



Production and Marketing Expenses

- Music production costs (recording, mixing, mastering).
- Physical manufacturing (CDs/vinyl).
- Digital distribution (DistroKid/TuneCore).
- Merchandise production/designs/fulfillment.
- Rehearsal space.
- New equipment or equipment replacement.
- Travel expenses if touring (food, gas, lodging).
- Photo sessions.
- Music video production.
- Printed promotional materials (posters, flyers).
- Hiring a publicist.
- Website design.
- Email marketing services.
- Digital advertising campaign.

Income Projection

- Sales of CDs, vinyl, and digital.
- Streaming revenue.
- Publishing and digital royalties.
- Licensing.
- Live concerts.
- Ticket sales.
- Merchandise sales.
- Other sources like crowdfunding, fan subscriptions, day jobs, etc