



GUIDE TRACK

MUSIC

masterplan



OVERVIEW

For serious artists who want clarity, purpose and direction, the Guide Track Master Plan is an 8 week programme designed to strengthen a band's foundations and help them grow into the artists they want to become.

It is built on one truth: bands don't fail because of talent; they fail because of mismatched expectations, weak long term planning, and not knowing how to position themselves in the eyes of their audience. True success doesn't rely on luck.

Across four sessions, the artist explores fifty precision crafted questions designed to reveal who they are, what they stand for, and where they are going. These questions lay the groundwork, shape the strategy, and map out the path ahead.

At the end of the programme, each act receives their personal Masterplan, a bound manifesto that captures their decisions, their vision and the future they want to build.



HOW IT WORKS

Each weekday, the artist receives one thought provoking question designed to help them explore essential ideas connected to that week's theme. They are encouraged to brainstorm, make lists and get everything out in the open before submitting a response. There are no wrong answers.

All questions and answers are submitted through the GTM online portal so they can be reviewed ahead of each bi weekly planning session. In those sessions, the focus is on turning the artist's input into clear values and a coherent plan that keeps the band on course for years to come. The aim is to save wasted effort, wasted money and the slow burnout that quietly ends a lot of acts before they have even got going.

The questions get the thinking started. The sessions are where it becomes a plan.

Every two weeks, the artist meets with the GTM team to review their responses, pull on threads and turn early ideas into clear decisions. It is the point where the artists identity starts to crystalise and signpost the way forward.

The planning sessions draw on decades of experience in the music scene and are designed to help each act stay focused, avoid common pitfalls and build a career they can sustain.

A black and white photograph of a man on a stage, wearing a light-colored polo shirt, dark pants, and a cap. He is holding a microphone and speaking. The background is dark with stage equipment visible, including a tall metal truss structure on the left and a person in a safety vest in the distance. A dark green rectangular box is overlaid on the bottom right of the image, containing a quote and the name Abraham Lincoln.

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

Abraham Lincoln

STRUCTURE

WEEK 1

Identity & Purpose

Theme: Build the foundation everything else depends on.

This week clarifies why the band exists, what it stands for, and what emotional space it occupies. Without this, nothing else can align.

Outcome: A clear purpose statement and core values.

WEEK 3

Audience & Positioning

Theme: Understand who you're actually for. Bands often obsess over themselves instead of the people they hope to engage with. This week defines the ideal fan, their world, and why they would follow you.

Outcome: A clear target audience and positioning statement.

WEEK 2

Vision & The Future

Theme: Zoom out and define the destination.

Most musicians think in months, not years. This week sets long term direction, lifestyle expectations, and the boundaries of investment.

Outcome: A mapped 5 year vision with lifestyle clarity.

WEEK 4

Sound, Brand & Story

Theme: Make identity visible and audible.

This week aligns genre, aesthetic, narrative, and artistic themes so the band's story and sound feel unified and unmistakable.

Outcome: A cohesive sonic and visual brand.

WEEK 5

Live Experience & Reputation

Theme: Build the show that builds the career.
The stage is where reputations are made. This week evaluates the live set, the band's professionalism, and the improvements that matter most.

Outcome: A professional performance plan.

WEEK 6

Content & Growth Engine

Theme: Turn attention into momentum. This week establishes a realistic content rhythm, platform strategy, and division of marketing responsibilities so growth becomes repeatable.

Outcome: A repeatable growth system.

WEEK 7

Money & Structure

Theme: Treat the band like a business. This week confronts the truths around money, ownership, budgeting, and systems so the band can operate sustainably.

Outcome: A sustainable financial and operational structure.

WEEK 8

Leadership, Culture & Longevity

Theme: Build something that survives real life. This week addresses conflict, friendship, burnout, and personal cost. It ensures the band grows as humans, not just musicians.

Outcome: A durable band culture.

THE MASTERPLAN

The personalised manifesto created from the artists ideas, decisions and realisations.

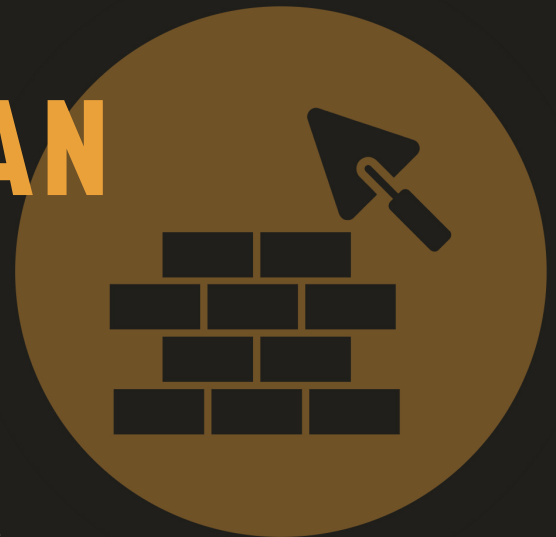
At the end of the eight week journey, each act receives The Masterplan, a physical document that brings all of that work together in one place. It becomes the reference point for who they are and how they will operate moving forward.

What the Masterplan is

- A strategic blueprint**
- A shared understanding of who they are**
- A long term compass**
- A record of the decisions that matter**
- A commitment to their future selves**

What the Masterplan does

- Removes ambiguity**
- Reduces conflict**
- Speeds up decision making**
- Strengthens identity**
- Creates longevity**
- Gives the artist purpose**



CLARITY



**“This is who you said you are.
This is the artist you need to become.”**

The Masterplan becomes the document that supports every decision an artist makes moving forward. It can be shared with managers, producers and collaborators to reflect who they are and why they exist in the music world.

The Guide Track Master Plan works because it creates clarity. Each week strengthens the artist’s identity, aligns their expectations to their goals and provides the foundation to build a career on.