



## **Don't lose your 2019 momentum.**

*Tips to make sure your setting yourself up for a solid 2020*

As we open the book on a new year we often need to reflect back to see how we have used the year prior to develop and grow. Gaining momentum over a 12 month period through music takes commitment and strategic planning. Quite often we see this artists develop, exceeding all expectations over a solid period of time then to have a dip due to a period of in-activity. Having to start complete square one in the new year can leave artist's feeling unappreciated, underwhelmed and feeling as though their strategy of development is not working.

The most common time this happens in the Australian territory in particular, is from November - February (Christmas / New Year break) period. During this time almost all industry connections take holidays, use annual leave and the rate of releasing or the chances of having a successful release are somewhat slimmer.

So what should you do during this time?

BACKEND + CONTENT = your momentum remaining consistent.

### **1. MAKE MORE MUSIC**

This period is most productive when the artists are actually going through the process of writing more music. Writing, recording, producing, mixing and mastering of multiple records during this time will allow you to tackle the new year in so many different ways. It also allows you to work on new / old ideas and get re-inspired. Later in the year when you inevitably hit writer's block (as we all do) having that back catalogue of music allows you to stay consistent with musical content, and brand content sprouting off that to continue to build your story.

### **2. MAKE A PLAN AND ORGANISE THE MAZE**

While building a back catalogue you will can often build a solid idea on timing for releases, as well as plans for live performances, music videos, brand alignments and other content. Syncing up releases to go live close to things such as brand alignments and big live performances add leverage to the release and put it in a better position to connect with your audience.

### **3. ENGAGE YOUR AUDIENCE**

Ok, so maybe it's not an optimal time to release your music but that doesn't mean you can't. Use this time to release covers, remixes, bootlegs and attach them to content across social media such as live video, video, imagery & design. In an age where the attention span of your audience is so small because social media moves so fast put your

audience in a position where they consistently see your name with content that they can relate to. For example a video of you performing a popular song by another artist in your own way.

#### 4. **NETWORK / CONNECT**

What better time to connect / collaborate with other artists. This time of the year is a time where most people have holidays from work / school giving you more variety and time to travel / connect with other artists. What about the time that is free'd up to allow you to research and develop your connections with record labels, booking agents, management, publishing / distribution companies etc. Lastly to go to events and support the artists performing and the venues.

#### 5. **BRANDING AND ARTIST RELATED CONTENT**

As you are planning your year and you have a solid understanding of your musical direction, now is the time to connect that with your messaging and your visual aesthetic. Brainstorm ways that you can utilise your social media in a different way to your competitors. Developing things such as biographies, press images, designs (for logos & cover art), electronic press kits and updating all of the backends on your social media pages as well as your music platforms is paramount. As mentioned above the attention span is only limited to what people are ingesting frequently from their newsfeeds. So if you completely stop producing content all of your hard work goes out the window.

#### 6. **ASSESSMENT / ACCOUNTABILITY**

Look back on last year, what worked, what didn't work for you and adjust that accordingly. This time of year is important to converse with the team around you and gather feedback to put yourself in the best position to tackle the coming year. It is important to take a step back and look at the things you actually accomplished because often throughout the year you are so focused that your mindset is always onto the next thing.

As all things with experience and organisation this period for artists can be a very positive time. By doing even some of the above you allow yourself less pressure through the busy periods of the year. Creating a back catalogue of music and giving people outside of your brand like record labels, digital stores, management and agencies etc the direction you wish to go in seriously empowers them to get on board with your project, because your music and your plan shows progression.

