

New Artist Model Challenge: Find Your Niche



Building Momentum on YouTube

- What do you want to accomplish** with YouTube? Use that goal to determine what kinds of videos you want to create. It's best to pick a few and stick to that. (Original music (lyric videos, music videos), covers, live, vlogs, gear reviews, tutorials / play-throughs / lessons)
- Think about your niche. **How can you make your videos unique?**
- Make a **schedule** for yourself and stick to it. What days will you post? Sustainable success on YouTube is all about consistency
- Start building your **network** by following and commenting on the videos of other artists in a similar genre. It's best to focus on artists with a similar sized following as they'll be more open to collaborations. Once you get a conversation going propose a collab to get your music in front of each other's audiences
- Learn your **keywords** and use them in your video titles, descriptions, and tags. Use YouTube's search bar for ideas
- Create **custom thumbnails** for all your videos (try [Canva.com](https://www.canva.com)). Grab a screenshot from the video and add a text overlay. Make sure it looks good shrunken down
- Use **YouTube cards** and **end screens** to keep viewers watching your videos and engaging

Booking College Gigs

- Seek out the associations that book college gigs (it will be easier to go through them than going at it alone, as most colleges would rather have the security of an agency). In the US, the associations to look at are [NACA](#) (National Association for Campus Activities), [APCA](#) (Association for Promotion of Campus Activities), and [SGA](#) (Student Government Association)
- Become a member of NACA / APCA (or find an agent who is a member). There is a yearly fee, but **college gigs can pay upwards of \$1000** so you will make a return if you book at least one show
- Apply for a few NACA / APCA **showcases**. If you'll only be playing locally, do the lower-cost regional showcases instead of the national showcases
- Have a **professional EPK**, a **website**, active **social channels**, **high-quality demos** of your music, and a good **15 minute set** ready for the application and showcase
- After you get some gigs, focus on **making and maintaining connections** (college kids run the campus activities and they turn over every few years)