



Your Expectations Can Hurt Your Career As An Artist.

Almost every artist in the world big or small have at one point in their career put out a record that did not fulfill the expectations they have set for it. Perhaps it didn't receive the amount of streams they had projected, or the social media roll out didn't go to plan, or just the simple fact that music is an objective art form and not everyone liked the music you have put out to the world. As artists in the music industry the expectations you set for yourself and team are important to foster positivity in your development. Often expectations link to the ego in a negative way and the expectations you put on your releases / team can then often lead to frustration, sadness & poor mental health.

To get the most value out of this, let's break it down. If you are an artist that wants to develop a career in the music industry and you have begun the journey of creating a brand, releasing music etc. These are some personal things to consider when you begin that journey.

-The first, is that there is no right or wrong way to develop. Different approaches work for different artists and finding a process that allows you to be consistent over a long period of time should be the main priority in development.

-Understand that there is no such thing as an overnight success. Some artists have risen up the ranks of popularity quicker than others sure, but the overarching factor of this comes from years of planning in the back end and development through branding, networking and releases.

-No one cares about your artist brand as much as you do. If you are engaging things like artist management, A&R's at record labels, publicity teams, marketing teams etc. you need to be aware that you are in the driver's seat. You set the standards because no one knows your music and your artist brand as much as you.

-There is always more music to follow. If you are passionate about creating and putting out your music, then a release that does not meet your expectation is of less importance because there is always more music to release.

-Enjoy every part of the process. From the mixing and mastering to the social media rollout, it all plays a part in the development of yourself and your music.

Considering all of the above, your thinking around setting goals and expectations should always be long term. Thinking this way creates a framework for you to enjoy the process of writing, releasing and performing your music rather than the short term discomfort of a record you do not see as 'successful'.

Like anything in this world if you do not nurture your music and brand and put the effort into develop it consistently over a long period of time you will not see development. Putting out music and not doing any work to then get it to your target audience is no one else's fault but your own. Hoping is not action, so when you are releasing you must feel as though you have done absolutely everything you can to make that record the best it can be, not to become famous, but to set up the next record and so on and so forth.

Development of your artist brand and releases is best done over time and with expectations and goals in line with what is realistically achievable in your current position. As you build your position, your leverage will become stronger and you will further your career as an artist.