



Release Release Release.

The climate of being an independent artist in 2020.

Welcome to 2020. Where making music on a laptop in a bedroom is a viable and oftentimes lucrative career option, where social media has given you the tools (if used correctly) to connect your music with your desired audience. In 2020 (just like 2019) artists have ALL of the tools at their disposal to help connect their music and grow their artist brand.

No need for a big motivational rant on how to build your networking skills / how to structure the perfect biography. While these assets do play a role it means absolutely nothing without a consistent flow of music to express your vision. Consistency does wonders for ALL artists as it shows progression both technically and creatively. It also allows the listener to be reminded of you and your music, which helps to convert them into long term fans down the road.

With thousands of artists in the exact same position, going months on end without a release is a sure fire way to be forgotten in the current climate of attention. You may be thinking to yourself while reading this that you do not want to release any music until it is absolutely perfect, and although we do agree that there are some production standards that must be met, chasing perfection with every single release is counter productive.

“Perfection is a faux. It’s a mask carved by our own poor esteem to hide who we really are and make others see what really isn’t us.”

— **Chinonye J. Chidolue**

Below are some tips on remaining consistent with releases and content this year, and every year after.

1. Create An Unreleased Catalogue.

If you read our last article ‘*Don’t Lose Your 2019 Momentum*’ we discussed creating a system where you are always ahead on both music and content. For example, spend 3-4 months creating as many finished singles as possible. After that time is over set out a release plan with all of the singles to be released within x amount of time. During that x amount of time, while you are releasing consistently and putting up content created weeks / months before, you then have the time to start on your next back catalogue. This also accounts for writers block and will not affect consistency of releases from your audience’s perspective.

2. Don’t Sit On Music / Shifting Your Mindset Into The Next Release.

Once the music is finished, get the ball rolling, don’t let it get lost in a sea of project files. The beauty of consistency is that if a release does not do well then you can immediately learn and move onto the next release. On the other end of the spectrum, it is also important to not get high

on your own supply. It's awesome that your song achieves the goals you have set or maybe even surpassed them, but that's only one step forward. Take the win and use that momentum to begin moving into your next release.

3. Budget.

When releasing music, at some point in time whether it be during the production process or during the rollout, you may need to spend money to ensure your brand and your music will be in the best space possible. Some of the things you may outsource could be: studios, mixing & mastering engineers, publicity consultant, photographers, videographers, designers etc. Knowing what you wish to get out of every release is something you can brainstorm when you are creating release strategies months in advance. By doing this, you can then allocate money where it is needed and be organised for each single.

For most artists, budgeting can be one of the hardest things in a process like this and not having access to loads of capital may seem like an issue for some. It's fair to say that in 2020, anything is possible with the resources offered to you by a nice little thing called the internet. Not a designer - you can download Canva for free. Not a videographer - you probably have a camera on your phone and iMovie set up on your laptop (also free). The DIY approach done correctly has served artists well and will continue to do so in many areas of releasing content. There are also a mountain of free Youtube tutorials and Google searches to help get you started or help you learn the skills necessary to complete each task. Otherwise, just ask a peer, a fellow musician, friends, family or us!

Another way to combat lack of capital is by signing to a record label that, more often than not, pay for things such as cover art, music videos, mixing & mastering etc. This option is viable for certain artists but comes at a cost to artist royalties and a loss of control over the plan of the release.

4. Don't Listen To Others.

Most people will tell you to wait. They will say it's not the right time or that it is too much in a short period of time. The simple fact of the matter is, you are providing an artform to your listeners. There is no right or wrong answer. The only person that knows your music well enough to determine the frequency of a release schedule is YOU.

5. Self Evaluation & Expectations.

After every release, be accountable with yourself. What worked? What didn't? What could you have done better? Once you've answered honestly, change what you can control to best align with your goals and continue. Your attitude and your expectations need to be realistic to the position that you, as an artist, are in. If you do not put focus and attention into your release, it will not out-perform other releases. Every time, you have to build your audience and showcase your single / album / EP as much as you can - and as much as it aligns with your goals. Expectation is one of the reasons why so many young and developing artists quit before they've really even begun. Do not let unrealistic expectations be the end of your career.

The main point of this article is that you (the artist) are in control. You have every tool at your disposal to navigate your releases and your music career. There are no excuses why you cannot have successful releases in 2020.