

## **Monique Thomas: Singer/Songwriter and CEO of Record Label Carte Blanche Records**

As an independent recording artist, it can be very challenging to establish yourself in the music industry and become financially sustainable. Subsequently, I have invested much time seeking to understand various aspects of the recording industry, in order facilitate my own success.

Part of this process led me to seek out a personal coach. I knew that I needed someone to whom I could be accountable and who could also steer me in the right direction both creatively and business wise, to maximise my potential. I had an idea about where I wanted to go, but wasn't quite sure of how to get there. There were so many thoughts in my mind about what I wanted to do, but again I wasn't clear on how to time all these different activities without overwhelming myself.

I located Paul Simister online and made contact to see if he could help move me towards my goals and also help focus my thinking.

The sessions we have completed have been thought provoking, and inspiring. Probing questions have helped to draw ideas and solutions out of me. They have helped me to isolate my goals, differentiate myself as an artist and identify strategies through which I can build my brand and my business.

Although primarily a business coach, Paul has been able to adapt the principles he uses to assist the corporate world and make them relevant and applicable to me as a creative individual. Paul's enthusiasm and sensitivity to my work has also helped foster increased confidence in music and business combined.

Paul has also taken the time to understand my artistry in-between sessions in order to better support our coaching sessions, which often switch between music and business interchangeably.

I have in some ways been surprised at how useful our sessions have been since he had indicated that he wasn't a 'creative coach.' In my experience this has not been a hindrance to us at all, because in my opinion, Paul understands what it is to bring the best out of an individual.

I have received a very unique and tailor made service. Paul's flexible approach to increasing your earning potential is not a one size fits all. It is always clear how the steps we are taking will contribute to that desired end and financial goal. These goals are now more tangible to me than ever.

Monique Thomas, soul and gospel singer

[www.MoniqueMusic.com](http://www.MoniqueMusic.com)

Hear the album Unbroken at [Amazon.co.uk](http://Amazon.co.uk)