**Worksheet for Tommy Darker's**

[**Brainstorming to Pitch Process**](https://medium.com/the-musicpreneur/a-guide-to-your-music-project-from-brainstorming-to-pitching-64aad847409f)

**Phase #1: Define project**

**What is the purpose of my efforts?**

**What is the main goal of the project?**

**What makes the project interesting?**

**Why will the project work?**

**What is your business structure?**

**What resources do you need to get started?**

**What actions should you take next, before you get the project started?**

**What proof of concept do you need to show?**

**Any problems you might need to solve during the project?**

**How could you describe your project in one simple sentence?**

**Phase #2: Refine/develop project**

**What is your vision?**

**What is your pitch?**

**What is the final goal of the project?**

**Have you broken down the final goal into small, achievable steps?**

**What potential problems will you encounter along the way?**

**Have you prepared a remedy for the problems?**

**Who do you need to connect with, in order to complete your project?**

**What audience do you need to get started?**

**Do you need professional feedback?**

**Phase #3: Pitch/present project**

**Pitch**

**Greeting**

**Context**

**Solution Business model, goals**

**Proof of concept**

**Call To Action**

**Summary**

**Presentation**

**Greeting**

**Context**

**Current project**

**Structure and goals**

**Proof of concept**

**Call To Action**

**Summary**