



29

Days

to

Div a

THE WORKSHEETS

Apply the Mills 8R Marketing Model to Your Singing Career

Revitalization:

Rejuvenate your value proposition with new services, differentiation, and premium pricing. What new singing opportunities can you pursue that will set you apart?

Reacquisition:

Win back your valuable inactive and lost clients. How can you reconnect with past collaborators and colleagues?

Regeneration:

Target the right markets. What is your most profitable potential niche in the classical music world?

Related Sales:

Up-sell and cross-sell to increase your net worth. How can you increase the value in all of your current opportunities? Can you turn one opportunity into two, three, or even more?

Retention:

Hold onto your existing high-profit clients. How can you continue to work with colleagues that you enjoy?

Referrals:

Network with the right people. How can you start making new connections that will want to recommend your work to others?

Rainmaking:

You will need strategic skills to identify and win large opportunities.

Reputation Building:

Brand your singing business to attract premium opportunities, collaborators, and fees.