

New Artist Model Challenge: Accomplish Your Goals



Shift Your Mindset

- Understand that you are building a small business around your music
- Stop relying on gatekeepers like record labels to enable your success and start taking your own steps towards your own success and sustainability
- Understand that your audience won't be everyone and instead, focus in on a core audience
- Accept that a music career is a never-ending learning process and use your creativity to innovate

Educate Yourself

- Follow blogs like [DIY Musician](#), [Ari's Take](#), [Discmakers](#), or [New Artist Model](#) for indie musician-specific advice, strategies, and case studies (looking at what other musicians have done is a great starting point for figuring out your own approach)
- Use analytics on your social media pages, website, and email to learn more about your audience and to understand what's working and what's not working
- Take online courses like the [New Artist Model online music business course](#) to get a more in-depth understanding of the industry, how it works, and how you can work with that to create your own success

Plan for Your Future

- Set actionable goals and short-term milestones to keep yourself moving forward. Stop relying on hope alone
- Stop doing all the things. Pick a few things and do them *really* well
- Just start! Don't wait to release things until they're "perfect" - that may never happen if you're on a tight budget. Do as good as you can with what you have, get it out there, and learn from the feedback

Join a Community

- Make the conscious decision to block out or remove negativity and anyone or anything that is holding you back or making you doubt yourself
- Plug yourself into a creative community that will empower and motivate you. Look for local music events, meetup groups, and Facebook communities. Or you could [join the New Artist Model](#) and get access to the Indie Artist Network (a private community of indie artists from all over the world and a place for artists to share their accomplishments and strategies, give feedback, and support each other)