



## **The Importance of COLLABORATION.**

Since childhood, we've always been taught the value of working together. To accomplish tasks, to finalise assignments, to complete day to day roles. In the music industry, the benefits of collaborating with other artists and working with various different people throughout your career (but especially in your developmental stages) is just as important, and almost critical to your overall growth and 'success' of the project - whatever that means to you.

No matter what genre your artform sits in, and really no matter the level of artist you aspire to be, working with producers, songwriters, engineers and day-to-day industry professionals is inevitable. We would urge every artist to do their research and create their own list of artists they want to work with. From there, send an introduction of yourselves and the project, while highlighting what you like about their artist project / music etc. to those artists. There are countless experiences that we've had where a simple introduction has led to collaborations, co-writing sessions, support show opportunities and more. No matter what your intentions are for your music, we are in a people to people industry. Therefore, the only way to grow is to collaborate.

Collaboration has numerous benefits and can contribute to countless opportunities throughout your artist career. Below are just a few that we've broken down for this article.

### **ACCESS TO DIFFERENT AUDIENCES & FURTHER LEVERAGE OF YOUR PLATFORMS**

Your number one priority as an artist who is looking to develop their brand (and build a career in this industry) is to engage audiences and create fans. The community of supporters around you are often the main source of financial stability and oftentimes, become the purpose and engine of your growth as an independent artist, and well into your career as a full time artist. By collaborating with other artists and releasing music / performing support shows etc., you gain access to their audiences - and theirs to yours. This allows for a whole new base of people who you may not have not connected your music and project with, to potentially transition into your fanbase also. This, alongside the correct 'value communication' with those audiences will allow you to create your community that will support you in future releases / shows etc.

By collaborating with other artists, and connecting with all personnel within the industry, you are able to not only build your audience but leverage your social media presence and streaming platforms. When one of us grows, we all grow. This industry - while still relatively competitive for traditional media spots etc. - has developed (with the rise of streaming and social media) to fit everyone. Everyone has their lane, and the ability to develop an audience base and share parts (sometimes all) of that audience with other artists - while still having room to shine themselves. Collaboration with artists and connection with genre-specific personnel within our industry allows for your artist project to cross promote, and cross pollinate with the people you are working with throughout social media - shared posts / boosted posts / ads with both names and target audiences. As well as reach a larger target audience through industry assistance, promotion, potential support shows etc.

### **LEARNING AND DEVELOPING SKILL SETS**

Everyone you meet has something new to share with you. By connecting and collaborating with other artists, you can get an insight into their habits, their thought and creative processes and their developed skill sets, as well as their mindset of the industry and what they are doing to grow their own artist brand. This is integral in your own growth as it will spark ideas and thought patterns that will enhance your development. Ask questions, pay attention and learn from everyone that you collaborate with.

#### CREATING CONNECTIONS FAR BEYOND JUST THE CONVERSATION

Every artist has a network. Whether that be the team around them, artist peers, artist friends, audience communities, industry and media support channels and more. So every conversation that you have within the industry, every artist that you work with, every support show you perform, every headline show you create, everything that you do within our bubble of the music industry will have ripple effects that far outlast that one specific action. You are creating connections that will potentially stay with you for the entirety of your artist career. Past actually being a genuine human with kind characteristics (because everyone wants to work with people who are down to Earth, skillful at their craft and not a generally pretentious dick), it is integral that you understand that your actions as an artist will have consequences that may not present themselves right away. This industry is incredibly interconnected, so your one connection could create a plethora of opportunities for you that could assist you in reaching all of your artist goals. Development is all about one connection, one action (often ones that seem inconsequential) every day to further develop your artist project - and at the end of your career, that'll make all the difference.

This industry is about connection. Connecting your music and your project to audiences, connecting with other artists, connecting to industry for growth and media for endorsement. As an independent and developing artist, we implore you to create a list of all the artists that you want to collaborate with - at your development level and higher and reach out to them. Be personable and friendly, and ask to collaborate or catch up or meet at a show - start developing your artist to artist relationships. In a separate sheet / tab, write down a list of industry representatives and their email addresses and introduce yourself and your artist project. To find these people, research the artists who you aspire to work with and who inspire the project etc. and find the teams (managers, agents, label A&Rs, publicists etc.) that surround them. Write down their email addresses into the sheet and connect with those people every time you have a new release with highlights of the project and a private listening link. They might not reply, but eventually - as they see your growth - they will. All you need initially, is for your name and music to be in their inbox. Trust yourself and have courage in this process, your project is worth their time and you are not being arrogant, annoying or 'spamming' them, if you are only sending one email with the intention of gaining feedback and connecting with them. In the next tab / sheet, do the same thing and write down a list of media outlets, and research contacts for each. These connections will assist with immediate development on a release to release basis, building your projects third party endorsement through external online media, radio, indie Spotify playlists etc.

All connections will help enhance the project and move you further towards your goals. You've got this. Get to work!