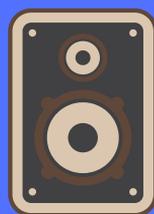


STRATEGIES FOR INDEPENDENT ARTISTS

THE ULTIMATE CHEAT SHEET

(Intro)



KICKSTARTER MANUAL TO WIN IN THE MUSIC BIZ

Hypetrilla

Version 2

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Why Did I Decide To Write This?

Simply put this was made entirely for you, the musician. There's a huge knowledge gap between musicians and the music industry. As a result of the gap artists lack the proper knowledge to develop or sustain healthy music careers. **I felt that it would be extremely useful for you as artists to have a 'Bible' or 'manual' of some sort to reference when you've hit a snag in your endeavors and need a boost to keep you going.**

Why you should read this

This E-Book is an intro to a series designed to help you drastically improve your strategies to push your music to the masses. Of course you could search the internet for 'How to this' and 'how to that' but I've already done ALL OF THAT for you and put those things centrally in one location. This cuts back on time for you so you can get straight to the doing part, I've taken care of all the research.

Chapter 1: Nobody Cares About Your Music



So how do you get people to care about your music?

Imagine this...Let's take the normal scenario that most artists experience...

You're up on the stage at some random venue performing a song you wrote during a dark or exciting time in your life. You're giving it all you've got.

You can feel the emotion in your voice, the feelings come back just like when you wrote it. You finish the song hoping that everyone else felt what it was you felt up there and.....nothing.

People are watching the bar tvs, giving you blank stares, talking to each other, on their cell phones, and just not giving you the response you were hoping for. What's their problem?



Did they not just see the emotion and heart you put into that song? Now, let's look at it from the audiences shoes.

In this scenario a few things could be happening. They had a long day at work and just want a beer or to hang out with their friends or you weren't the act that they came to see. It could also be that the venue has other 'distractions' available for visitors outside of your performance.

They're in the middle of a conversation with a friend they haven't seen in a while or maybe they just had a kid and it's their first night out in a while. YOU as the artist are competing with all of these situations and more when you're playing.

Expecting them care? Here's a newsflash, they're not going to.

It's YOUR job to do things to make them care!! So how do you go about doing that?

Obviously a song can make a connection with someone and while this is the major way artists expect to make people care, how is that working for most of you? (Be honest)

While we could say you need to work on writing better songs (and you should always be doing this regardless) if your songs aren't making a connection, there are other ways that can bridge the gap.

How many times do you arrive to a show early and meet everyone in the place?

Do you go up and talk to the bouncers, the door person, the bartenders, cocktail servers, bus boys (Everyone counts)?

What about the actual people who are in the place?

Do you go up and have a conversation with as many of them as you can BEFORE you play the show?

If not, you needed to start.....like yesterday!

This again goes back to people are more willing to give their time and attention to people they know, like and respect.

Meet the people, mention their names from the stage (people love to hear their names), mention the bouncers, bartenders. Talk to them all before the show and then go back and talk to them all after the show and even offer to buy a couple a beer or two.

This is how you get as many people on your side as you can.

You can even drag people up on the stage to sing with you if you know their favorite song.

Your job is to make it an experience for them. That's how you make people care about you first and by default they are much more likely to want to listen, watch and buy your music.

If you create an experience or a memory for someone, that person goes out and tells your story.

Who knows where that story will go, but whoever it gets told to now already has an idea of who you are and why they should pay attention to you.

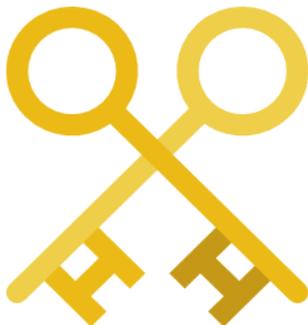
Now imagine someone who heard about you from someone else happens to come to a show to see you and you walk up to them and strike up a conversation.

You just made that person that much more interested in you and you can bet they're going to pay that much more attention to what your songs have to say.

The music business is hard, but making people care isn't that hard.

You just have to give them a reason to care that's not about you. It has to be about them!

Keys You Should Remember



- There's always more you can do to bridge the gap between you being a stranger to the audience and them reacting to your music
- The work at your next performance doesn't start once you're on the stage. It starts the moment you walk in the room
- At the next venue your have a performance make it a major goal to do as much networking and sharing your story (or story of your songs) to those you can reach without being pushy. Everyone counts
- If you're scared to socialize with complete strangers this is something you will have to get over. Watch a few youtube videos on ways to open up convo or public speaking tricks
- The sooner you work on this the sooner you'll be able to turn a crowd of strangers into a listener for the night ...or lifetime

Chapter 2: 5 Truths Artists Need to Face



I came up with the idea for this guide because simply put...beginner musicians need the help.

They need the guidance. There's so much misinformation out there and my only goal is to give you the truth. Good information. Stuff that's going to get you recognized.

I've noticed a lot of people copying one another and not deploying their own personal touches to have their music heard. So seeing someone represent themselves in a unique fashion is far and few in-between.

If you're deciding to pursue a career in music I'd like to hit you with some hard truths. Think of it as some principles you must always keep in mind through your music journey.



Content is king

Especially in the fast paced era we're in now. If you're not actively creating new content you will easily get lost in the crowd of other content real fast. You have to have a daily social media presence and I know that gets exhausting fast. Use Pinterest, search 'social media schedule', and thank me later.



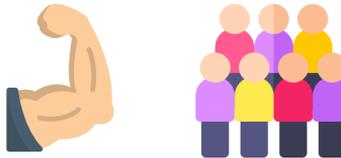
Be your own camera man

Having your own personal camera man is a huge help for sure but not necessary. Creating good content no longer requires a dedicated photographer. Often times your smartphone nowadays is good enough. Find yourself a good image editing app and you may find yourself unstoppable.



You don't need thousands of dollars for advertising.

Money will definitely help your situation but it's not always necessary. Trust and believe there are tons of ways to get you a nice buzz without breaking the bank. I'll talk to you more in specific about what you can do in the next chapter.



Building an audience requires effort

You must take a look at your daily habits. I wan't to be as transparent as possible when I say that this isn't something that's going to happen overnight. It can take days, weeks, months, or even years. Be honest with yourself and analyze how much time you're actually putting in. Are you actually investing into your craft and giving it your all?



Realize the importance of strategy.

Posting "In the moment" will burn you out fast as you work on growing your brand. Always trying to figure it out will fatigue you. Find a nice social media content schedule on Pintrest... then take advantage of services that let you schedule content in advance. You'll feel very much relieved. Thank me later.

Keys You Should Remember



- You should always have content consistently flowing on social media and if you run out search ' Social Media Schedule' on Pintrest
- You really don't need a professional camera just yet, you can easily get far using your camera on your phone as long as it's something recent. Always take photos. Every function, every outing, every chance you get take photos and caption them well
- Money helps but always remember that there are shortcuts to gaining attention. My personal favorite is freestyles or covers to existing songs. People will gravitate to these quick
- Realize that you have to strategize. You will have a hard time growing your audience if there is no plan in place. Mix this with consistency and you're destined to win

Chapter 3: Why You Don't NEED Money to Promote Yourself



So I just want to be clear here I'm not saying money isn't ever going to be necessary.

All I'm saying is that it's not as needed in beginning stages.

It helps for sure but there are several things you can do at little to no cost right now that will be very impactful.

That's the reason I wanted to include this chapter. I want all of you to know you can get your career going in clever ways using free or low cost things that are readily available at your fingertips.

I'm sure there are several methods but right now I have 5 ways you can promote your music without breaking the bank.



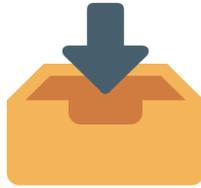
Get active on social media

Engage with people daily in the comments sections and on their post/content . Set a goal for the day for the people you intend on interacting with a stick to it. Provide genuine interactions



Submit your music to Youtube review channels

There are a ton of channels launching daily on youtube where all they wish to do is review music for indie artist. Same goes for Facebook (You'll see in later chapters. Submit to the ones that aren't too mainstream to increase your odds of selection and getting played. Enjoy the benefits of their traffic



DM Influencers

It doesn't really matter what audience the influencer has FIND THEM and offer them your music to use for their intros. If they are popular or end up being popular all of their fans will hear your music and inquire who the intro song belongs to



Encourage your fans to share your content

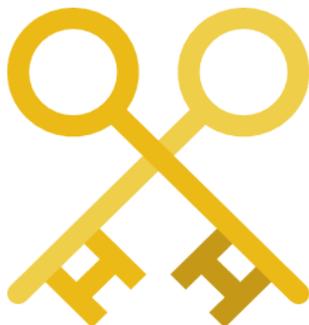
The power of posting speaks for itself. If one person shares a post and they have 2,000 followers that's a potential 2k people that may see your content. Don't be shy! Ask for the sale!



Make remix/hot covers of popular songs

To date of this writing people have been remixing Casanova's "So Brooklyn" and getting noticed all over social media. You should participate in challenges like these or find songs of your own to remix. Shoot for songs that are on the Billboard rankings

Keys You Should Remember



- Provide genuine interactions with the people you follow. Drop comments and feedback on their stuff too. Follow hashtags for indie artist and drop comments and likes. I've seen this boost my profile views and follows tremendously
- Find influencers on Youtube. Go for ones that don't have a large following (less than 60k views a video) this way they are easy to reach. Send them your music and pitch it as their intro. Watch the responses you get.
- With the fans you do have encourage them to share the music you put out in Instagram live streams, have people join so you can gaslight the moment and hype them up
- I can't stress this last point enough. Make remixes. Participate in challenges...tag other indie artist to join you even if they are random artists you find under hashtags

Chapter 4: A Simple Music Release Template You Can Follow



When releasing a new song, I understand that it can all get a little confusing when you're trying to think about what to dish out, when, and where,

We aren't born into this world just knowing music marketing strategies.

No worries though, I've got a simple guide here for you to follow to help make sure you market yourself correctly as an independent artist.

Time frames for each period have been intentionally left out.

I will let you determine what dictates a "pre-release" period, however, as a guide, anywhere from 30+ days to 45 days is a great starting point.

The post release phase can be anywhere from 30+ days to a couple months. Experiment with this to see how your audience reacts :)

PRE-RELEASE:

You just created a dope song or completed a full body of work and you're wondering what's next?

Well this is where the pre-release phase comes into play when promoting your music.

During this phase you want to make sure you get some good content that's going to start your campaign off with a bang and keep them bopping their heads.



You don't have to do these things in any specific order but you definitely want to make sure that they get done:

Get some camera time going and get a bunch of photos that will be used specifically for this release. If the song has a theme try to match the photos with that theme. Throw some cool edits over the photos and push it on social media constantly

Behind the scenes content is a must so if you have a camera guy (or your smart phone) you can record BTS material that can be used to also beef up your release campaign

Make sure you get clips in the booth, outside the booth, vibing with tracks playing by yourself or with your team members.

You want to make sure you catch things that are going to look lit behind the cam and get people warmed up to the song(s) you're gonna put out

People love feeling like VIP. If you have an established fan base already create a private digital listening session and have them join a Facebook live or Instagram live session on your personal page or a fan page and then towards the end of the session offer to email them the song or video in advance.

In this phase you also want to start blasting your tracks off to other outlets that are either going to review the song or put it in position for it to get played to totally new audiences. Here's a new thing I discovered...

On Facebook they have these groups where people host shows live where all they do is promote indie music. **They ask that you send them the song and they will play it live and no bullshit these groups have like 200+ viewers at any given time.**

On top of that not only do the host critique your music but the viewers definitely engage and follow up with their thoughts and feelings.

It's a dope way for free promo and there are hundreds of these channels active EVERY DAY on Facebook. Here's an example of one of those channels below.

Look at that engagement and traffic you can use for your promotion.

TJ Chapman's Free Music Review

TJ Chapman was live about a month ago

I'm LIVE listening to music, giving feedback & answering music questions. Submit your music videos, songs & beats at www.FreeMusicReview.tv right now!!! Come watch the show & help me give some feedback.

199 reactions 475 shares 12K views

Like Comment Share

Comments Up next

Real-time comments

- Juanita Evans 13:26 Its alright it rde
- Charlene Taylor 13:27 ok
- Sharer
- Apollos Loski Jones 13:28 Who looking for a dope videographer in the south?
- Church McGee 13:29 Good mix this time
- YoungKlassick Gayle 13:31 Fix dat tune

Now Playing: Da Krew - Thats My Baby

viewed? **Submit it NOW at www.FreeMusicReview.tv** How much c

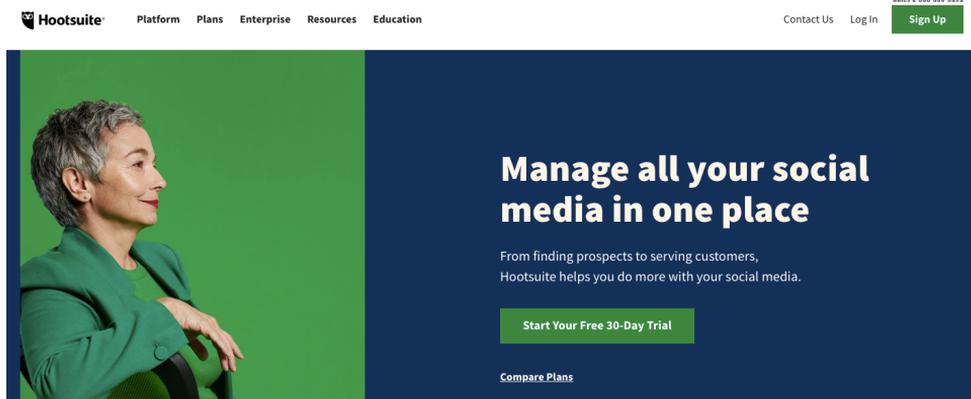
Chat (1) Share Comment Like

RELEASE:

During this time period is where you want to really keep your foot on the gas. This is where you are going to enhance the snowball effect you already have started.

If you're doing this solo make sure you are prepped to run this campaign daily.

If you have to get some automated post going on so that you're not constantly having to pick up your phone look into Hootsuite or a similar service.



The image shows a screenshot of the Hootsuite website. At the top left is the Hootsuite logo. To its right are navigation links: Platform, Plans, Enterprise, Resources, and Education. On the top right, there are links for Contact Us, Log In, and a green Sign Up button. The main content area features a dark blue background. On the left side of this area is a photograph of a woman with short grey hair, wearing a green jacket, looking to the right. To the right of the photo, the text reads: **Manage all your social media in one place**. Below this, it says: "From finding prospects to serving customers, Hootsuite helps you do more with your social media." There is a green button that says "Start Your Free 30-Day Trial" and a link for "Compare Plans" at the bottom.

On Hootsuite you can log into all your accounts and create one post that will go to all the of your other social media accounts (Or at the very least remind you).

It's a little bit of a pain to setup at first but once you have everything squared away it will post on a schedule at whatever time and day you tell it to.

Now moving on, you want to make sure your cover art is definitely professional, attention grabbing, and worth looking at. I've helped numerous artist with this and in doing so I came across this dope service that makes cover art called Grafiksbox (www.Grafiksbox.com).

BUY 1 GET 1 FREE! Use code HALLOWEEN

MY ACCOUNT SEARCH

GRAFIKSBOX

SHOPPING CART

HOME COVERS CUSTOM FAQ'S CONTACT AFFILIATE PROGRAM

REGULAR COVER

SORT BY: DATE, NEW TO OLD

VIEW: [Grid] [List] [Grid]

417 ITEMS SHOW: 12



The reason why they are so dope is because sometimes it's hard for somebody who does graphic design to always make your vision come to life and the back and fourth process can be draining.

Wouldn't it be nice to find art that's pre-made, 9/10 times your peers won't have it, and all you have to do is fill in the important info (Song name/Artist/Producer/Record Label)?

I know! And that's exactly what these people do. Never seen anything like it so definitely check them out for all your cover art needs, I promise you won't be unsatisfied.

****Update** - I've used to service and it's honestly amazing! Turn around time is less than 24 hours and the process is so easy it's almost scary!**

When people start tapping in to your song or the project make sure you ask for UGC (User generated content). This would be anything that they make like them singing a long to it, making Triller or Tic Toc videos to it.

Don't expect for them to just do these things on their own either, ask for them to do it and tell them you will repost it on your social media accounts.

Once enough people do this you'll see the content roll in. People love being a part of something they see a bunch of others doing. For your most engaged fans you can hold a private listening session for what you have coming our next or tease them with a trailer of the music video if that's in the works.

Use Instagram, Twitter, or find some third party service that let's you do polls to see if people are feeling what you put out.

This feed back is going to be important for you because you want to see what type of music the fans respond to and what may not entirely be their taste from you. Any feedback is great feedback.

Don't be scared to hear some harsh things either. People can be unforgiving so don't take it to personal it's just how the game goes.

Post Release:

You want to use this phase to still continue engaging your fans but this phase is increasingly important because I personally think here you should be plotting on the next release.

By now you have gained some significant momentum and you don't want it to die down because that shit can happen faster than you think.

Just because people showed you hella love during the previous phases I mentioned don't forget that you must keep them entertained or somebody else on social media surely will.

If you've made it this far though, congrats, because you're still in the race. In this phase here's what you want to do:

One thing I don't see people putting out ...like... ever is a lyric video.

Wouldn't it be cooler if you helped your fans learn the words to your song much faster than letting them figure out what you're saying on your own?

You can use services like Fiverr or Upwork to find somebody to create a very eye catching lyric video. If you need a good example of what i'm talking about see this cool example on Youtube by Rich Homie Quan for the song Flex (Ooh Ooh Ooh).

Look at the image on next page and check out how the lyric video alone has over 13 million views. If that doesn't say it's something that people desire I don't what else you guys will need to prove that.



Another thing you could do is make a video of how you even came up with the concept of the song. I'm telling you personality sells and these are things people wan't to know about believe it or not.

Do some Q and A's about the song or project. If you're somebody who sings, show them your process and give them some tips and this goes for rap too!

Teach your process and watch how many people tune in and respect your craft much more than you thought they would. Here's another example of an artist,

Tory Lanez one of my person favs.. executing this... going as far as even letting his fans name the songs for him and he blazes the mic to the topic they provided



Most indie artist are on a very strict budget If you need to get some cash flowing in your operation take this opportunity to make some limited edition merch for the release of this project.

You can really get some branding going here by using your logo (if you have one) in a way that matches the vibe of what you just put out.

You can create something totally new for this release, use your cover art if you like, you have options.

Use the merch in giveaways to VIP fans, then make some money off the rest if that's what you want to do.

The biggest point I want to stress is that you use the merch more like a tool then thinking you're trying to convert your operation into a clothing company and you'll do just fine.

Now carrying on...creating buzz for remixes is a great way to promote engagement

Encourage people to want to remix the tracks with you, make it fun! Make it exciting!

By collaborating with people you not only recreate what was already dope but you're getting to reach another audience outside of the one you're putting in the work to build.

I hardly see indie artist do any remixes or open their songs to others.

This is slightly selfish if thats you but I also understand you may not even be thinking about it from this perspective.

The main goal should be the best way to get as many people tuned in as possible never forget that.

And here's my last suggestion but DEFINITELY not the least.

Create a dance challenge to your song.

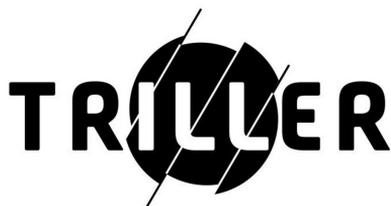
You can go full out and make something that's a whole P90x workout or you can make something smooth for chill people like me to jig too when the beat drops.

Either way you go coordinate it and make it pop on apps like Tic Tok or Triller. These apps are literally killing it right now, especially when tied to music and dance moves. Sign up and check out how people are incorporating this into their music models.

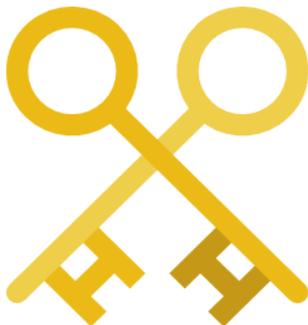
I'm not sure if this is currently just a trend for now or if this something that will be around to stay. Either way it's hot and what it's teaching you is to think outside the box. **Find apps that let you incorporate your music from a cool perspective with neat visuals.**



Tik Tok



Keys You Should Remember



- Understand that this is something that should primarily be premeditated
- Make sure to write out what's going to happen in all 3 phases before you begin
- Take the time to find out on Facebook where the review groups are because I promise you there are A TON and they are free with lots of viewers
- Try and use automation as much as possible where applicable - Hootsuite is something that is going to come to your rescue
- Grafibox is going to satisfy your cover art needs for your singles and mixtapes
- Pre-release - Build your hype
- Release - Maintain the hype
- Post Release - Maintain hype while building hype for the next release
- My template is pretty generic, it's just things that I believe will work. Keep in mind you can fill in whatever you want with each of those steps. As long as you follow the Pre-Release/Release/ Post-Release model and include enough content for each you will see successful returns on your efforts

Chapter 5: How to Attract Loyal Supporters



Let's face it, music promotion as an indie musician is a tough job.

You need something larger than your music for your fan base to attach themselves to.

Aside from your original songs throw out some freestyles over popular records to show your listeners that you have the talent to keep up with whatever is current in the industry.

If you're unsure how to promote your music...Rap over a popular beat and give them the mental reference of hearing you over music they are familiar with.

Remember: No one cares about your songs, so you have to find something that will inspire them to believe in you.

Find noteworthy causes you can attach yourself to. Here's some tips on how to promote yourself on social media the right way if you need more tips.

Give your career a life outside of your music.

You can drop song after song and video after video but it simply won't work if the people do not believe in you as an unsigned artist.



Take yourself out of the box drop a few freestyles periodically and kick a few freestyles at your live shows.

Learn how to book your own shows and become a self-reliant machine for the sake of your own music promotion.

If you perform at a venue you should be the first person there and the last person to leave.

I've mentioned this already but I'll say it again because it's that important...

Don't be one of those indie music artists afraid to work the room by shaking hands and having extended conversations with the supporters.

Network with venues owners and artists in other cities. You have to sell your story and personality to the public if you plan on becoming a successful musician.

Indie artist promotion works best if you allow it to run its course in phases.

This gives the people a chance to learn about you and understand who you are.

If they don't believe in you then they won't invest time and money into you.

A fanbase that believes in the independent artist will do anything under the sun to help spread the word.

This all basically starts with the artist deciding to become more proactive about their career.

You need to take responsibility into your hands. Let your brain come up with comprehensive ideas that make sense and apply these things to your career.

The more hands on you become the more you will notice the energy around you start to shift.

You'll start believing in yourself on a totally different level than previously, and you'll notice the public doing the same.

There is indeed strength in numbers and sometimes you need to dictate to the people what they should believe in.

Respect the power of a grassroots campaign. Sometimes you won't understand the logic behind certain moves you need to make.

They may seem too small for your persona at the moment. You start believing in yourself other people will follow.

The problem is your rap/singing skills and your records don't always rely on each other.

Initially no one will care about your records hence the goal shouldn't be for you to push a song.

You should focus on making a audience embrace your persona beyond the music. Cheers to the rise of independent artist!

Keys You Should Remember



- i can't stress this enough. Your story is meant to be sold if you're pursuing music. You must give your career a life outside of music. People buy from people they like and not because you think they should. Sell personality first
- Find noteworthy causes to attach yourself too. I'd say this falls under branding. Think about a consistent message you want to deliver to your fans and don't switch it
- Become proactive about your career. Don't wait for opportunities to present themselves. You must create them wherever they exist but you will not find them if you don't put in the work
- Give your fans a chance to learn more about you. When they know more about you this helps them make the decision if they like you and want to continue listening to your story
- Focus on making an audience embrace your persona beyond the music. Sell this first and then focus on selling the music afterwards