



The Music-Preneur Mindset Podcast

Ep90: Moving Forward in Times of Change

You're listening to Episode 90 of the Music-Preneur Mindset Podcast.

Hello! You're listening to [Episode 90: Moving Forward in Times of Change](#).

My name is Suz, a mindset coach helping music professionals get clear on their goals, priorities, and next steps and today we're gonna talk about what's next for this podcast, this company, and hopefully this industry as a whole.

Today marks the final episode of Season 3 and I'll be taking approximately 4 months off from creating additional podcast episodes. I've got a few new projects I'm working on and there are some things I'd like to rework with this podcast before jumping into Season 4.

The good news is, in the meantime, you'll have 90 episodes to check out or go back to in my absence from your headphones! I did not think back in 2018 that I'd have 90 episodes 2 years later. I didn't even know if I'd get passed 10!

Season 3 had 21 episodes and we covered a LOT since this past November. We've had some incredible Spotlight episodes with people like Leah McHenry and Rick Barker and my dear friend Jason Spiewak. We discussed Shiny Object Syndrome and how to get rid of it in [Episode 70](#), we addressed Why Routines Aren't Working for You in [Episode 78](#), and we got real about The Pressure to Be Productive in [Episode 83](#).

Out of all the seasons, I'm most proud of [Episode 86: #blackvoicesmatter](#), mainly because of the feedback I received from people who were not familiar with some of the speakers and found inspiration and enlightenment through their words. I'm also humbled by what I learned while making the episode and commit wholeheartedly to continuing to do the necessary work ahead.

I want to thank each of you who have taken the time to listen, those who have written in to let

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me know when a certain episode resonated with them, and anyone who has shared this podcast with others, written a review or left a rating - I greatly appreciate your time and attention.

Now that I have it for this moment, I want to cover a few things in this episode as they all relate to change and how we deal with it.

First, I want to know - how do YOU deal with change? Do you embrace it? Does it stress you out? Do you crave it? Do you run from it? Tell me in the comment section of the show notes - www.therockstaradvocate.com/ep90. Go on, do it now while you listen, I'd love to get into a conversation about it with you!

Personally, I don't except change well. As I shared in the very vulnerable [Episode 84: Grieving During Quarantine](#), I'm a self-proclaimed slow digester. I need time to come around to changes in my life. When my plan for the day is uprooted, I need a minute. I need to wrap my brain around things not going the way I planned.

So, when they started enacting quarantine in NY, that in and of itself didn't bother me, as I self-quarantine as a personal choice most days... however the changes in how we go grocery shopping, how we comfort loved ones, how we make daily decisions that now greatly affect other people - those changes brought a lot of anxiety and stress for me.

I check in almost daily with my grandmother - how could I best stay safe for her while also still running the necessary errands I had to run? How could I grieve with my loved ones without hugging them? How could I best comfort those in my community who could no longer make their living from touring and performing live?

I wasn't sitting at home feeling sorry for myself, but it did take me time to sort through all of the feelings that were hitting me at once and make a plan for how I was going to act moving forward.

Can you relate?

I had a few people reach out and make jokes about how they loved the 2020 Rock/Star Life Planner but at this point they were ready to use it as a coaster or table leveler. I get it. I wasn't

insulted, I even laughed - the instinct IS to think, well there goes this entire year!

But, all joking aside, I did challenge them to reconsider how they look at planning. A plan isn't meant to be set in stone. We don't spend time planning so that we can predict the future. We spend time planning so we can figure out step 1 and then take action.

And then our actions give us more information and we go back to the plan and tweak it so we can figure out step 2, and so on and so forth.

I still use my Planner every week. Some weeks have more cross-outs and arrows and x's than others, but each week, now more than ever, I've made it a point to sit and reflect regularly on my plan and tweak accordingly.

As Jack Forman pointed out in Frankie Raye's Spotlight in [Episode 87](#), we are creatives - when obstacles come in our way it's necessary for us to tap into that creativity in order to dig our way through them and continue striving towards our goals.

I don't plan months in advance anymore, but I still set long-term goals. I still dream big. I still visualize myself a year from now or 5 years from now. But I plan for the near future because that's the only information I have to go on until I take action and receive more info.

For me, planning helps me cope with change. Planning allows me to see that even though I may have under- or over-estimated where I'd be in a week or in a month, my goals, my passions, my why is still the same. THAT doesn't change (at least not often or in a substantial way) and that brings this slow digester a lot of peace.

The world may be spinning on a different axis - and that axis may possibly be the one we should have been on to begin with - but no matter what there are still things within my control and there are still things that remain tried and true. I still am driven by the hope of helping more music professionals find a healthier work/life balance in their lives.

The way I do it may change, but the mission remains the same.

Another change I wanted to discuss in this final episode of the season is one central to the foundation of this podcast.

This podcast was born out of the first Music-Preneur Mindset Summit in 2017. Attendees from that event kept connecting throughout the fall and wanted to keep the conversations around mindset going. So I began batching episodes and on January 3, 2018 I officially released the first 5 episodes of this podcast.

I've so enjoyed hosting The Music-Preneur Mindset Summit each year since. It's a LOT of work but I'm always blown away and touched by the incredible generosity provided by the amazing speakers and colleagues who donate their time, energy and expertise in order to provide value to our attendees.

This year, things changed. NY is still under lockdown and even by the fall, it's unlikely we'd be able to safely host an in-person event.

I saw this as an opportunity to rewrite some rules. Sometimes we fall into patterns and when we're lucky enough that they work, we stick with them. Why fix something that isn't broken? Well, why does something have to be broken to be changed?

I decided to use this time to think about how I could help musicians and other industry professionals on a deeper level. If I could create my ideal event, what would it include? One thing I would immediately put in place is more focused work sessions where attendees were actually enacting the tips they were learning about right there in the moment.

It's hard to do that at a live event when everyone is networking and grabbing food together, etc. Don't get me wrong, those times are AWESOME, but I wanted people to leave an event with work already DONE rather than feeling like they learned a TON but now have to go back home and start to implement it all on their own.

Then, I started thinking, I wish I could do a retreat where we'd all be under one roof and I'd have these beautiful materials all displayed for people to utilize while doing the work and we'd create individual workspaces so people could go off quietly on their own and my team and I would be able to walk around and help people out when needed.

I've thought about that in the past, but the costs involved in renting a large enough space for a few days, even if the quarantine didn't exist, would force me to make ticket prices incredibly

high.

Then I realized - there are enough amazing conferences and summits going on virtually right now, many of which I've had the pleasure of being a part of - we don't need another. What we DO need is a chance to reset a bit and wipe away the overwhelm and burnout that's been piling up over the last few months so that we can take impactful action in our career and show up big time for those in our community who need us most.

For years I've been discussing the importance of redefining the hustle and rewiring how we approach our roles in this industry. It finally hit me that the time is now and these unique circumstances have inspired me to create this year's event:

[The Redefine the Hustle Virtual Retreat, running from August 10-14.](#)

Again, things are changing. I will not be bringing on 20-30 speakers. I will not be live streaming it to the masses. And while it's not a crazy expensive investment, it will still be an investment for those joining. I'm also changing things up by limiting the event to 30 people and providing everyone with the tools they need by delivering physical gift boxes to each and every attendee.

For my international rock/stars listening - I am sorry to say the physical materials will be sent to U.S. residences only. But don't worry - I still have more global-friendly events scheduled for later this year, I promise!

Today is the first day the cart is open to join me at The Redefine the Hustle Virtual Retreat and I've included some insane bonuses to those who purchase their ticket by Sunday, July 5, including an entire month of Rock/Star Slackers so that you have all of July to get focused and prepared with me and my team before the event kicks off.

The cart closes on my birthday, July 24, so that we have plenty of time to get everyone their materials for the kickoff on August 10.

While each day will be recorded, this event is intended for LIVE participation. Myself and a few select guests who I'll be revealing soon enough will be providing lessons and information to you and then we're getting to work! Majority of each day will be doing the actual work TOGETHER so that you don't put it off or talk yourself out of making progress in your career.

I charge \$250 for a private 60-minute session, and for the same price you'll receive a 5-day workshop with me coaching you along every step of the way. Payment plans are available and the bonuses are included until next Sunday.

I do hope you'll consider joining me. You can find more information in the show notes or by going to bit.ly/rth2020

I am so excited for this event.

Change isn't easy, but it also brings about new inspiration and perspective. I don't think I would have had the courage to try something different like this last year. I also don't think I would have trusted that it's ok to leave behind something that was working in order to try something new that can be just as, if not more, impactful.

As I said before, planning still matters, but if the system is broken, the plan is not going to work no matter how often you tweak it. We must come together to fix MANY of the broken systems we live within, but it starts with fixing your own personal system first.

The music industry is going through its own rebirth in many ways - how it addresses race & diversity and profiting off of the decades upon decades of cultural appropriation, how it adapts to the new limitations placed on in-person live performance and touring, and how it deals with mental health & wellness within its community and many cross sections.

The only way real change is going to happen is if we all play a part in it.

Whether you join me at this virtual retreat or not, I encourage you to dig deep and examine what needs changing in your own systems and structure. It's not your fans, it's not the quarantine, it's not the competition that's keeping you from reaching your goals.

Your commitment to healthier habits, your willingness to take a chance on yourself before you ask others to take a chance on you, your trust in the fact that your results aren't tied to how hard you push, and your commitment to showing up for those in your community in an inclusive and authentic way are what will propel you forward no matter what changes life brings your way.

Again, I want to thank you for giving me your time today and I encourage you to go to www.therockstaradvocate.com/ep90 and tell me in the comments how you deal with or approach change.

This may be the end of Season 3, but it's not the end of our time together. Please continue to stay in touch whether through email - suz@therockstaradvocate.com - or through Instagram [@rockstaradvo](https://www.instagram.com/rockstaradvo).

Until next time, Rock/Star. Keep planning, keep learning, and I hope to see you back here next time so we can get grounded to get rising together! Take care.