

# The “DIY” Percussionist

*How to create projects and share your voice!*

Maria Finkelmeier  
MLFinkelmeier@gmail.com  
www.mariafinkelmeier.com

## **EIGHT STEPS to PROJECT CREATION**

*The “Do It Yourself” mentality can be used to create projects using your talents as a musician.*

1. *The vision.*

Take an environmental scan of similar projects. What other projects, ensembles, presenters, artists, or entrepreneurs are pursuing endeavors that are comparable to your idea? What can you learn from them? How do you differ?

2. *Establish your core team.*

What are your strengths, and who do you need to recruit to round out your team? It will take a village to produce your project, don't be afraid to talk to anyone and everyone about your idea. Who do you know?

- Other creatives: musicians, dancers, visual artists, poets, etc...
- Graphic designer
- Recording Engineer
- Photographer and writer
- Business professional

3. *Put pen to paper.*

What is your mission? Articulate short and long term goals. The plan will change, but you need to start with a direction in order to actually start. Create a budget early! Think about the numbers - what do you need to make this happen? How will you fundraise?

4. *Create an outward image.*

Use free online platforms to establish an online presence. Website services such as SquareSpace or Wordpress are essential (model off of sites that you like - keep it simple and easy to navigate). Choose social media platforms that feel natural to use and don't be afraid to use them in a unique way!

5. *Spread the word.*

Write to the press! Although social media is great, the press can heighten the platform of your project. They won't call you - write a press release!

6. *Execute & Document.*

Perform the project to the best of your ability. Document using photo, video, and audio recording. It doesn't have to be highly produced, but of decent quality. Use an iPad, H4 recorder, or similar.

7. *Follow up with your network.*

Write a newsletter, ask for opinions and feedback. MailChimp is a great way to spread the news and keep track of emails. Also ask close friends and colleges for feedback, what did they like about the project? What could get better?

8. *Evaluate and repeat.*

What went well? How can you improve? Give yourself time to reflect, and write down your own thoughts and ideas about the process and final production.