IRIS · FREE CHECKLIST

The AI 2027 Producer Prep Checklist

Every step from the video "Producers, How to Prepare for AI in 2027", in order. Print it, tick it off, and come back to it through the year.

HOW TO USE IT: ONE STAGE AT A TIME. TICK A BOX ONLY WHEN IT'S ACTUALLY DONE.

STAGE 1 · BEFORE 2027

Protect your craft

Your sessions are years of work. Make sure one bad day can't wipe them out.

- [ ] **Back up everything in more than one place**
  Sessions, project files, samples, so one attacked or corrupted drive can't take your whole catalogue.
- [ ] **Paying clients' sessions first**
  Their FLPs and Ableton Live Sets are the ones you can't afford to re-make.
- [ ] **Remember: trusted services get hacked**
  If it's connected to the internet, it's at risk. Don't keep your only copy on one service.
- [ ] **Check your backups before any 'clean-up' app**
  A clean-up app on our main computer once deleted paying client songs. They had to be re-produced.
- [ ] **Turn on multi-factor authentication**
  Use an authenticator app (like Google Authenticator) on every account that holds your music.

STAGE 2 · FIRST HALF OF 2027

Strengthen your value

Have a hard sit-down: how are you valuable to artists beyond a beat or a loop file?

- [ ] **Write down what you give artists besides the beat**
  If your value is convenience and volume, that's exactly what AI is challenging.
- [ ] **Come from a place of service**
  Talk with artists. Understand what they actually want, not what you want to sell them.
- [ ] **Own your role as a taste maker**
  Creative direction, vibe, taste: help the artist get where they can't yet get on their own.
- [ ] **Experiment with the new AI tools**
  Learn what AI in music can actually do, so you're not guessing.
- [ ] **Ask permission, or disclose, when you use AI**
  Do it with every artist you work with.
- [ ] **Build ownership and distribution**
  A business you own and a way to reach people. Put your face out there; don't stay faceless.
- [ ] **Build relationships in person**
  Work with artists in your local area. It builds your network and your reputation.

STAGE 3 · BY THE END OF 2027

Earn lasting trust

Build bulletproof relationships with the artists you already work with, and every new one.

- [ ] **Define yourself by who you are, not the job**
  Not 'I make the beat', but 'I help the artist find their voice'.
- [ ] **Be a shepherd, not a dictator**
  Help them choose their sound, as a team.
- [ ] **Make it safe to share unfinished demos**
  They shouldn't feel judged for not being technical.
- [ ] **Ask what resonates**
  Is it the lyrics? The world building?
- [ ] **Listen before you change anything**
  Ask what they love and hate about the current demo, so you're aligned.
- [ ] **Be kind, not nice**
  Don't be a yes-man. Give honest feedback, and say why, so the song gets better.
- [ ] **Keep your say-to-do ratio 1:1**
  Follow through on everything you say you'll do.
- [ ] **Check in during the process**
  Ask: 'Is this actually aligned with what you want?'

ASK YOURSELF

If you lost your account or your hard drive tomorrow, with your paying clients' sessions on it, what would you actually do?

Do you define yourself by the job you do, or by the kind of person you are?

The strongest and biggest lever you can pull to protect yourself for AI 2027 as a producer is **focusing on the relationship.** By the end of 2027, the relationships you've built help you stay in the conversation when an artist wants to make their next song.