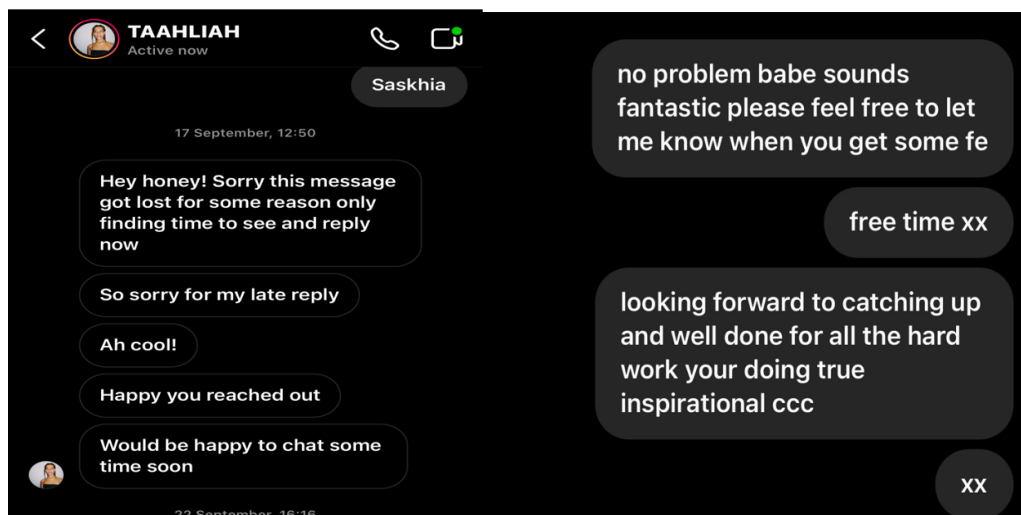
It is not a sideshow that can be misconstrued or the intentionally edited trans band on X Factor a few years ago. My heart dropped as being transgender was being treated as a joke or something taboo. It's not and it put trans rights back years I felt.

You have been both passionate and eloquent with your presentation of the gap in the market.

Seriously well done Saskhia

Very best
David x

Taaliah Correspondence



Personal SWOT Analysis

Strengths

- Strong Communication & Networking Skills
- Creating Strong Creative Concepts
- Passion & Dedication
- Champions Equality, Diversity & Representation
- Ambitious & Driven
- Ability to Think Outside the Box
- Work Well Under Pressure
- Don't Give Up

Weaknesses

- Grammar & Punctuation

- Need To Build More Expertise
- My Own Personal Opinions
- Not Being Concise Enough
- Confidence
- Putting Others Before Myself
- Better Time Management

Opportunities

- More Diverse Music Industry Landscape
- Future Opportunities with Jobs
- Collaborations & Partnerships
- Funding Options Available for Projects
- Shortage of Music Marketeers
- Build Better Relations & More Networking
- Keeping Up to Date with Issues & Trends Via Events & Organisations Relevant to Project

Threats

- More COVID Restrictions
- Lack of Understanding / Ignorance
- Increased Competition for Work
- Discrimination
- Associated Costs as on Low Income

This This will help identify strengths and threats, as well as build on weaknesses and find new opportunities. (Hutchinson, Macy, Allan, (2006) Record Label Marketing)

My Personal Development Plan						
To be Developed		Expected Goal	Actions I Will Make	Success Criteria	Application	Deadline
1	Spelling, Vocabulary & Grammar	Improve My Spelling, Grammar & Written Work and Overall Professionalism	Proof Read, Ask For Help, Spell Check and Double Spell Check	Less Mistakes Being Made By Asking For Feedback	Peers & Spell Checker	Will Review in 6 Months
2	Time Manangement	To Manage Time More Effectively, Prioritise Tasks Efficiently	Set Myself a Set Amount of Hours Each Day to Complete Tasks, Colour Coding, Gantt Chart & Wall Planner Will Help Organise Time More Effectively	By Completing Tasks on Time and By Order of Priorities	Time Management Planner, Colour Stickers & Timelines	Jan-22
3	Well Being	To Look After my Mental and Physical Wellbeing	Not to Take on Too Many Tasks at Once as it Causes Stress and Affects the Quality of Work Produced	Have A Limit to The Amount Of Work I Take On	Set 5 Tasks Each Day	1 Month
4	Self Belief	To Believe in Myself More than I Do and Appreciate Myself More, To Build Better Confidence	To Praise Myself When a Task is Completed, To Believe I am Good Enough and Overcome My Fears of Not Being Good Enough	Self Worth, More Confidence & Better Self Belief	Peer Feedback, Friends, Family & Self Love	6 Months
5	Staying Up to Date With Industry Developments & Trends	Learn About The Latest News, Developments, & Advancements in The Music Industry	Attend at Least Six Networking Events Each Month	Add Atleast 10 Contacts Via LinkedIn & Build Meaningful Relationships Also Learn New Things	Events, Online Events, Conferences & Talks	2 Years
6	Adobe Suite	To Improve My Skills on Adobe Suite In Order To Make Assets & Artwork	Take a Course & Get a Friend To Help Me Get Better on The Programmes.	Become More Proficient at Making Industry Standard Artwork	Get A Certified Course & Peer Support In Order to Improve	6 Months