



Be Adaptable.

It has been a challenging few weeks for everyone. In a matter of days, our industry and the world has been rocked by the COVID-19 virus - jobs, livelihoods and the lifestyle we have known has been restricted or is no longer available to us. In this time, it is important to continue to create, keep stimulated, learn new skills and stay positive.

It is important to be adaptable.

The COVID-19 pandemic has not only restricted us but has shown us that we can endure. That we can adjust and reshape and continue to chase our passion. We must hone our tailored and improved skills and take them into the rest of our lives. Always remembering, that whenever there is an obstacle - we can adapt and overcome.

As an artist, it is the same for a release. For a marketing strategy. For a goal. For a live performance. If something doesn't go the way that you planned, restructure and try something new. Or at the very least, don't sweat it because there is always another way.

At the moment, shows and live performances have been cancelled or postponed, leaving many artists (ours included) without a source of vital income. It is what we do now to adapt and utilise our time at home that counts towards developing our careers and bolstering a new way to generate income.

In this new lifestyle, artists should focus on creating their music and solidifying all of the elements of their brand. It is such an important time to try new things, to sit down in the studio and work on your sound. On production. On every element that you may have previously thought was a luxury for 'when you had more time.' The time is now to develop yourselves in the comfort of your home. Create contact lists for the industry personnel that you'd like to establish a relationship with and email them. Get working on a new project, record another single, write your new biography or source someone who can do it for you. Connect with your peers, develop new ways to engage and grow your audiences online and delve deep into what inspires you to create. Plan your career and sharpen your goals and your actions to achieve them.

Work on and invest in yourself during this time.

We are always available to chat. Please feel free to hit us up.