



Simplify Your Artist Project.

Understand what is important to you and implement it over time.

Over the last 6-12 months, it has become increasingly evident that a lot of artists, projects and bands get stuck in a habit of over complicating their overall development. This is due to a myriad of factors including (but not limited to) a lack of 'real industry' support, a lack of understanding in specific areas and even comparing their development to other projects around them. The fact is, every project is vastly different and there is absolutely no one way to develop into a sustainable, self-funded artist.

The purpose of this article is to assist artists in simplifying their projects and to focus on what's actually important for the development of their project, while also giving an understanding of realistic growth factors - growing slowly, over a longer period of time rather than 'wanting; and 'expecting' growth instantly.

As always (and before moving forward) this article is intended for artists who are looking to build and sustain a career with their project.

In our opinion and experience, what separates the great projects from the middle-of-the-road ones, is the ability of the project to create a balance between two things. First, is the **creative** as without the music, the project has no meaning & second, effectively **communicating that music** to an audience that's likely to care, over a period of time. Projects that can do this, regardless of support or opportunities, find a way to flourish.

CREATIVE:

Most artists have their 'inbuilt' creative process:

- Write
- Demo
- Record
- Produce
- Mixing
- Mastering
- Finished song

Within all of those creative processes artists have preferred work flows, instruments they play, studios they use, people they work with and the overall process gets refined and better every release. By continually streamlining, artists are able to consistently create make better records . This is where artists / musicians operate freely and most of the time, artists focus all of their time and resources on this aspect of growth.

COMMUNICATION:

This part of development rarely gets much attention until music is already made. After all, artists should not be expected to be marketing experts or PR gurus but it is extremely important for artists to understand:

1. Where their audience is (streaming services / social media / live shows)
2. How the audience is utilising those platforms + how those platforms actually work internally
3. How to manipulate those platforms to expose the creative to an audience that is likely to care, over an extended period of time

Lets face it - access to music is simple, and further to that, the accessibility to be able to actually become an artist these days is easy. What this accessibility has done for artists looking to create sustainability is completely oversaturate and over-stimulate audiences. There is simply TOO MUCH music out there for artists to put out music and 'get discovered' with no effort or JUST off the merit of the music. Therefore, simply applying processes to the above allows artists to add infrastructure around releases to get it in front of an audience that is likely to care about what they are releasing. By continually doing this over a catalogue of releases artists are not just 'posting and hoping', they are creating, posting and meaningfully exposing themselves and their music to the 'right' audience meaningfully.

DEVELOP SLOW:

So much emphasis in artist development is put on growing audiences and numbers fast.

"If I get editorial support I'll get 100k streams"

"If I go viral on social I can leverage that into touring and management"

For the vast majority of developing artists, both of the above quotes don't just happen and when they do, more often than not the project doesn't have enough infrastructure around it to develop meaningfully. A video can randomly go viral or a single can get added to 10 editorial playlists on Spotify (neither of which are in the control of the artist) and off the back of that, artists can see a quick influx of numbers / engagement. The issue occurs when there is no community and no engagement from the artist side that when those numbers come in, there's nothing in place to ensure those listeners are continually ingesting the catalogue and investing into the actual project (buying tickets to shows, buying merch, following all platforms etc.)

Developing slowly over a sustained period of time allows projects to develop community, continually expose different parts of their project, and allows time to meaningfully develop every factor of a project (creative, digital, performance etc).

Creating a balance between creative and communication is the CORE of developing sustainability as an artist. Literally nothing else matters, particularly if your focus is touring, consistent releases and developing an audience will build the leverage that you need to sell tickets and tour. If your focus is songwriting, releasing your catalogue consistently and speaking with your audiences online, will lead to further growth including publishing, synchronisation deals and licensing companies (that will invest in your continual project growth and development).

Stop overthinking every aspect. Create, release and communicate your music, that's it.