

The Four Pro.s, In Depth

A full walk through of Produce, Provide, Promote, and Protect.

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INTRODUCTION

Four verbs for a creative life.

Produce. Provide. Promote. Protect. The Four Pro.s are the framework behind everything Pro.Your Life builds, teaches, and funds.

Most creative careers break at one of four points. The work does not get made. The work never connects to a community. The work never finds its audience. Or the work gets made, loved, and shared, and then the creator loses ownership of it. The Four Pro.s are designed to cover all four points at once, so that strength in one area is not undone by a gap in another.

This explainer walks through each Pro. in turn: what it means, what it looks like in practice, the questions to ask yourself, and where Pro.Your Life fits in.

PRO.	IN SHORT	WHAT IT MEANS
Produce	Make the work	Tools, time, and craft, supported so the work gets made on your terms.
Provide	Community service learning	Creativity in service of community. Knowledge shared, skills taught, culture sustained.
Promote	Be seen, on your terms	Visibility without extraction. Distribution that respects the maker and the work.
Protect	Own what you make	Rights, ownership, and legal literacy. The fortress around your creative legacy.

IN THIS SERIES

The Four Pro.s, In Depth is Volume 01 of the Pro.Your Life Framework Library. Pair it with **Building a Creative Practice** (Volume 02), free at proyourlife.org alongside the Creator Rights and Ethical AI libraries.

PRO. 01

Produce

Make the work.

Producing is the act of creation itself: writing the song, cutting the film, finishing the painting, shipping the project. It sounds obvious, but it is where most creative lives stall. Time, tools, space, and confidence are all scarce, and without them the work stays an idea.

Producing well means building the conditions for making, not waiting for inspiration. It means learning your craft deeply, using tools that serve you instead of replacing you, and finishing more than you start.

WHAT IT LOOKS LIKE

- A regular, protected time to create
- Access to tools and space, whether owned, shared, or borrowed
- Craft learned through practice, feedback, and mentorship
- AI and technology used to assist the work, never to author it
- Finished pieces, not just drafts

ASK YOURSELF

- When do I make work each week, and is that time protected?
- What tools do I need, and which do I already have?
- What have I finished in the last three months?
- Who gives me honest feedback on my craft?

WHERE PRO.YOUR LIFE FITS

Workshops in music production, songwriting, performance, and voice; mentorship; and AI assisted creative tools built on our Ethical AI Principles.

PRO. 02

Provide

Community service learning.

Providing is creativity in service of community. It is the recognition that culture is not made alone. Every creator is shaped by the people, places, and traditions around them, and a sustainable creative life gives back to that source.

Providing looks like teaching what you know, collaborating across generations, documenting your community's stories, and using your skills to meet real needs. It keeps creative work rooted, and it builds the relationships that carry a creator through hard seasons.

WHAT IT LOOKS LIKE

- Teaching or mentoring someone earlier in their journey
- Collaborating on projects that serve a local need
- Documenting and preserving community culture
- Sharing knowledge freely, the way it was shared with you
- Showing up for other creators' work

ASK YOURSELF

- Who taught me, and who am I teaching?
- What does my community need that my skills can offer?
- Whose stories am I helping to tell or preserve?
- How is my work connected to a place and a people?

WHERE PRO.YOUR LIFE FITS

Community service learning initiatives, youth creative development programs, and a free Learn library open to everyone.

PRO. 03

Promote

Be seen, on your terms.

Promoting is getting the work to the people it is for. In a digital world, visibility is often traded for ownership: platforms offer reach in exchange for rights, data, and control. Promoting on your terms means refusing that trade whenever you can.

It means choosing where your work lives, telling your own story, building direct relationships with your audience, and reading the terms before you upload. Visibility should serve the maker, not extract from them.

WHAT IT LOOKS LIKE

- A clear, honest story about who you are and what you make
- A home base you control, such as a website or mailing list
- Platforms chosen on purpose, with their terms understood
- Showcases, performances, and collaborations that build real relationships
- Credit on every public use of your work

ASK YOURSELF

- Where does my audience actually find me?
- Which platforms have rights to my uploads, and for what?
- Do I have a direct way to reach the people who care about my work?
- Am I credited everywhere my work appears?

WHERE PRO.YOUR LIFE FITS

Curated showcases, portfolio support, and guidance on distribution that respects the maker and the work.

PRO. 04

Protect

Own what you make.

Protecting is keeping ownership of your work and your legacy. It is the Pro. most creators learn last, often after they have already signed something they did not understand. Protection is not about fear. It is about making sure that the value you create stays connected to you.

Protecting means understanding copyright, reading contracts, keeping records, registering important work, and knowing your rights when AI and technology touch what you make.

WHAT IT LOOKS LIKE

- Knowing what you own and what you have licensed
- Reading every contract with the five key questions in mind
- Keeping records: drafts, dates, split sheets, and signed agreements
- Registering important work with the Copyright Office
- Explicit terms about AI training in your agreements

ASK YOURSELF

- Do I know who owns each of my major works?
- Have I ever signed away rights I did not mean to?
- Where are my signed agreements and split sheets stored?
- Does anyone have permission to train AI on my work?

WHERE PRO.YOUR LIFE FITS

The Creator Rights Library, creator rights support through our Pro tier, IP literacy workshops, and legal education for working creatives.

TOGETHER

Why all four, at once.

Each Pro. protects the others. Leave one out and the rest start to fail.

WHEN ONE IS MISSING	WHAT TENDS TO HAPPEN
Produce without Protect	Great work that someone else ends up owning.
Promote without Produce	An audience with nothing new to hold on to.
Protect without Provide	Ownership without roots, community, or people to carry the work forward.
Provide without Promote	Generous work that never reaches the people it could help.

The framework is not a ladder you climb once. Most creators move through all four in a single project, and cycle back through them for the length of a career. The goal is balance: enough strength in each area that no single gap can undo the whole.

Where to start

01 **Pick your weakest Pro.**
Use the questions in this guide. The one that is hardest to answer honestly is your starting point.

02 **Take one concrete step this month.**
Protect a block of time. Teach one person. Build your home base. Find your contracts.

03 **Find your people.**
Join the founding community at proyourlife.org, enroll in a workshop, or start with the free Learn library.

> Build, protect, and sustain your creative work. Without losing ownership, culture, or humanity.

STAY IN THE WORK

Build, protect, and sustain your creative work.

Pro.Your Life is a nonprofit creative trust helping artists and creatives build, protect, and sustain their work in a technology driven world without losing ownership, culture, or humanity. We publish free educational resources, host workshops, and are building a global creative trust for the age of AI. Join the founding community at proyourlife.org.

This resource is education, not legal advice. Every contract and every situation is different. When real money or real rights are on the line, talk to a lawyer who works with creatives.

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