

12 Tasks

**Every Music Business
Is Still Doing by Hand**

(and Shouldn't Be)

&

The SquareWave.ai

**“Is Your Music Business
AI-Ready?”**

Self-Assessment



SquareWave.ai
Artificial Intelligence Consulting
for the Music Industry

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Executive Summary

AI has moved from novelty to necessity in the music business, and the gap between the teams using it well and the teams ignoring it is widening by the month. This guide is a practical, no-hype starting point for small and mid-sized music businesses that know they should be doing more with AI but aren't sure where to begin. It comes in two halves: An overview of twelve everyday tasks that AI can take off your plate, and a short self-assessment that shows you where to start. One principle holds throughout: AI handles the busywork, and you keep every decision that carries your name. It's free, and it's an honest example of how **SquareWave.ai** approaches this type of work.

12 Tasks Every Music Business Is Still Doing by Hand (and Shouldn't Be)

The first half of this document walks through twelve tasks, from writing artist bios and social media captions to researching venues, chasing pitch follow-ups, capturing session notes, and tagging a catalog, that most music businesses still do the slow way. Each one gets a plain-language explanation of how AI changes the work, a short list of specific tools with rough setup times, and a clear reminder that you stay in control through the whole process. The tools range from a free, well-built prompt to a full platform, so there's an entry point for every budget. You don't have to tackle all twelve. The aim is to find the one or two that would give you back the most time, and begin there.

The SquareWave.ai "Is Your Music Business AI-Ready?" Self-Assessment

The second half of this document turns the lens towards your own operation. Thirty quick questions, grouped into six areas, produce an honest picture of how AI-ready you really are and, more usefully, where your biggest opportunities are hiding. You come away with a simple score, a sense of your weakest areas, and a short, personal list of places to start, each one tied back to a fix from the first half. It takes ten to twenty minutes and asks for nothing but an honest assessment of how your business is operating today.

12 Tasks

Every Music Business Is Still Doing by Hand

(and Shouldn't Be)

Introduction

It's Time to Let AI Handle the Busywork...

Nobody got into music to spend their week retying the same bio, chasing a booking across a dozen messages, manually crafting countless pitch emails, or tagging a catalog one track at a time. Yet that's where the hours go. The admin, the outreach, the follow-up, the same reply sent for the hundredth time: All the work that surrounds the music without ever being the music.

Here's what has changed: With AI tools, work that used to need a hire, an intern, or a lost weekend can now be drafted in minutes. This shift matters most for small and mid-sized music businesses, the studios, labels, and independent teams that have always had to do more with fewer hands. The tools are here, and the operations that put them to work now are quietly pulling ahead of the ones that haven't. This document walks through twelve tasks that most music businesses are still doing the slow way, along with the tools that can take each one off your plate.

One thing to be clear about up front: None of this is about handing your art, your name, your voice, or your judgment to a machine. The pattern throughout is the same: AI does the drafting, the sorting, or the first pass, and you control every decision that actually matters. In the end, the busywork is left to your AI toolset so that you have more time to leverage your unique expertise, connect with the music itself, and nurture relationships behind it. Used well, AI lets a two-person shop outperform one that's triple its size.

You don't need to tackle all twelve items listed here. Skim the document for the one or two items that resonate the most and start there. Each entry lays out who it helps and how, explains the fix in plain language, and lists a few tools with rough setup times, so that you can weigh a quick win against a bigger project. And once you've read through the 12 recommendations, ***The SquareWave.ai "Is Your Music Business AI-Ready?" Self-Assessment*** will help you see where your biggest opportunities really are.

01. Artist Bios, EPKs, & Press Releases

Write the Story Once

Who This Helps: Managers, artists, publicists, labels, and venues who need to provide customized bios, one-sheets, and press materials on-demand

How This Helps: Generates every length, voice, tense, and format from a single source, so a press ask takes minutes instead of an afternoon

The facts about the artist or band that you manage never change, but the container always does. A booking agent wants a hundred words in third person. The playlist pitch needs two sentences, tops. A grant application asks for five hundred in first person, and the website wants the full story. To meet these varied needs, you retype and reshape the same history again and again. Instead, load the raw material once (*your history, credits, quotes, and the new release details*) and an AI model produces each version on request, in a tone that you set and control.

Press releases and EPKs follow the same logic. A release has a predictable skeleton: Headline, dateline, the hook, a quote, boilerplate. AI drafts that shape in seconds. You supply the facts and check every claim before it reaches a journalist or booking agent. The story, voice, and judgment stay yours, the typing does not.

AI Tools



A Custom ChatGPT or Claude Project

Load your full bio, credits, and past press once, then ask for any length, point of view, or format on demand. Costs almost nothing and becomes your bio engine

Setup: 1 – 3 hours



Canva

Drop the finished copy into a designed one-sheet or EPK layout, with Magic Write on hand to tighten lines that run long

Setup: 1 hour



Bandzoogles

If you'd rather host a shareable EPK page instead of emailing a PDF, then this tool is a great place to start

Setup: 1 – 2 hours

*Every bio, one-sheet, and press release ready in minutes,
all telling the same story*

02. Social Captions & Content Calendars

Stop Writing Every Post from Scratch

Who This Helps: Social teams, managers, artists, labels, venues, and studios running their own social

How This Helps: Turns a month of content from a weekly scramble into a 30-minute review

Here's the pattern in most music shops: The social feed goes quiet, somebody notices on a Tuesday, and an hour vanishes trying to force out one caption. Batching fixes that. You hand an AI model your voice, your recent activity, and whatever is coming up next month, and it drafts thirty-odd captions in a single sitting. Your job shrinks to editing and approving.

The bigger win is consistency. A model that knows your tone keeps a Monday post and a post three weeks later sounding like the same person: You. And since the calendar gets filled ahead of time, you decide what the campaign says before it even starts. Nothing goes out until you approve it.

AI Tools



A Custom Claude or ChatGPT Project

Load in your bio, a stack of old captions, and a few notes on tone. It drafts in your voice, and it costs next-to-nothing

Setup: 1 hour



Buffer

Its AI Assistant writes platform-specific versions and drops them into a scheduling calendar, so the writing and the planning live in one window

Setup: 15 minutes



A Custom Zapier Automation

Announce a release or add a tour date, and it generates a batch of draft posts on its own. Custom built to your unique workflow

Setup: 1 – 3 days

*A month of posts that sound like you,
planned in the time that it used to take to create one*

03. Repurposing Content

Stop Letting Great Moments Fade Away After One Post

Who This Helps: Social teams, managers, artists, labels, venues, and studios sitting on video, audio, or live footage

How This Helps: Turns one shoot or session into a dozen pieces, so a single afternoon feeds weeks of content

You film a writing session, a show, or a studio walkthrough. It goes up once, gets a day of attention, and then disappears. That same forty minutes of footage could have been a highlight reel, five vertical clips, a photo carousel, a newsletter blurb, and a handful of quote graphics. AI handles the tedious part: It watches or listens to the entire file, finds the moments worth keeping, cuts them into captioned clips, and drafts the copy to go with each.

You get far more out of the work you already did. One good session can carry two or three weeks of posts, which means you create less and publish more. You still choose which moments make the cut and how they sound. AI just does the scrubbing and captioning that used to eat through an entire day.

AI Tools



Opus Clip

Feed the app a long video and it pulls the strongest short clips, adds captions, and reframes them as verticals for Reels and TikTok

Setup: 30 minutes



A Custom ChatGPT or Claude Project

Paste in a transcript and get the written spin-offs: Captions, a newsletter section, quote-graphic text, and a thread. Costs next-to-nothing

Setup: 1 hour



Riverside

Records studio-quality remote interviews or sessions, then auto-generates clips and transcripts from them

Setup: 30 minutes

***One session's footage,
working for three weeks instead of one afternoon***

04. Venue Research

Find the Right Rooms in Any Town Before You Pitch

Who This Helps: Managers, booking agents, artists, bands, and DJs that are planning shows or tours in markets they don't know well

How This Helps: Turns "We want to play Cincinnati" into a vetted shortlist of rooms that fit the act, built in an afternoon instead of a week of digging

You pick a city you've never played. Now you need every venue in it that fits your genre and your draw, at the right capacity, that actually books touring acts. The old way is hours of Googling, cross-checking Bandsintown against venue calendars, and asking around for a booker's email. AI collapses that into a single ask. You describe the act (e.g. *An indie trio that draws 100 to 150, all-ages preferred, sounds like Arcade Fire*), name the market, and receive a ranked list of venues that fit, each with capacity, a booking contact, and a sense of who has played there recently.

Build the full list with AI, then verify the handful you'll actually pitch. And use a tool that searches the live web and cites sources, not one guessing from old training data. You still decide which rooms are worth the drive.

AI Tools



Perplexity

AI search that answers with real sources attached. Ask for mid-size rooms in a city that books your genre and it returns named venues with links to check

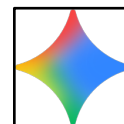
Setup: 30 minutes



Claude or ChatGPT with Web Search and Deep Research

Save a research prompt that describes your act once, then reuse it for every market to get a structured, ranked venue list. Use Deep Research to fetch capacities, recent shows, booking contacts, and links

Setup: 30 minutes



Gemini with Google Sheets

Have the results land in a sortable table (*venue, capacity, fit, contact, last relevant show*) that becomes your outreach tracker

Setup: 30 minutes

***A vetted shortlist of rooms that actually meet your needs,
ready before you send the first pitch***

05. Pitch Emails

Personalized Outreach Without the Copy-Paste Grind

Who This Helps: Publicists, managers, artists, booking agents, and labels pitching venues, playlists, blogs, or sync supervisors

How This Helps: Drafts genuinely tailored pitches at volume from one strong template, so drafting fifty personalized emails takes the time that five used to

Cold outreach works when it feels personal and gets deleted when it reads like a blast. That's the trap: Writing fifty individual emails, each naming the right venue, the right booker, the show they ran last month, is exhausting, so most people either send generic copy that nobody answers or they quit after ten. AI closes the gap. For example, hand it your core pitch, your links, and a row from the venue tracker (*discussed in the previous recommendation*), and it drafts an email built for that one recipient, referencing their room and the kind of acts they book.

The real unlock is the second half of outreach: The follow-up. Most yeses come on the second or third touch, not the first, and that's exactly where people give up. AI can draft a coherent follow-up sequence so warm leads stop slipping through. You give it real, specific details, and you read every message before it sends, because your name is on it. The tool does the drafting, but you still own the pitch.

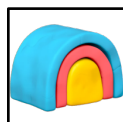
AI Tools



Lemlist

Take a whole list of leads and generate personalized variations with scheduled follow-ups. Warm your domain and keep it human first, since cold blasts can burn your sender reputation

Setup: 1 – 2 days



Clay

Enriches each contact with real data, then writes a custom opening line for each recipient. More setup, but strong personalization at scale

Setup: 2 – 4 days



A Custom ChatGPT or Claude Project

Load your template, EPK, and tone once. Paste in a venue or curator's details and get a tailored draft plus a follow-up or two, ready to review, edit, and send

Setup: 1 hour

***Fifty pitches that each read like you wrote them by hand,
sent in the time that five used to take***

06. Writing Newsletters

Turn a Blank Monthly Email Template Into a 15 min. Edit

Who This Helps: Managers, social teams, labels, artists, venues, studios, and anyone with an email list they under-use

How This Helps: Drafts the whole newsletter from what you've already been doing, so you edit instead of starting from nothing

Your email list is the one audience that you actually own, not rented from an algorithm that can throttle your reach. Yet, the newsletter is the first thing to slip in your marketing plan, because a blank monthly email feels like homework. AI takes away the hardest part, which is starting. Feed it the month's raw material (*a couple of shows, a new single, a studio win, a photo, a link*) and it drafts the whole email in your voice: Subject line, a warm opening, the updates in order, and a clear call to action at the end.

AI also solves a second problem: Consistency. The same activity that you've already posted on socials becomes part of the newsletter, so you're not inventing content twice. Ask for five subject lines and test the one that pulls. You add the finishing touches: A personal note, the behind-the-scenes line, and the reason someone opens the next newsletter. Everything around it, the model can draft in seconds.

AI Tools



A Custom ChatGPT or Claude Project

Give it bullet points and raw copy-paste data from the month, and get back a full newsletter plus subject-line options, all in your voice

Setup: 1 hour



Beehiiv

A newsletter platform with AI writing tools built in, plus growth features aimed at creators

Setup: 1 hour



A Custom Zapier Automation

Pull the month's posts and shows into a draft automatically, so the newsletter half-writes itself before you touch it

Setup: 1 – 2 days

***A newsletter that actually goes out every month,
drafted in 15 minutes from your existing content***

07. Getting Past Writer's Block

Break the Blank Page Without Handing Over the Pen

Who This Helps: Songwriters, producers, composers, and anyone who writes lyrics, toplines, or copy, and gets stuck

How This Helps: Gives you angles, options, and momentum to push through a block, while every creative decision stays yours

Writer's block is rarely about ability. It's the blank page, plus either too many ideas or too few. This is where AI earns its place as a creative partner, not a ghostwriter. Stuck on a second verse? Ask for ten directions it could go and shoot most of them down. Need a slant rhyme that isn't the obvious one, or a word that means "restless" but sings better? It floods you with options in seconds, and you keep what works and rewrite the rest. The goal is momentum. Authorship always stays with you.

This is also where judgment matters most: A model writes toward the average by design. The writer's job is the opposite: The oddly specific detail, the true line it would never land on. So use it to get moving, then throw out most of what it hands you. You rarely keep its actual lines anyway. What it really gives you is friction; twenty wrong turns that make the right one obvious. And the right one is yours.

AI Tools



A Custom Claude Project

Load your influences, past lyrics, and the song so far, then use it as a writing-room partner for directions, alternates, and anything else you're struggling with

Setup: 30 minutes



Voice Mode in ChatGPT

Talk it through out loud, hands-free, in natural language, like a co-writer in the room, while you keep playing and experimenting with ideas

Setup: 15 minutes



Notion AI

Point it at your voice memos and scraps to resurface the unfinished concepts you forgot you had and connect the ideas that you may have missed

Setup: 30 minutes

***A fast way off the blank page,
with every real decision still yours***

08. Personal, Session, and Meeting Notes

Never Lose What Was Said in the Room

Who This Helps: Producers, engineers, managers, songwriters, and staff who leave sessions and meetings with things to remember

How This Helps: Captures, transcribes, and summarizes every conversation into searchable notes and clear action items, automatically

A three-hour writing session. A label call. An artist check-in. Decisions get made, someone promises to send stems, a working title gets floated, and by next week, half of it has evaporated. Scribbling notes only makes it worse, because now you're half out of the conversation instead of in it. AI records the audio, transcribes it, and hands back a clean summary: What was decided, action items, who owns what, and the ideas worth keeping. You get to stay present while it takes dictation.

The real payoff shows up later. Every meeting, call, and session becomes searchable, so “What did we end up calling that track” or “What did the client want on the bridge” is a two-second lookup instead of a memory test. Your own scattered voice memos and half-finished scraps land in a place that you can actually search.

AI Tools



Otter.ai

Records and transcribes live, then generates a summary and a list of action items you can share

Setup: 15 minutes



Fathom

Joins your Zoom or Google Meet calls to record, transcribe, and summarize without you lifting a finger

Setup: 20 minutes



Notion AI

The home base where every transcript and note lives, so you can search and question all of it in one place

Setup: 1 hour

*Every session and call captured, summarized, and searchable,
without taking a single note by hand*

09. Inbox Summary & Triage

Get Through Email in Minutes, Not Mornings

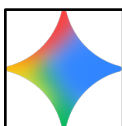
Who This Helps: Managers, label staff, studio owners, publicists, and anyone whose inbox quietly runs their day

How This Helps: Sorts, prioritizes, and drafts first-pass replies, so a two-hour inbox becomes a fifteen-minute triage

The inbox is where a lot of workdays go to die. Demos, booking inquiries, a vendor invoice, fan mail, three newsletters, and the one message that actually matters, all sitting in the same undifferentiated pile. AI cuts through it: It flags what needs a real answer today, groups the rest by type, and gives you a plain-language rundown of what landed overnight. Instead of opening sixty emails, you read a short brief: These three need you, and here's what each one wants.

Then the AI drafts. For the routine traffic, a booking inquiry, a "can you send your rates" request, a polite pass, it writes a first reply in your voice that you approve or adjust in seconds. The payoff is simple: You get your morning back. Anything sensitive, a deal point or a delicate artist conversation, stays hands-on. You stay in the loop and read every draft before it gets sent, ensuring that your voice, knowledge, and values stay intact.

AI Tools



Gemini for Gmail

Summarizes long threads and drafts replies right where your mail already lives

Setup: 15 minutes



Superhuman

A fast email client built for heavy inboxes, with AI triage, thread summaries, and reply drafting

Setup: 30 minutes



Shortwave

Summarizes your whole inbox, batches messages by topic, and drafts responses in your style

Setup: 30 minutes

A clear brief of what actually needs your attention and drafts ready to send, in the time it used to take just to skim

10. Scheduling & Coordination

End the Back-and-Forth of Finding a Time

Who This Helps: Managers, studio owners, producers, and band leaders managing more than one calendar at a time

How This Helps: Handles the booking back-and-forth and the reminders, so a session locks in a message or two rather than a dozen

Booking anything with more than two people is death by email. “Does Tuesday work? No? Thursday? The drummer can’t, so what about next week?” Now multiply that across sessions, rehearsals, calls, business meetings, and co-writes, every week. Scheduling tools and AI simplify the whole dance. You share a link and people pick from your real availability, or you hand an AI assistant the email thread and it proposes times that fit everyone, sends the invite, and sets the reminders.

The most important win is everything you tend to forget: The day-before nudge so nobody no-shows a paid session. The scramble when someone drops and you need to refill the slot. The time-zone math for a remote co-write with a writer in London. Set your rules once, your hours of availability, a buffer between sessions or calls, and the system defends your calendar for you.

AI Tools



Motion

An AI calendar that auto-schedules your sessions, meetings, and to-dos around each other and reshuffles when things change

Setup: 1 hour



A Custom Claude or ChatGPT Project

Connect it to your calendar, paste in an email thread, and get proposed times plus a drafted reply

Setup: 30 minutes



Calendly

Add their AI agent “Callie” to an email thread to handle scheduling for you, then chat with the assistant to prep for the meeting or recall past interactions

Setup: 45 minutes

*Sessions locked in a message or two,
with the reminders and reschedules handled for you*

11. FAQ & Customer Support

Answer a Question Once, Not a Hundred Times

Who This Helps: Venues, studios, music schools, and anyone selling lessons, merch, studio time, or tickets

How This Helps: Turns your repetitive questions into instant, consistent answers, so you stop retyping the same reply all day

A large share of the messages you field are for the same handful of questions. “How much for an hour of studio time?”, “Do you teach total beginners?”, “What time do doors open?”, “Do you ship to Canada?”. Answering each one by hand is a slow leak on your day, and the answers drift over time; A different rate quoted here, a colder tone there. AI closes both gaps: It drafts consistent answers built from your actual rates, policies, and hours, and it can power a chatbot or a self-serve FAQ that handles the routine questions before they ever reach your inbox.

And the AI never sleeps. Someone weighing a decision at 11:00 PM gets a straight answer on the spot instead of waiting until Monday and choosing another business. A good assistant also catches the lead, notes who asked and what they wanted, and passes anything real to you. Feed it current, accurate information, and set hard boundaries so it hands off to a human the moment anything sensitive, business-critical, or finance-related pops up. You stay in the loop when it matters.

AI Tools



A Custom ChatGPT or Claude Project

Load your rates, policies, and hours once, then get consistent draft answers for any question that comes in. Plus, it can draft a well-structured FAQ page for your website

Setup: 1 hour



Chatbase

Train an AI chatbot on your website and FAQ so it answers visitors around the clock

Setup: 1 – 2 days



ManyChat

AI-assisted autoreplies for the common questions that land in your Instagram and Facebook DMs and comments

Setup: 1 day

*The same questions answered instantly and consistently,
so you only handle the ones that actually need you*

12. Metadata & Content Tagging

Make Your Catalog Findable and Sync-Ready

Who This Helps: Labels, publishers, producers, and sync or library owners sitting on a catalog of tracks

How This Helps: Auto-tags your music with rich, consistent metadata, so a catalog becomes searchable, pitchable, and ready for licensing

Metadata is the unglamorous work that decides whether your music ever gets found. A sync supervisor searches for “*up-tempo hopeful indie-folk, female vocal*”, and if your tracks aren’t tagged with those words, you simply don’t exist. But tagging a catalog by hand, mood, genre, tempo, key, instrumentation, keywords, track after track, is numbing, so it gets skipped or done unevenly. AI takes the first pass. It listens to a track and drafts the whole tag set: Descriptive keywords, a mood summary, comparable artists, and the exact terms someone licensing music would type into a search box.

Consistency across the entire catalog is the real prize, because uniform tags turn a folder of files into a library that people can actually search. It pays off beyond sync too, in cleaner distribution metadata, organized credits and splits, and the ability to find that one demo or sample months later. And you always stay in the loop and review the tags to confirm that the AI got it right.

AI Tools



Cyanite.ai

Listens to your audio and auto-tags mood, genre, BPM, and key, with similarity search across your whole catalog

Setup: 1 – 2 days



SourceAudio

Catalog platform that manages your music’s metadata, adds AI assisted tagging, and provides audio search

Setup: 2 – 3 days



A Custom Claude Project

Not ready for a platform? Feed Claude a track’s details or lyrics and get drafted tags, a sync-friendly description, and comparable artists

Setup: 1 – 2 hours

***A catalog that shows up when it matters,
tagged to fit how people who license music actually search***

Key Takeaways

Small Moves, Big Leverage

If one idea ties these twelve together, it's this: AI is at its best when drafting, sorting, and writing the first pass, while you stay in charge of everything that carries your name. That division of labor is the whole game: The machine handles the busywork, and you spend your best hours on the music and the people behind it.

You don't win this by overhauling everything at once. Pick a single task that's been a significant time drain this month and automate just that. Aim for one good result: A newsletter that finally goes out on time, the inbox that stops eating your mornings, or a content calendar that adds structure to your month. Successfully addressing these smaller issues will give you the confidence to tackle more complex business challenges in the future.

Notice, too, how little many of the solutions and tools proposed here cost. Several of the biggest wins here start with a well-built prompt and zero dollars. You don't need an enterprise budget or a tech team to run like a much larger operation. This is exactly why the small and mid-sized teams adopting these tools now are the ones quietly pulling ahead.

As you begin your own assessment of how AI may benefit your organization or team, here are four things worth keeping in mind:

- ***You stay in charge.*** AI handles the drafting, the sorting, and the busywork. Every decision that carries your name stays your own
- ***Start with one task.*** Fix the single thing that has been draining you this month, then build from there. Confidence compounds
- ***It costs less than you think.*** Several of the biggest wins start with a well-crafted prompt and zero dollars, not an enterprise budget or a massive tech team
- ***The teams that start now will rapidly pull ahead.*** In a field moving this fast, a head start quickly compounds

So where should you start? That's exactly what ***The SquareWave.ai "Is Your Music Business AI-Ready?" Self-Assessment*** is for. This short assessment asks a handful of questions about how you work today, then points you toward the areas where AI tools would benefit you the most. Be honest with yourself as you go, and you'll come out the other side with a clear plan for your next move.

The SquareWave.ai “Is Your Music Business AI-Ready?” Self-Assessment

Introduction

Taking Stock Before You Start

The first half of this guide laid out what’s possible: Twelve places where AI can take real work off your plate. This half is about you. Reading a list of possibilities is one thing. Knowing which of them actually apply to your business or team, and which to tackle first, is another. That’s what **The SquareWave.ai “Is Your Music Business AI-Ready?” Self-Assessment** is for: It is designed to turn that vague sense of “*we should probably be using AI more*” into a specific, honest picture of where you stand and where your fastest gains are hiding.

The thirty questions ahead are grouped into six areas, running from your everyday comfort with AI, through the day-to-day work of running a music business, to the deeper systems that separate light experimentation from real leverage. You will rate each statement from 1 to 5 based on how things truly work today. There is no passing grade and nothing to submit. The only audience is you.

Two things to consider when taking this self-assessment: First, answer the questions honestly, based on how your business actually operates rather than how you’d like it to, because a flattering score does nothing for you. And second, pay attention to which questions you react to, not just how you score them, since the ones that give you pause tend to point at your best opportunities.

By the end of this section, you’ll have a score, a sense of your weakest area, and a short list of specific tasks and business areas worth your attention, each one tied back to a fix from the first half of this guide. That’s the whole aim: Not a grand plan, but a clear and personal place to begin.

Self-Assessment

30 Questions to Find Your Biggest Opportunities

Instructions

The “***Is Your Music Business AI-Ready?***” ***Self-Assessment*** should take approximately 10 to 20 minutes to complete. Read each statement and rate how true it is for your business today; not how true you would like it to be. Answer honestly; The value is in an accurate picture, and there are no wrong answers. Throughout, “we” means you and anyone on your team or within your organization. If you are a team of one, it just means you.

Rate each statement from 1 to 5:

- **1 - Not at all**, we don’t do this
- **2 - Rarely**, or just getting started
- **3 - Sometimes**, or in a few areas
- **4 - Often**, or in most areas
- **5 - Consistently**, this is fully in place
- **N/A - Does not apply** to our business

Note your score beside each statement as you go. Use *N/A* only when a statement describes something that does not apply to your business (*for example, catalog tagging if you don’t manage a catalog*). *N/A* scores won’t count against you. The next sections explain how the scoring works, including how *N/A* is handled. You will total your scores there.



Assessment Questions

#	Question	1 <i>Not at all</i>	2 <i>Rarely</i>	3 <i>Some-times</i>	4 <i>Often</i>	5 <i>Consis-tently</i>	N/A <i>Does not apply</i>
Group 1: General AI Awareness & Adoption							
1	We have a clear, current understanding of what today's AI tools can and cannot do	1	2	3	4	5	N/A
2	Someone here uses an AI assistant (<i>ChatGPT, Claude, Gemini, or similar</i>) regularly, at least a few times a week	1	2	3	4	5	N/A
3	We're comfortable writing a detailed prompt in order to get a genuinely useful result	1	2	3	4	5	N/A
4	We actively keep an eye out for new AI tools and features relevant to our work	1	2	3	4	5	N/A
5	Trying out AI tools is encouraged here, rather than ignored or put off	1	2	3	4	5	N/A
6	When we use AI, we're confident we can catch its mistakes before anything goes out via our manual review steps	1	2	3	4	5	N/A
Group 2: Content & Marketing							
7	We use AI to draft artist bios, one-sheets, press materials, or similar documents	1	2	3	4	5	N/A



#	Question	1 <i>Not at all</i>	2 <i>Rarely</i>	3 <i>Some-times</i>	4 <i>Often</i>	5 <i>Consis-tently</i>	N/A <i>Does not apply</i>
8	Our social captions and content calendar are drafted or planned with the help of AI	1	2	3	4	5	N/A
9	We turn a single show or session into multiple pieces of content, rather than posting it once and moving on	1	2	3	4	5	N/A
10	Our email newsletter is drafted with AI from activity and copy that we already have	1	2	3	4	5	N/A
11	AI tools help us ensure that our written content holds a consistent voice across every channel	1	2	3	4	5	N/A
Group 3: Outreach & Client Communication							
12	We use AI to research venues, contacts, or opportunities in markets that we don't know well	1	2	3	4	5	N/A
13	Our pitch and outreach emails are personalized at volume with AI help	1	2	3	4	5	N/A
14	We have an AI-assisted or automated follow-up process so that warm leads and other opportunities don't slip away	1	2	3	4	5	N/A
15	Repetitive questions (<i>rates, hours, lessons, shipping</i>) are handled by a chatbot, a self-serve FAQ, or AI-drafted replies	1	2	3	4	5	N/A



#	Question	1 <i>Not at all</i>	2 <i>Rarely</i>	3 <i>Some-times</i>	4 <i>Often</i>	5 <i>Consis- tently</i>	N/A <i>Does not apply</i>
16	We respond to inquiries quickly, even outside business hours, with AI helping us manage our after-hours workload	1	2	3	4	5	N/A
Group 4: Admin & Operations							
17	Notes and action items from sessions, calls, and meetings are captured, summarized, and published automatically	1	2	3	4	5	N/A
18	AI helps us triage and prioritize our email inbox instead of reading every message cold	1	2	3	4	5	N/A
19	Routine email replies are drafted by an AI tool for us to review and approve	1	2	3	4	5	N/A
20	Scheduling sessions, calls, and rehearsals is handled by a scheduling tool or AI assistant	1	2	3	4	5	N/A
21	Reminders and rescheduling run automatically, so no-shows and scheduling conflicts are rare	1	2	3	4	5	N/A
Group 5: Creative & Catalog							
22	When we are creatively stuck, we use AI as a sounding board to generate options to react to and ideas to branch from	1	2	3	4	5	N/A
23	We use AI in our creative work in a way that keeps our voice, values, and final decisions our own	1	2	3	4	5	N/A



#	Question	1 <i>Not at all</i>	2 <i>Rarely</i>	3 <i>Some- times</i>	4 <i>Often</i>	5 <i>Consis- tently</i>	N/A <i>Does not apply</i>
24	Our music catalog is tagged with consistent, searchable metadata	1	2	3	4	5	N/A
25	We use AI to help tag, describe, or organize our catalog for search and licensing	1	2	3	4	5	N/A
Group 6: Deeper AI Deployment							
26	We have one or more reusable AI setups (<i>custom GPT, Project, saved prompts, automations</i>) that we use regularly	1	2	3	4	5	N/A
27	We use automations (<i>Zapier, Make, or similar</i>) that connect our tools and run tasks for us	1	2	3	4	5	N/A
28	Our AI tools are loaded with our own information and context (<i>brand voice, catalog, policies</i>), not used generically	1	2	3	4	5	N/A
29	When we find an AI workflow that works, we document it and share it across the team	1	2	3	4	5	N/A
30	We have a rough plan for where AI could help the business over the next year, beyond one-off use cases	1	2	3	4	5	N/A

Scoring & Insights

See Where You Really Stand

Calculate Your Score

Now it's time to calculate your score. First, add up the score for every question that you answered, skipping any question you marked as *N/A*. This is the **Total Score**.

Then, count the total number of questions that you actually answered (*again, not counting the N/As*). This is the **Answer Count**. Divide the **Total Score** by the **Answer Count** as follows:

$$\text{Average Score} = \frac{\text{Total Score}}{\text{Answer Count}}$$

The result is your **Average Score**, and this is the important number. Round your score to one decimal place (*i.e. x.x, the nearest tenth*). Your **Average Score** will be somewhere between **1.0** and **5.0**. Using the average instead of a raw total keeps things fair no matter how many questions you mark as *N/A*.

Your Average Score will help you understand your AI-readiness. Find your numbers below to understand where you stand:

- **1.0 to 2.0 - Running on Manual:** Most of your work is still done by hand, which means the upside here is enormous. You are sitting on a pile of time that you haven't reclaimed yet. The good news is that the first few changes will feel dramatic, precisely because you're starting fresh. Pick one task and go
- **2.1 to 3.0 - Getting Started:** You've dipped a toe in. AI shows up here and there, but it's occasional and unsystematic, so most of the value is still on the table. You've proven you're willing. Now it's about turning scattered use into a few reliable habits
- **3.1 to 4.0 - Building Momentum:** You are well underway. AI is a real part of how you work in several areas, and it shows. From here, the gains come from consistency and depth: Closing your remaining gaps and turning good habits into consistent, well-documented systems that you can count on
- **4.1 to 5.0 - Dialed In:** You are ahead of most of the field. AI runs through your whole operation, and you're already getting the leverage most businesses are still chasing. Your next opportunities are at the edges: Deeper automation, and staying current as the tools keep moving



Now you have a number and a description of where you stand. This is a useful start, but a single score can hide as much as it shows, and the most valuable part of this exercise is still ahead

Take a Closer Look

Your **Average Score** is the headline. But the real value is in the pattern underneath it, and it only takes a few more minutes to find.

First, review your scores one section at a time. Don't add anything up, just look. Which section is visibly heavier on 1s and 2s than the rest? That's the domain where AI could increase your efficiency and change your week the most. When low scores cluster in a single area, they usually point to a whole workflow worth rebuilding, not just one task.

Now zoom in on the individual statements. Read back through your 1s and 2s and notice which ones you react to. Some will feel neutral, a task you honestly don't mind doing by hand. But others will land differently: The ones that make you think *"That's been eating me alive"* or *"I've been meaning to fix that for months"* are important. Circle those. That flash of recognition is worth more than any number on the page, because it's pointing straight at the work that's actually costing you something.

What Your Score Is Really Telling You

The point of this assessment was never the grade itself. A low score isn't a failure, it's a map. Every 1 and 2 marks a spot where time, money, or opportunity is quietly leaking, and every one of them has a fix somewhere in the first half of this guide.

Where your low scores cluster tells you what kind of move to make:

- **If Section 1 is your weakest, your opportunity is foundational.** A little fluency and a few regular habits will lift everything else, so start here before chasing any single tool
- **If Sections 2 through 5 are low but Section 1 held up, then you already know that AI can help.** You just haven't pointed it at the work yet. Take the task that stood out the most and start there
- **If Section 6 is your lowest while the middle sections look decent, then you're doing good work the hard way, tool by tool, with no system underneath.** Your biggest leverage is in reusable setups and automation that make the wins stick



One final note before you move on: Nobody scores straight 5s, and you shouldn't expect to. The goal is one clear next move, and even a handful of 4s and 5s means you already have momentum to build on.

So take the two or three items you circled and turn back to their pages earlier in this guide. That's your short list, in your own hand, and it's the perfect place to begin. You don't need a grand strategy in order to get started, just one task, done better by next week. The final section has a few thoughts on making it real, and where to turn if you'd rather not go at it alone.

Key Takeaways

Turn Your Score into a Start

Whatever number you landed on, you now have something that most businesses never stop to get: An honest, specific picture of how your own operation runs, and where AI can have the greatest impact. You know your weakest domain. You know the two or three tasks that quietly gnaw at you. And you know that every one of them has an AI-assisted fix sitting a few pages back in this guide. That clarity is the whole point. A score that you forget by tomorrow would have done nothing for you. A short list you feel in your gut is a place to start.

Here's the larger lesson underneath the thirty questions. The tools are not the hard part anymore. They're cheap, they're widely available, and most of them work as advertised. The hard part is knowing which ones are worth your time, pointing them at the right work, and building the habit so that something that seemed like a good idea in January is still running in June. That gap, between "AI can probably do this" and "AI is actually doing this for me" is where almost everyone gets stuck.

So, keep your first move small and concrete:

- ***Start with the item that stood out the most, not the biggest one.*** The task you reacted to will hold your attention long enough to see it through
- ***Give it a real week.*** Set the tool up properly and load it with your own information: Your voice, your catalog, your policies. Remember: A generic setup gives generic results
- ***Keep what works.*** Save the prompt, the project, or the automation, so that the win repeats itself instead of evaporating
- ***Then pick the next one.*** Momentum, not a master plan, is what changes how you work

None of this requires permission, a big budget, or a technical background. You can do it yourself, one task at a time, starting today. And if you'd rather not sort through it alone, that is exactly why **SquareWave.ai** exists: To help music businesses and teams find where AI fits and put it to work, without the guesswork. If that sounds like something you may be interested in, the pages ahead lay out how we can help get you there.

Closing

Conclusion

You Just Have to Start

The music business is in the middle of a real shift. AI won't replace the artistry and the relationships that have always run this industry, but it is already changing what an individual, team, or business can accomplish in a day. The music businesses that treat it as a tool, rather than a threat or a passing fad, are the ones that will define the next few years. You don't have to be first. You just have to start.

Everything in this guide points at the same simple promise: More of your time and attention back, so you can spend your best hours where they belong, on the music itself and the people who care about it. The twelve tasks show you where to look, and the assessment shows you where to start. The rest is up to you: Identify the opportunity that stood out the most and start experimenting.

You can absolutely do this on your own, and we hope you do. But if you'd like a partner who understands both the technology and the music business, someone to help you skip the trial-and-error and get to results faster, that is exactly what **SquareWave.ai** is here for. The next few pages are a quick introduction: Who we are, how we work, and how to start a conversation.

About SquareWave.ai

Consulting - Implementation - Training

SquareWave.ai is a boutique AI consultancy built for the music industry. We connect businesses, teams, and creatives with the AI tools, technologies, and techniques that they need in order to stay competitive as the industry changes. And we do it with something the music world rarely gets: The structure, discipline, and delivery strategy of enterprise consulting, brought directly to the people actually doing the music work.

Our approach starts from a simple belief: AI is a tool, not a takeover. Use it where it adds real leverage, ignore it where it doesn't, and keep your creative voice fully intact. We treat AI as a baseline skill for the modern music business rather than a passing trend, and we shape every solution around your workflow, your goals, and your constraints, never a one-size-fits-all template. Above all, we hold one hard line: No AI slop. Whatever we help you build should protect your creativity, your voice, and your values, not dilute them.

Here is what that looks like in practice. Our work spans four areas, and most engagements blend several of them:

- **Consulting & Coaching:** AI readiness audits and roadmaps, exploratory and advisory sessions, ongoing coaching, traditional consulting, and long-term partnership retainers
- **Implementation:** We don't just recommend, we build: Automated workflow design and deployment, tool and app setup, full workstream ownership, and help sourcing the right people when you need them
- **Training & Workshops:** One-on-one skills training, team seminars, tool-specific deep dives, and the change management that makes new tools actually stick within your team or organization
- **Custom Engagements:** Specialized audits, bespoke builds, blended multi-service work, and one-off advisory projects. We will develop an offering and solution to meet your business's needs

What sets us apart is how we work. The music world is full of “consultants” who hand you a vague list of tools and wish you luck. We come from enterprise consulting, so we do it the way serious organizations do: We gather your real requirements, architect a solution around them, deliver it in a structured and accountable way, and then make sure that it holds up in your day-to-day work. You walk away with recommendations you can run with, not buzzwords or half-finished tech experiments. And we point you toward what works for you, full stop. Outcomes, not affiliate links.



Most of all, we are a partner, not a vendor. The goal was never to make you dependent on us. It's to leave you more capable and more independent than we found you, with a music business that runs better and a career built to last as the ground keeps shifting. This guide is a small piece of that mission, and a fair sample of how we think. If it was useful, the best next step is a simple conversation.

About Terence Ryan Melonas

Founder & Consultant Prime - SquareWave.ai

Terence Ryan Melonas is the founder of **SquareWave.ai**. The firm sits at the meeting point of three threads that have run through his life: A hard-won consulting toolkit, a lifelong immersion in music, and a deep, hands-on fluency in AI. That combination is the whole reason why **SquareWave.ai** exists, and it's what allows him to translate a fast-moving, jargon-heavy field into clear decisions and repeatable workflows for the people actually making and moving music.

The consulting half comes from more than nine years at Accenture, one of the world's largest consulting firms, where he worked as a functional consultant and later as an IT quality-assurance manager and test lead on large-scale enterprise implementation projects. That's where he learned how to turn messy, ambiguous problems into clear plans, working systems, and well-run teams. He holds a B.S. in Security and Risk Analysis from Penn State, with earlier studies in music performance (*viola*) and film production. He has had a lifelong love of music, which now runs through theory, production, and increasingly its business and marketing sides.

Based in Nashville, Terence works directly with artists, teams, and organizations to turn AI from noise into real advantage: Enhancing creativity, sharpening marketing, and improving how a business runs, without sacrificing the human voice behind the work. More than anything, he likes being the person behind the scenes who helps others succeed. This guide is a reflection of that, practical and grounded, built to leave you more capable rather than more dependent.



Contact Information

Let's Connect

There are a few ways to reach us. Pick whatever is easiest, and we'll take it from there. We respond to every inquiry. And learn more anytime by visiting our website:

- <https://www.SquareWave.ai>

Book a Coffee Meeting (*the best place to start*)

A free, low-pressure conversation, in person around Nashville or over Zoom. We'll talk through what you're working on and map out a few practical next steps. No pitch, no pressure.

- **Book at:** <https://www.SquareWave.ai/coffee>

Email, Call, or Text

Prefer to reach out directly? We're easy to find:

- **Email:** Terence@SquareWave.ai
- **Call or Text:** +1 310-947-1783
- **Mail:** P.O. Box 110581, Nashville, TN 37222

Socials

Follow along for updates at the intersection of AI and music, or send us a message. We're @**SquareWaveAI** just about everywhere: Our full set of social links is available on our Linktree:

- <https://linktr.ee/SquareWaveAI>

Join the Mailing List

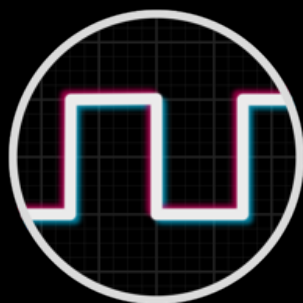
Occasional, practical updates on AI in the music industry, plus the tools and techniques that keep you ahead. No spam, no fluff

- **Sign up here:** <https://www.SquareWave.ai/connect>

However you reach out, we would love to hear about what you're working on and help you turn AI into your next advantage.



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