



How To Break Through.

Tips to create a brand that builds consistently

If you have been reading all of our recent articles, firstly, thank you and secondly, we imagine the reason you are reading is because you want to gather as much knowledge as possible about how to develop your music project to a place where you can sustainably earn a living doing what you love.

One common theme that you may have found throughout this article series is that you need to stay consistent. Whether it be releasing music, building your network of industry contacts, putting out content, working on new music etc. if you aren't doing at least a little every day then you are leaving yourself in a vulnerable position. We aren't here to give you a motivational speech as to why you should 'grind harder' but we are here to tell you that consistency in ALL areas of the artist project is the first step in breaking through any barriers in the music industry.

With that being said, below is a table of actions that we believe can benefit you in your quest to break through the walls. Doing these things consistently can allow you to build into relationships with management / booking agents / record labels / publishers / collaborations etc.

Please note Every artist journey is different and this is not a one size fits all method. However this method does ensure growth across any genre and brand identity.*

1.Create a strategic release plan.	2. Create a little black book of industry contacts that you wish to work with in the future. Add & update frequently.
3. Within the release plan, have set actions to ensure your release is working for you.	4.Update the contact list on wins / Ask for feedback. Do not expect to become an overnight success.

1.Create a strategic release plan.

Creating a back catalogue of music that you 'intend to release' is paramount for not only yourself but the industry and fanbase you wish to connect with. Working 3-4 (sometimes even more) songs ahead allows you to remain consistent at the forefront of your brand; i.e. releasing a lot of quality over a short period of time will keep socials alive and relevant, while in the backend you have time to create the next wave of music to follow. By doing this, you will begin to understand the nuances of your brand, learning how to better communicate with your audience. Once a back catalogue is created, it is time to consider how you wish to move forward in a way that builds your brand. What order are you releasing the singles? What specific focus does each single have? Is this particular single more suited to a radio listener rather than a Spotify listener? Is your second single more of a streaming single? If so, how are you going to leverage radio on the first release to gain playlisting on YouTube, Spotify / Apple Music on the next release? Lastly, what industry / fanbase are you going to interact with for this release, and how do you structure your messaging for maximum impact? Having a strategic thought pattern allows you to curve your expectations of any single being "the one", and gives you more control on the overall growth of the brand through releases. If a single doesn't perform the way you had planned, the action then becomes simple - you assess what is wrong and you adapt, moving forward into the next single.

2. Create a little black book of industry contacts that you wish to work with in the future.

As an independent artist, without the backing of management / record label to assist you in building a profile, a lot of the onus of building a reputable brand within the industry falls on your shoulders. The simple way to understand this point is just to realise that if you operate within the industry and plan to do so in the future, you can't move forward without growing your industry based contacts. We would advise you to create a little black book (excel / google spreadsheet - whatever works for you) of contacts that you wish to grow a professional relationship with. If this is consistently updated and added to it allows you to form a really good understanding of the people in the industry, what drives them, and whether / how they could assist you. Some contacts to keep in mind would be: artist managers of acts you are similar to, online media blogs (editors & writers), indie playlist curators, record label A&R's, booking agents of which you will fit into, distribution companies etc etc etc.

3. Within the release plan have set actions to ensure your release is working for you.

Once you've put your single into distribution and you have at least 4 weeks up your sleeve before it gets formally released - what are you doing? Are you informing industry contacts? Devising a list of outlets that may actually like your single and narrowing that list down to people that you think will actually share it on their platform? Perhaps you are engaging a PR company who will be initially pitching for you in certain territories depending on budget? A lot of our interactions with artists are very similar when we ask them what their release strategy is. Quite commonly they say, "I will share the cover art on this date and I will share the music video on this date." Our communication back is that by doing just 2 posts for a release, it leaves them vulnerable in a music market that is over saturated.

Here are just some of the actions you can be doing before release. Keep in mind these are all things you can be doing without the assistance of Managers / PR companies etc.:

- Upload to Triple J Unearthed (Australia / NZ only), once it's live email any relevant presenters.
- Upload to AMRAP (Australia / NZ only) to blast the single out to local community radio stations: <https://amrap.org.au/>
- Go through the Spotify For Artist process (This is your ONLY opportunity to communicate with Spotify editorial curators prior to release)
- Create / update personal artist spotify playlists. This is vital in drawing your listenership to your profile where they will consume the single upon release day.
- Send the single out to any relevant industry contacts for feedback.
- Brainstorm 'outside of the box' ways to connect and engage with your audience. If they are predominantly using TikTok (likely because of their age demographic), you could potentially be contacting influencers to use the single in a video / create a challenge etc.
- Create ad sets that work across Facebook and Instagram that you can test with content prior to the release to ensure you are hitting the right targets with advertising.
- Upload to APRA / AMCOS (Australia / NZ only) to ensure you will be collecting your royalties quarterly: <https://apraamcos.com.au/>

4.Update the contact list on wins / ask for feedback, never expect.

Once the release is out, the work has only just begun. Your audience should now be well and truly aware that the release is accessible to them. You should be communicating any of the wins you receive by way of radio play / blogs / playlisting etc. with specific industry contacts that you wish to work with in the future. Always email / message in a way that asks for feedback rather than 'feature my single', as your intention should always be to improve. Ego must be taken out of the equation for this and although you feel like you may deserve signing a record deal for the next single (for example), it may not be what the A&R replies. It's important to understand that you will not always receive a response, and that's ok. Our advice to you is that if you are coming from a place of wanting feedback to improve, eventually industry will take notice - if you are consistent enough.

As stated above this table isn't a genre specific or a one size fits all answer to becoming 'famous'. It is a list of actions that we currently use to work with artists. We have seen major success with our artists, when focusing on the above

template / method - when the artist remains consistent and does not let the lack of replies, or the lack of playlists they felt they 'deserved' didn't come through. Stay consistent, stay creative and stay active.