



ARTIST PLAN

WHO YOU ARE

[NAME] is a [TYPE OF ARTIST] creating [TYPE OF ART] for [PURPOSE]

Example: Hannah Bowers is a modern day hippie singer-songwriter bringing back the sounds of the 90s through an eclectic song catalog that embodies her multifaceted authenticity.

GOALS

1. *EXAMPLE: Make a living off my art*
2. *EXAMPLE: Learn music creation software*
3. *EXAMPLE: Book a regional tour*
4. *EXAMPLE: Get 1000 subscribers on my email list*

IDENTITY

DESCRIPTIVE WORDS:

VISUALS:

MUSICAL GENRES:

EMOTIONS:

SIMILAR ARTISTS:

INTERESTS:

YOUR STORY

Use this section to explain how you got to where you are, what inspires your music, any important highlights or lowlights that affected your path as an artist, and where you hope to go with it.

AUDIENCE

DEMOGRAPHICS	COMMUNITIES	WHERE TO CONNECT
<p>Age:</p> <p>Location:</p> <p>Interests:</p> <p>Challenges:</p> <p>Desires:</p>	<ul style="list-style-type: none">• <i>Example 1 - Spiritual Practitioners</i>• <i>Example 2 -DIY Creatives</i>• <i>Example 3 - Skaters</i>• <i>Etc.</i>	<ul style="list-style-type: none">• <i>Events</i>• <i>Facebook Groups/Other Online communities</i>• <i>Festivals</i>• <i>Venues (Musical and not),</i>• <i>Etc.</i>

PROMOTION

Fill in your goals and actions steps in each of the areas below:

SOCIAL MEDIA

BLOGS/PLAYLISTS/RADIO

LIVE/EVENTS

STREAMING

OTHER

DISTRIBUTION

LEGAL

- Record Label Options: Self, Independent, Mainstream
- Publishing Options: Self, Independent, Mainstream
- Royalties: PRO (ASCAP, BMI), SoundExchange, The MLC
- Contracts

BRANDING

- Imaging
- Bio
- Profiles

RELEASE

- DSP Distributor (Distrokid, AWAL, Stem, TuneCore, etc.)
- Soundcloud
- Pandora
- YouTube

STRATEGY

STAGE 1: ADMIN	STAGE 2: SOCIAL MEDIA	STAGE 3: PR/BLOGS
<ul style="list-style-type: none">• Set up legal and financial entities• Set up profiles (write bio, select imagery)• Register your music	<ul style="list-style-type: none">• Brainstorm intention of use• Create Content Plan• Community Connection• Execute + Adapt	<ul style="list-style-type: none">• Write pitch• Submit Hub• SEO Search• Similar Artists
STAGE 4: PLAYLISTS	STAGE 5: ADS	STAGE 6: LIVE
<ul style="list-style-type: none">• Submit Hub• SEO Search• Similar Artists• Create your own	<ul style="list-style-type: none">• YouTube• Spotify• Facebook• Instagram	<ul style="list-style-type: none">• DIY Ideas• Key Collaborators• Communities• Venues

OPPORTUNITIES

What specific creative avenues are you interested in pursuing? Syncing your music into film/tv? Toplining? Collaborations? Remixes? Songwriting for others? Activism? Teaching?

Explore what unique avenues are right for you and build a step-by-step plan for them. See how you can incorporate those goals into your strategy.

It's different for everyone! Do it your way.

You got this! 😊