

New Artist Model Challenge: Build Your Business



Turn Your Music Into a Business

- Change your mindset.** Start thinking of record labels and publishers as a partner and business decisions, not a prerequisites for success
- Define your **goal**. Be as specific as possible so you know when you've achieved it. (How much money do you want to make per year, how many people do you want on your email list, what size venue do you want to be able to fill)
- Network with anyone and everyone. Go to conferences, industry events, or artist events. Get to know other musicians, producers, and creatives in your area. **Try collaborating** to make it a mutually beneficial relationship
- Determine your **unique selling point**. What makes you different from other artists? How can you go beyond just the music to define a niche for yourself?
- Identify your fans.** Who are they? What age? What gender? Where are they located? (This information will really help you make decisions about what kind of content you want to create and how you will promote your music)
- Focus in on your **revenue streams**. What will you do to make money? It's best to focus in on a few and get *really* good at those. You should also be sure to have both low-end and high-end / exclusive products for your casual fans and your super fans
- Build your **infrastructure**:
 - Create an artist website
 - Set up an email list (and create opt-in forms and "lead magnets" so fans will sign up)
 - Set up a few social media channels and stay active. (Again, it's best to focus in on a few and get *really* good at those)
 - Create an EPK (Make sure it's focused on your goals. A gigging EPK is totally different from a sync licensing EPK or a radio EPK)