

BOOST COLLECTIVE



MUSIC MASTERY

YOUR E-BOOK TO MUSIC SUCCESS



A QUICK INTRO

The music industry needs reform... You probably hear that 20/7. We all know it's true.

Boost Collective (the authors of this book) is here to bring innovation and support to all independent artists across the globe.

Feel free to hit us up and start a convo if you enjoy anything from this book :)

Sincerely,
Ronan, Damian & Jabari
The Boost Collective Team



INTRODUCTION

Whether it's been producing beats, doing shows, climbing in the industry, or helping other artists get further, we've been through it all, thick and thin .

We started Boost Collective with the wish to help artists reach their potential - the same way we wanted to reach ours when we produced music.

Over the years we've helped tens of thousands of artists in their climb to music success - from the likes [DJ Diddy](#) and more. □

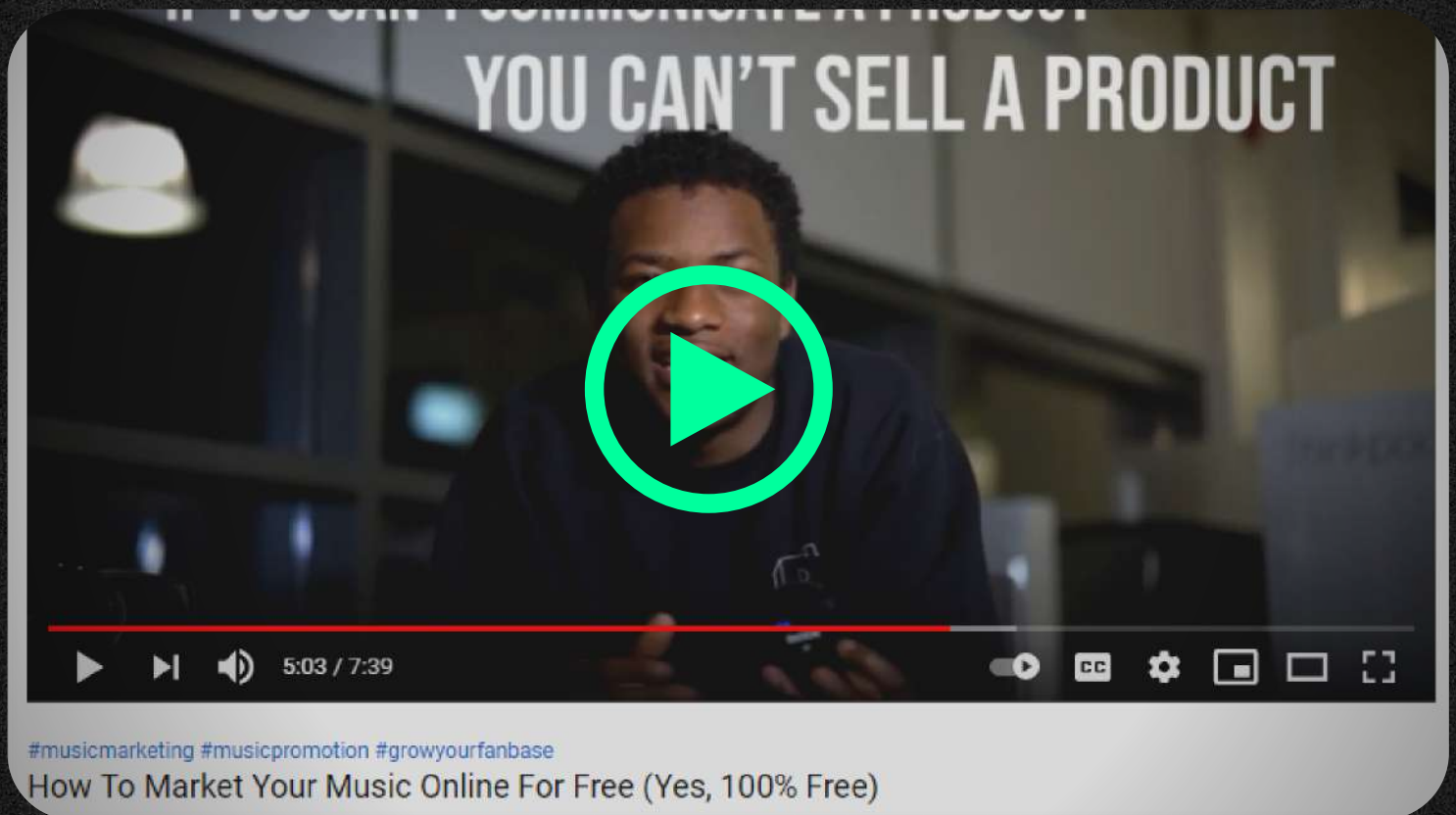
WE'RE MODERN.

We're built from the ground up for the modern independent artist - to give you all the tools you need for music success as a DIY artist.

Save time and get further with the help of Boost Collective!



ULTIMATE MUSIC MARKETING 101



**TAP THIS FOR A
FULL BREAKDOWN**



DOES YOUR BRANDING WORK?

How can you tell if it's working? Simple answer: results. Time is the greatest test of success so you will recognize what truly works that way.

People can lie (and often do) but numbers don't. You're going to notice patterns.

Over time certain themes will show higher results and traction than others, so you must stick to that.

Don't get me wrong, I'm not saying that you need to totally sell out to the numbers and likes.

The point is that higher numbers often mean that there's a higher impact on your true fanbase.

The "results" to look for are meaningful interactions with your fans, such as:

- People leaving deep and meaningful comments
- People DM'ing you to show love
- People asking you to do collabs/projects

These metrics show that you are on the right track because most 'followers' don't do this for everyone-only real fans do! I mean, do you show this same love to EVERY single person that you follow?

There isn't even enough time in your day to do that so you selectively decide who to show love to.

As you put more stuff out there you can test it and know what works and what doesn't over time.

Make sure that you put out different types of content with your same brand a story, or even communicate it in various ways. I promise that you will notice the real effects.

GET YOUR DREAM COLLABORATIONS



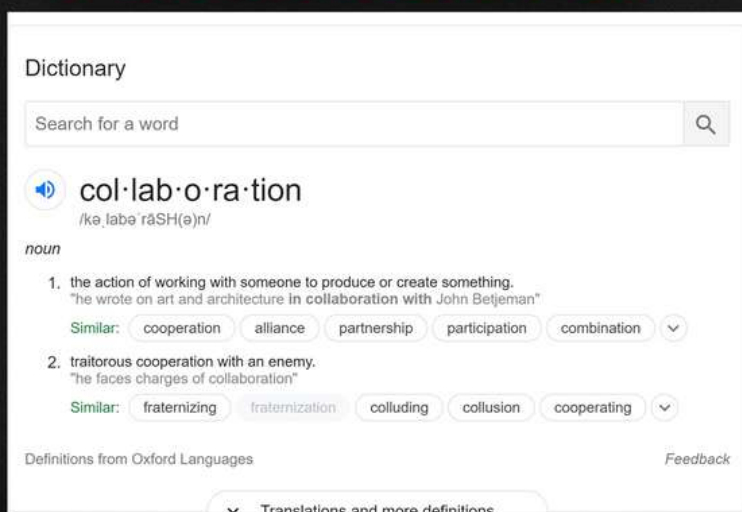
WHAT EXACTLY ARE COLLABS?

Music collaboration (or music collabs as the cool kids will call it) is one of the most key aspects of the music industry! Here is the definition of collaboration:

Just apply that to your music and bingo! Here we are. Sounds simple, right? That's because it is.

Though, just because you know WANT music collaboration is, does not automatically mean you can easily obtain it.

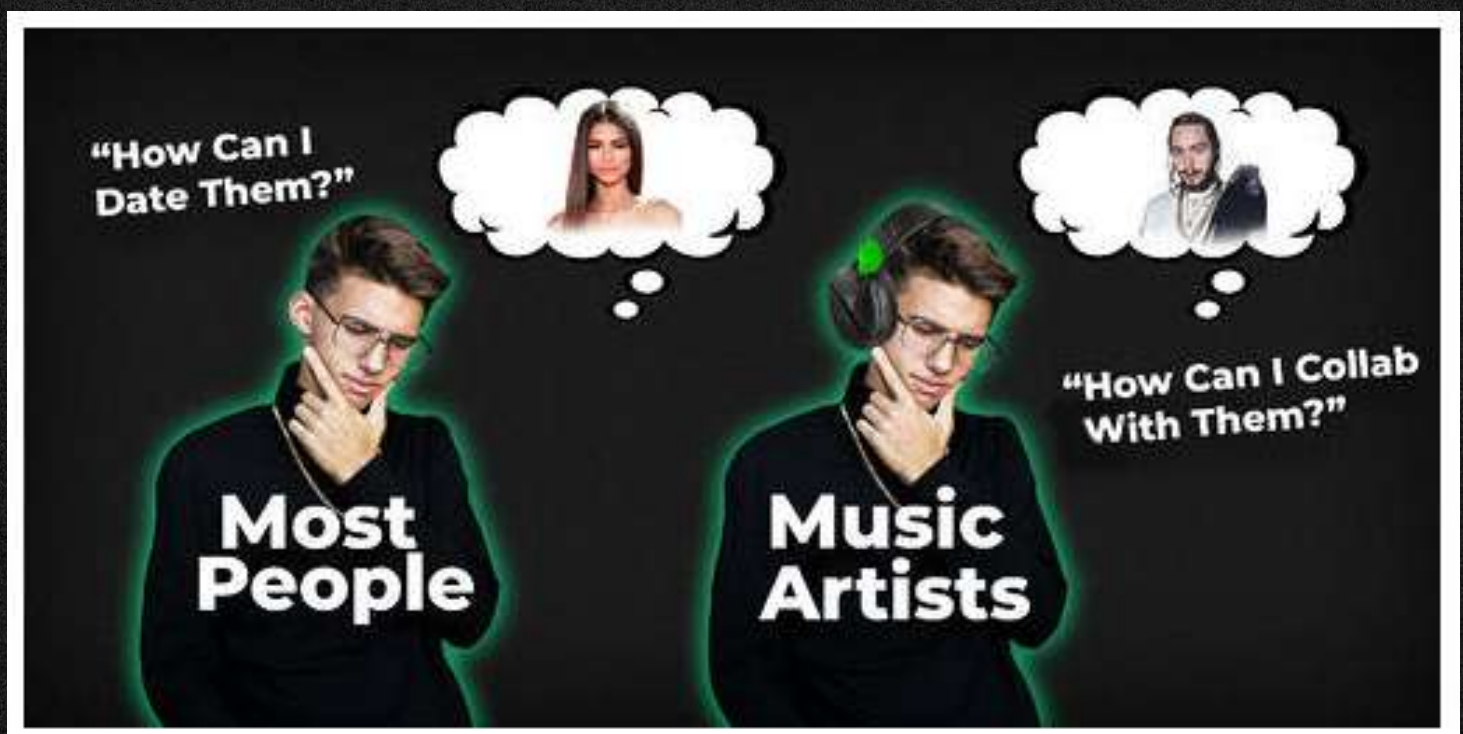
This Is Collaboration:



**It's Simple
Ain't It?**

Just apply that to your music and bingo! Here we are. Sounds simple, right? That's because it is.

To attain these collaborations than can potentially change your career forever (I'll touch more on that later) you must be able to a couple apply specific skills that I mention in this chapter



You may be thinking, “eh, I’ll skim this and pick up on what’s useful then be on my way getting collabs.”

Sure, that may work out well for many other topics but since collaborations are human-driven then you’ll want to know all the micro details as well.

People are complex (not to mention sometimes weird.) To avoid simple mistakes you must read this and understand the concepts to see the best results.

But hey! With every [music collaboration](#), you are one step closer to collaborating with bugger artists.

Don’t expect to collaborate with Drake or Kanye West just from this chapter - but you’ll be much better off than before you read it.



Get Collaborations EASILY Today!
Our Team Will Do It FOR You.

Focus On The Music, Let Us Handle
The Gritty Busy-work For You. Find Out More

Get Started!

PROS VS CONS

Life always has its ups and downs. Music collaboration is no different.

The key to success is to know what you stand to gain from it, that's why I'm outlining the simple pros and cons of music collaboration.

This can guide you into how you plan on getting these collaborations.

Music Collaboration

Pro VS Con

- More Networking
- More Resources
- More Exposure
- More Sales

- Split Earnings
- Less Control
- Time Consuming

COLLABORATION NETWORKING

Your network is your net worth. That's nothing but facts when it comes to the music industry - it's relationship-driven the higher you climb.

You want to be climbing up, no? Then you need to play by the rules of the music networking jungle.

As you get more collaborations, your collaborators can introduce you to more people. This increases the odds of collaborating with artists that have much larger followings than you. Woo-hoo!

Collaboration Networking:



COLLAB ACCESS TO RESOURCES

With more collaborations, you get more resources for free!

How amazing is that? See, nothing sucks more than using crappy tech.

Do you remember the days when you had a flip phone and was required to walk around for miles just to get a decent signal?

Nah, you don't remember?

Just me?

I'm getting old...

My main point is this: with more collaborators working on the project you're getting the chance to use some of their hardware and software!

MORE SALES

As you collaborate there is much more promotion generally.

This then leads to a higher overall number of streams for the collaboration projects!

As streaming numbers scale, so do royalty payments - meaning that it pays (in dollars) to have music collaborations.



SPLIT EARNINGS

Now, don't think that the shared exposure and promotion doesn't come with a cost.

Since your collaborators worked on the projects with you, they are entitled to a share of revenue coming from it.

This is generally discussed before. (In reality, this isn't a huge problem because their fans can listen to your other music too and thus your royalties end up in a net positive.)

Music Collaboration Split Earnings



The Project
Brings In Revenue



You



Collaborator

The Earnings Must
Go To All Collaborators

LOSE SOME CREATIVE CONTROL

Hate to break this one to you, I do.

Part of collaborations is teamwork AKA you can't be running the shots.

I've collaborated with a few over-arrogant artists and as soon as they turn into a project dictator you know what I do?

Run away at breakneck speeds. This con is the largest one and can lead to sour relationships if you're butthurt (sorry, I'm just saying it as it is.)

However, if you can put aside your differences and create a compatible vision this is easily avoidable.



TIME CONSUMING

Working solo is nice and quick. All you have to do is deliver the project then ship it! In music collaborations, there are many more steps and people involved.

The added complexity means you need to take more time to make sure things go right, such as production, mixing/mastering, cover art, general concept, etc.

Time is too valuable! Let us help you save time and take some of the burden - our team can help find collaborators FOR you. No, seriously.



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Getting Collabs Online...



So now the question - how do I finally go and attain these collaborations?

There are effective ways and ineffective ways, I'll highlight it with this example:

One way to scout collaborations is to attach a letter to multiple messenger pigeons and send them to all nearby music studios.

Do you see the issue in this?

This strategy is expensive and inefficient (not to mention PETA will shut you down before you could even get the chance!)



CREATING A COLLAB STRATEGY

You need to know what you want and where you're going in order to achieve it. A simple plan is enough, just having three main things: roles, mutual benefit & process.

Feel free to use our free template below to create your collaboration strategy. This is the easiest and clearest way to structure it:

Since you are looking for people to work with, it is almost like a resume but this time you're the employer. Boss moves, baby.

Use This Template:

Music Collaboration Strategy

Fill in the Form below to strategize your collabs in an effective way.

Roles <i>(Who will do what,</i>	<i>(Example: producer, songwriter, engineer, etc.)</i>
Mutual Benefit <i>(What all parties have to gain)</i>	<i>(Example: shared exposure, access to better recording/producing resources, etc/)</i>
Process <i>(Step-by-step procedure)</i>	<i>(Example: I will message 30 artists a day on Instagram, until I can find a compatible collaborator.)</i>

Enjoy guys! For more help in your music career follow our Instagram [@boostcollective](#)

Don't Worry, I Provide It For You ;)

SELECT A SOCIAL MEDIA PLATFORM

Each platform is different, therefore you must approach them differently.

With the different platforms there are certain strategy to find potential collaborators.

Here are the main gist of each primary platform:

Instagram Music collaboration Go on hashtag search to find music artists that fit your collaboration strategy criteria.

TOP 10 HASHTAGS TO USE

#beatmakerz

#musicproductions

#audioengineer

#instabeats

#musicinfluncer

#musicmarketing

#newhiphop

#upcomingrappe

r#musicnetworking

#freecoverart

FACEBOOK COLLABS

The biggest value you can get on Facebook in terms of getting collaborations is through Facebook groups. These grounds are generally filled with thousands of potential collaborators!

This are my top 3 Facebook collaboration groups:

- Boost Collective Fam
- Music Networking and Artist Promotion
- Musician and Artist Collaboration makes the world spin around

All you need to do is join a group, find people then message them. The best way to go at this is to interact with them on a few of their posts and then later reach out. It's really that simple!

Music Collabortations With Facebook



First, Join The Group



Next, Reach Out!

TWITTER COLLABS

This one is the simplest.

Since twitter is a search engine, all you need to do is search what you want to see and it will revival yourself!

Kind of like The Wizard of Oz but for music collaborations.

COLLAB

TAKEAWAYS

It's all about being human. If you get that right then the rest will go in place.

- Reach out by providing value

The best way to reach out and get collaborations is to not ask for it... initially.

The trick is to build some rapport first, then once you and the potential collaborator have a good vibe going on you'll want to bring it up. Going in cold can lead to rejection. Ouch!

- Execute collaboration!
-

Here you are! You finally made it to this final step. Now that you created your music collaboration strategy and got the collaborators it's finally time to begin!

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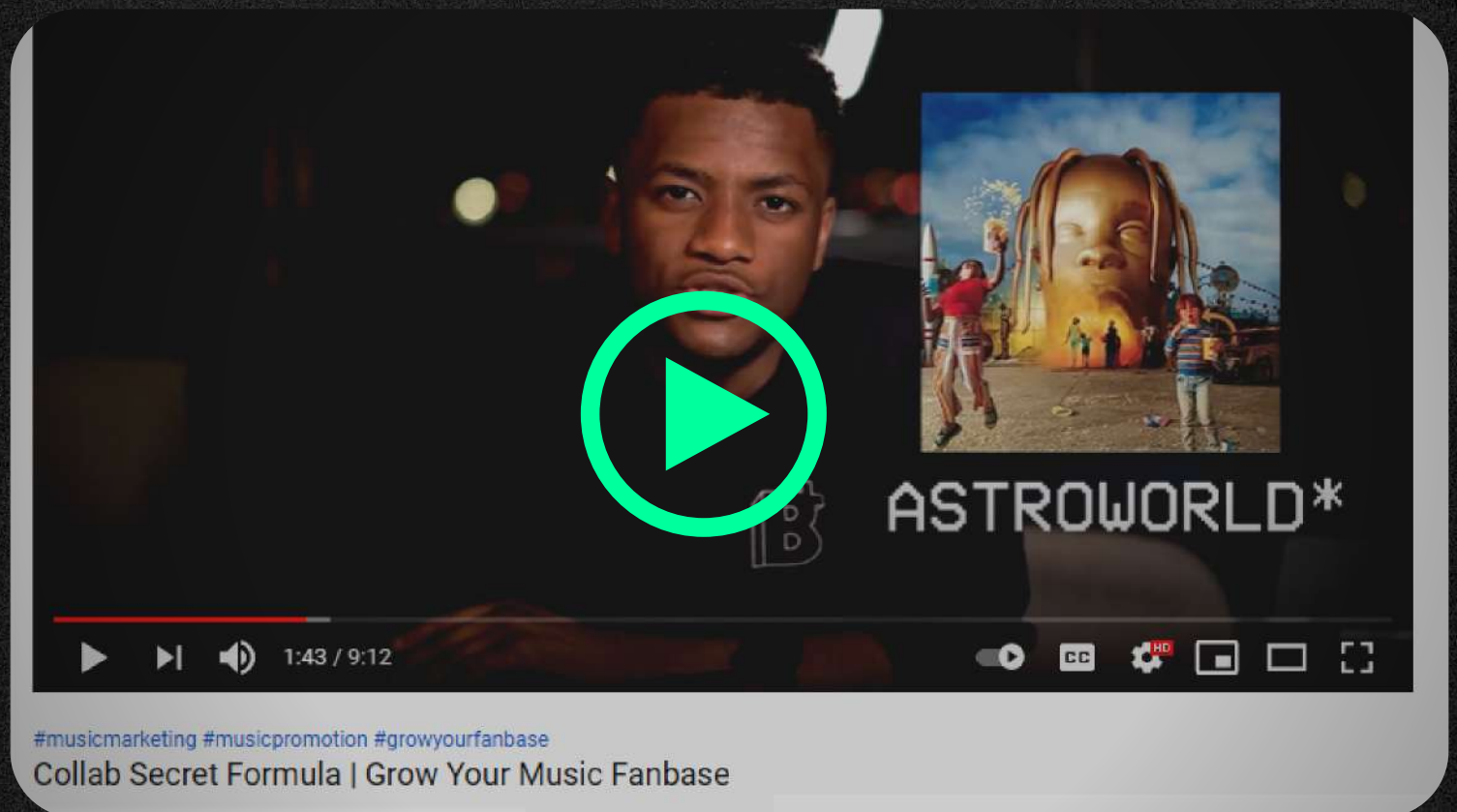
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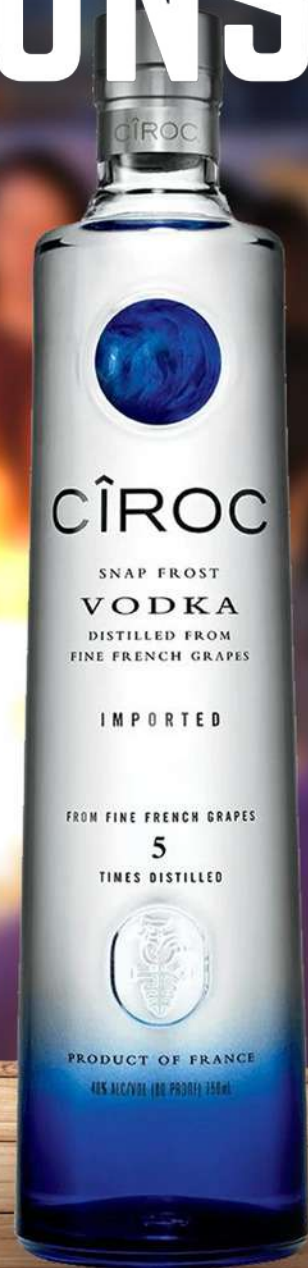
ULTIMATE MUSIC COLLABS 101



**TAP THIS FOR A
FULL BREAKDOWN**



**BRAND DEALS
CAN MAKE
BILLIONS.**



BRAND DEALS

If you've spent some time in the music industry then there's a good chance you noticed a few things that you never want to be called. Some words so despicable it's pretty much spitting in the face of your brand and artist image you worked o hard to build. One of these words is sellout.



YOU AREN'T A SELLOUT

You might have read that word and felt disgusted, but there is something that needs to be said.

There is a huge toxic mentality many artists have that if you are super focused on getting money in the music game you are some sort of sell-out.

I'm going to start by saying that this cannot be further from the truth. Nobody can deny that making money through music isn't just a positive, it's one of the main goals.

Who wouldn't want to have a successful career in the music industry?



I'm going to start this one off with a story. Let's say there's a company out in the world that sells producer drum kits, we will call it BoomBapz (not related to any real company).

The BoomBapz company works day and night to produce the best quality drum kits you can find on the planet! Now they want to get their sales way up but struggle to reach targeted producers.

They're spending hundreds of dollars a month on ads upon ads, but these campaigns never truly seem to reach real purchasers.

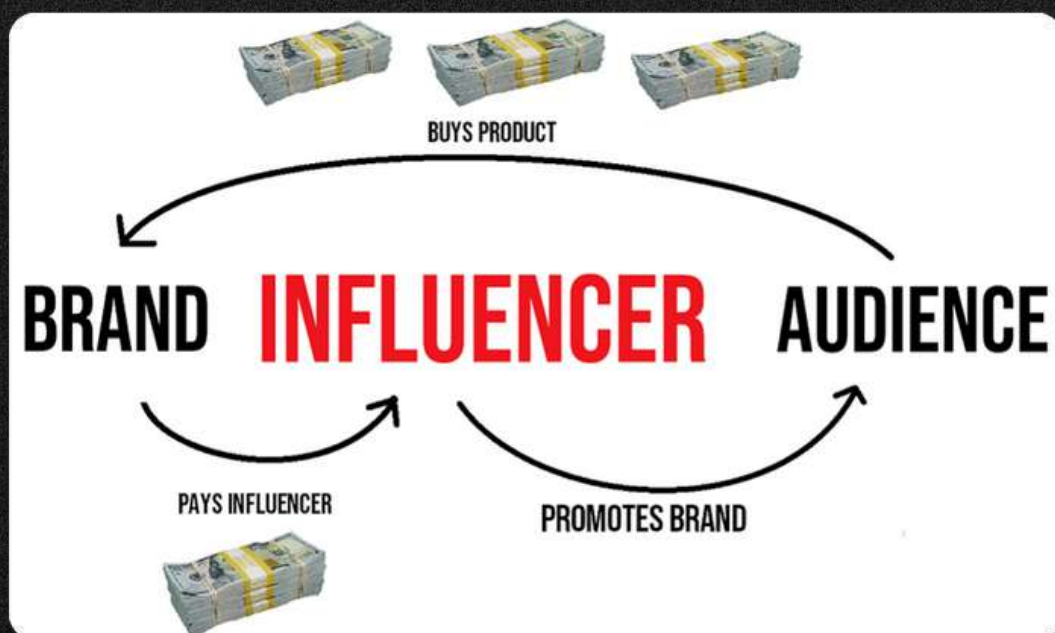


WHAT IS A BRAND DEAL?

In order for BoomBapz to get the sales and proper awareness for its product, they decide to pay producers online to market the kits to their audience.

First they find influencers, then pitch the opportunity to them (this doesn't happen to producers with small followings)

Voila! What you have here is a brand deal.



The idea is that both parties are going to walk out of the deal having benefited since the artist (called an influencer in this case) gets the chance to make some money while also presenting a great product to their community.

BoomBapz hires the influencer and gets really targeted influencer marketing which could mean a few extra sales so it's a positive for the brand as well.

Also, don't worry about being called an influencer- this is not a bad thing.

The first thing you think of when you picture an influencer is a hot babe in bikini pics, but a lot of influencers are just people that are well-known in their niche.

WHAT TO EXPECT FROM **BRAND DEALS**

The greatest thing about getting a brand deal is financial compensation. Have you ever given your musician friend's new music a shout-out or promotion on your page?

I'm sure we've all done it. We just spoke a little bit about the music to be released and tagged them. Now take that to another level, picture yourself doing this but instead you get paid money for it. Sounds like a pretty sweet deal right?

That's because it is! As the influencer, you are going to get paid for these partnerships. But that's not all that happens.

When you do brand deals, it's so much easier to get more and more brand deals since you now have the sponsorship experience under your belt.

This will matter when I show you how to negotiate great brand deals as you continue reading.

WHERE DO BRAND DEALS TAKE YOU?

What if you woke up today, logged into your bank app and saw \$1'000'000 cash in your checking account.

you would be the happiest artist on the planet! That's a great sum of money.

If I asked you what the first thing you would buy is, you might say a car, a house or even a trip to Gucci for a spending spree (which really should be your LAST priority.)

This is all fine and dandy for the average person but as a music entrepreneur, you need to use your resources in a different, more strategic manner.

Here are a few music investments that could be bought with the million dollars:

- Studio time
- Better promotions
- Props for music videos
- Hiring managers
- PR crew
- A whole bunch more

Without the million dollars, you wouldn't be able to buy any of this.

Now let's see how this can apply to you, because if you're reading this you most-likely don't have a million laying around, lets just be honest. We can bring this budget all the way down to a thousand dollars.

Although it's not as extravagant and as wonderful as a million, there are still a bunch of ways you can [invest in your music career](#) and see growth at a \$1,000 budget.

You're probably saying, "but I don't even have an extra \$1000".

No worries, this is where it gets really fun. You see, the average brand sponsorship deal is around \$300 (there are many different factors at play).

That means if you do three brand deals you will have roughly \$900.



With that extra money that you can invest in your music career and finally moved closer to seeing the growth exposure recognition that you deserve.

That's the value in brand deals, it can work as a great stepping stone to your music career.

Even if you don't think about the money aspect, you get the opportunity to network and connect with top brands in the music scene through a brand deal.

Many doors will open up for you.

I'm not against working a nine-to-five but if your goal is to make music full time you 100% must look into and consider it. There is a lot of money to be made through these deals.

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HOW TO GET STARTED!

Getting started is the easy part, the hard part is continuing.

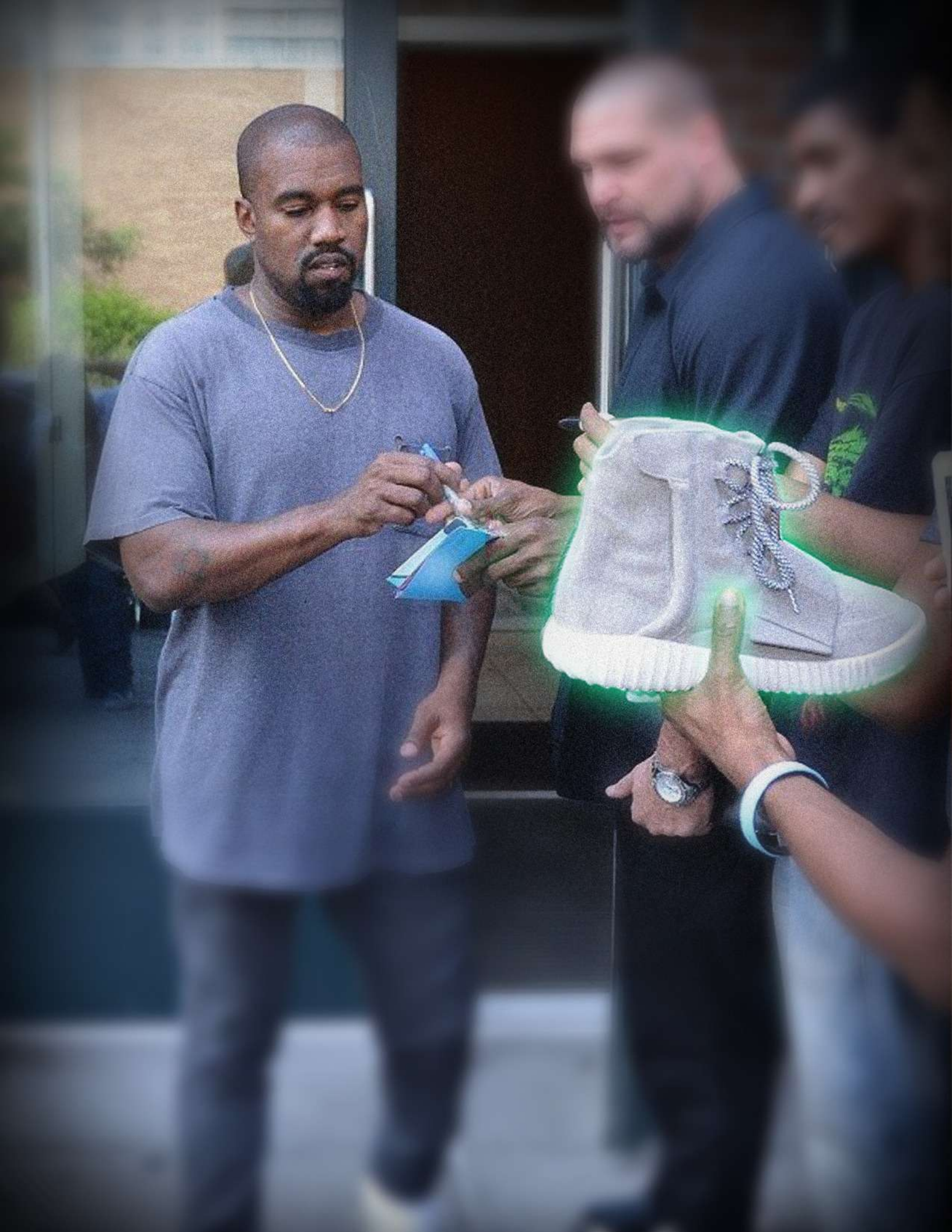
Getting a brand deal is not as easy as the average artist thinks- there are many steps that need to be followed successfully.

What generally happens to the unsuccessful artist is this:

- You go into the pursuit of a brand deal
- You don't find any success initially
- You decide to just give it a break for now
- You say f**k it and forget about it
- You start to hate brand deals
- You tell others that brand deals are "corporate" or "going Hollywood"

Before I get into it I should just warn you: it's going to be a hard journey.

Fortunately, as soon as you get it going, it's all downhill from there.



WHY WOULD A BRAND WANT TO WORK WITH YOU?

No matter what you hear people say, brands are not fundamentally evil.

I know there is a misconception that brands are out there to use you.

Listen, they aren't out there to dominate the industry and hold you down.

The whole purpose of a brand is to make money (I mean, it's still a corporation at the end of the day, so you must treat it like so).

That brings me into the next point: for a brand to want to work with you it must see that you conduct yourself professionally in your music career.

The first place where a brand will determine if they might want to work with you is your [social media profile](#).

If they just take a quick glance and see things on your page that aren't up to their brand's standard then you have no chance at this.

The best and biggest social media influencers have great profiles.

We are now going to get into the 14 steps to getting a brand deal.

Try to create a consistent theme with all of your posts and make it very distinguished. You should have a set look to it. You can create a theme by using certain color palettes.

For example, Boost Collective has green as the main theme color. Another great way to set a theme is by choosing a distinct filter or post style.

This is very important when it comes to getting brand deals. What's your general posting style? Mainly selfies? Photos of you in the studio? Or just photos of you just enjoying life?

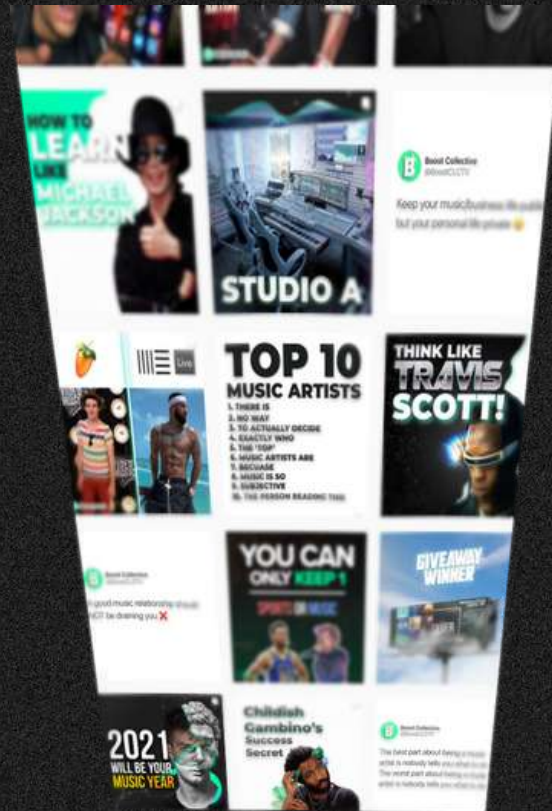
WHAT'S YOUR POST STYLE?



BUILD AN AESTHETIC

Having a proper aesthetic is super important. A good aesthetic means that there's a general look/appeal to the page.

All top Instagram influencers know this. You can develop this by presenting the appeal of your specific genre in your posts.



A good example of different aesthetics would be like New York in comparison to LA. Different types of artists, thus different aesthetic.

Music is an entertainment industry so keeping things appealing is the name of the game. A good aesthetic strikes a good impression on your page visitors.

You must fully understand your audience. By 'audience', I mean your following as a whole across all social platforms.

You need to really dig deep and see exactly what kind of people are following you and classify them.

This is an important step when you are pitching your deal proposition to the brands; they will want to know what kind of audience you have.

Some key demographics that you should take note of are:

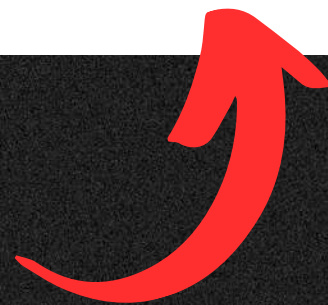
- The age of most of your followers
 - Where most of your followers are located
 - Certain tastes and preferences in your audience
- Instagram analytics

We included this in our sample Media Kit, you should look at it as a reference when making your own media kit.



BOOST MEDIA KIT

TAP HERE!



Also, please don't buy a bunch of bots and fake accounts to follow you and drive the numbers up.

There is a site called Hypeauditor that can check if there's bots being used. Check it out for your favourite artist's profiles.

The misconception artists have is that bots are going to help them by giving higher numbers and more respect.

It actually has the opposite effect; when the brands see that your engagements are disproportional to your following they'll see right through your plan.

It's always better to have highly engaged but fewer followers rather than millions of followers but no engagement.

PROPER TAGGING

We go over this many times in our fan interaction guide because it is that important. You must be using tags in your posts.

Make sure that you include a tag mentioning that it's a sponsored post.

It can look very dishonest if you are promoting something and not outright saying it. Plus, you look more official and entrepreneurial by having these paid promotions.

The great thing about Instagram is that it already generates a "paid sponsorship" text for brand deals.

PROPER TAGGING

There are three types of tags that you should be using:

- Account tags
- Hashtags
- Geotags

Geotagging is really important if you are pitching a deal to a brand that is location-based (such as a recording studio).

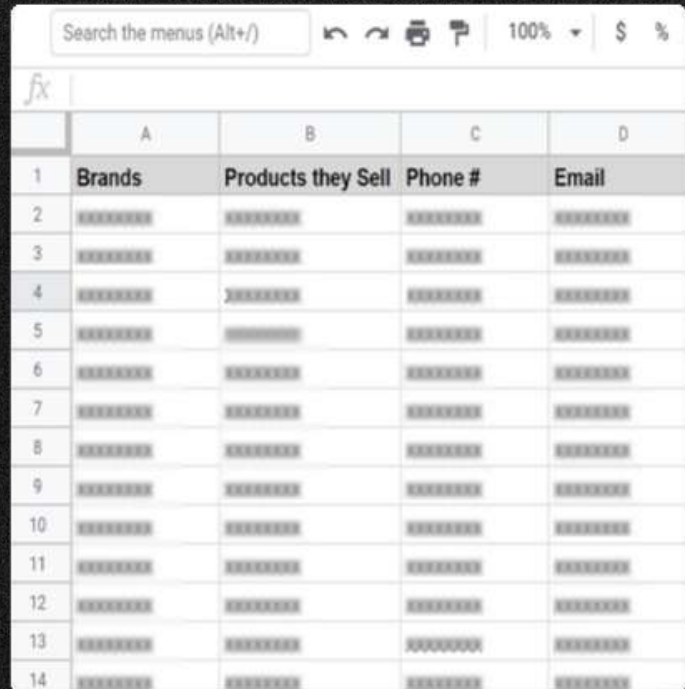
Geotags allows you to tag locations so that others exploring the tag can see your ad know that the brand is located nearby.



BRAND RESEARCH

Most people that go looking for brand deals often skip this part and lose deals because of it.

You need to make sure that you truly research the brands you would like to work with.



	A	B	C	D
1	Brands	Products they Sell	Phone #	Email
2	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
3	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
4	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
5	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
6	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
7	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
8	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
9	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
10	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
11	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
12	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
13	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
14	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX

You should find a sponsor that matches you well. There are a few things that you should be looking into during the research part, such as:

- What are similar brands in your genre that people are already promoting
- What are the important brands to your audience

Go on Excel spreadsheets or Google Sheets and write down a big list of different brands in your niche that you can pitch to.

When you're looking for sponsors try to keep the spreadsheet as general as you can. The goal is to get as many names on that list as possible in the beginning and eliminate most later.

It can also help if you reach out to a fellow influencer and kindly ask them for some tips and general questions. They will often be more than happy to help you out in many cases.

It's all right to search for small brands, oftentimes they are looking to expand and would be interested in doing brand deals as well.

Make sure that you check out their website and social media profiles.

Find out what types of posts they have and what their brand value is. If you notice that a lot of the brand's posts relate to you then you know it's a good fit.

Hey, I really love your posts 😊 it looks like you really know how to get brand deals so I'm wondering if it's cool if I show you my media lit and get your opinion/input ?



Message...

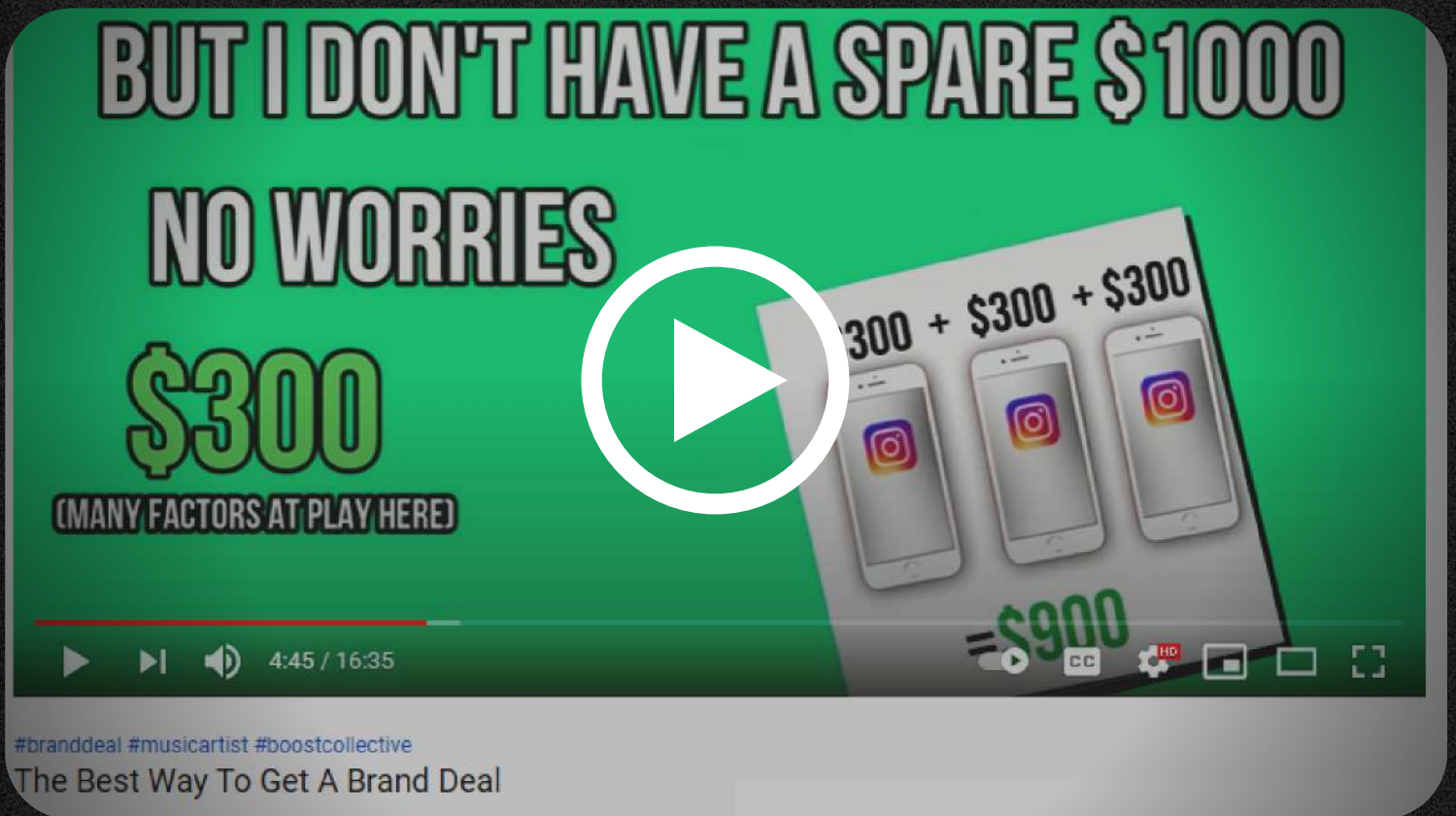


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BRAND DEAL GUIDE



TAP HERE

There are different types of brand sponsorships and depending on the type you choose you can negotiate a higher rate.

There is a basic deal where you simply mention the brand in the post.

You can take a photo/video and highlight the product in the caption, explaining the value and benefits of the brand. There is also a review type of brand deal. Here you talk about the product and your experience with it.

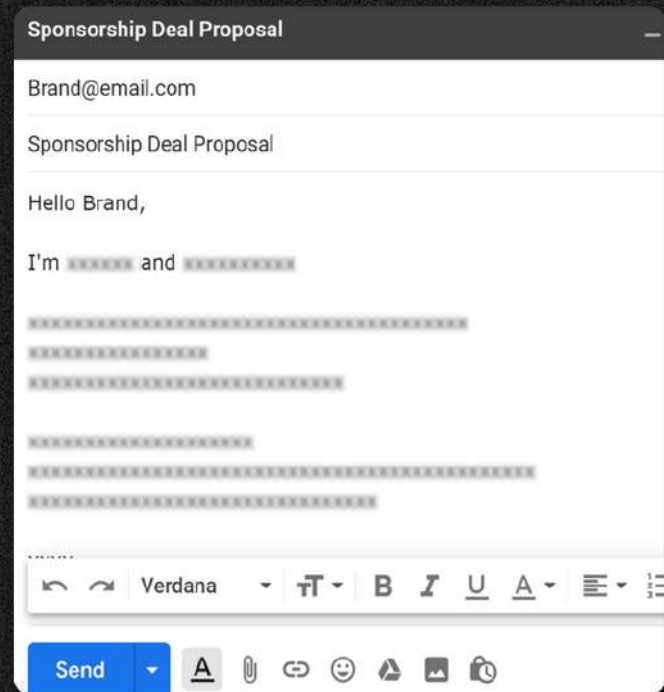
In review brand deals, you discuss how the product helped you and how it can help others. Since this is more in-depth than the basic brand deal, you can expect a higher rate for that.

The third type of sponsorship is by having it in the post and tagging the item itself without being too specific or too detailed in explanation. This is the cheapest brand deal.

As long as you understand the product and brand, you can easily decipher which type of sponsorship to pursue.

BRAND SPONSORSHIP PROPOSAL

Now that you finally know which brand to reach out to, you're ready to optimize and create the proposal.



The best way to do it is to write a formal email that's highly professional yet short.

Getting this email right is super important because if poorly done, your chances of getting the deal can go to 0% instantly.

Make sure that the proposal is truthful, impeccable and keep everything on the table.

Don't lie to get the deal, brands can see right through it and it ruins your reputation and future chances of getting the deal.

The proposal email should have a media kit and explain your key information such as who you are and how you can be a valuable asset for a brand deal.

The media kit is essential since it allows the brand to get a look at your brand and increases the chance of hearing back from them.

This part requires you to do a little bit of design work.

The media kit is super important because it highlights everything about your own brand in a small, neat deck of slides.



The brand can then just look through the media kit and see if you're a good fit.

Download the sample media kit [here](#)!

Some things that your media kit must include:

- Audience/demographic data
- Important metrics (engagements, followers, etc.)
- A look into who you are
- Your website/contacts

Don't forget to tell your story of how you became who you are today and how it relates the brand.

SHARING THE PROPOSAL

Great! We're all up and ready to get the brand deals started. The next thing that needs to get done is collecting the contact info (phone number and email address).

Introducing yourself through the phone is a whole lot better than email because it has a personal touch and gives you a better chance of expressing who you are to the brands.



GET HELP

Order Status

Shipping and Delivery

Returns

Payment Options

Contact Us

Usually, the contact is located at the bottom of the website main page.

As a whole, it's a more memorable experience for both sides. If a phone number is not available, emailing works just as well.

Checking out the website contact info or their social media platforms 'about us' page to find this.

Try to contact the right people that are relevant for the brand deal (think of the marketing or PR department), through [LinkedIn](#) or [Twitter](#) you can get the right contact information.

By checking the website you can also see if they have an established process for sponsorship and follow through with that if they do.

If they don't necessarily say anything about sponsorship it's all right because as long as you have the email you're still able to pitch to them.

Make sure that your social media bio is optimized with your contact information as well.

This way if other brands happen to stumble across your account and decide they want to do a brand deal with you they'll have direct contact.

There are a lot of companies that work to help artists get brand deals so it's worth checking out.

Platforms such as [Famebit](#) is great for this .

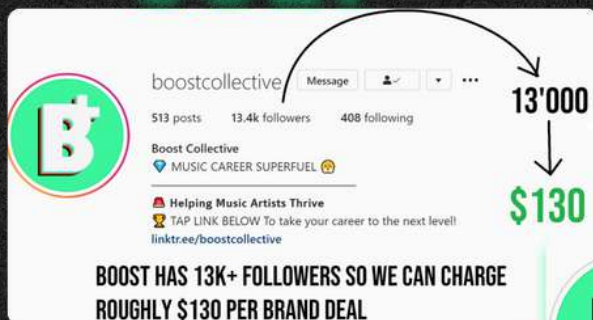
NEGOTIATING THE DEAL

This is where your business skills are put to the test. Here you get to negotiate your prices, rates and responsibilities in the brand deal.

If it's your very first brand deal you can't expect too much money but you still have some room to negotiate. Try to keep your fare similar to what other people with your level of following in your industry are charging (this takes a bit of research to find out).

The regular standard in the marketing industry is \$10 per every 1,000 followers but you can throw in bundles of a few Instagram story posts as well as linking your bio to the brand. July we could do \$130, then months later we can do \$180.

JULY



boostcollective Message

513 posts 13.4k followers 408 following

Boost Collective
MUSIC CAREER SUPERFUEL

Helping Music Artists Thrive
TAP LINK BELOW To take your career to the next level
linktr.ee/boostcollective

**BOOST HAS 13K+ FOLLOWERS SO WE CAN CHARGE
ROUGHLY \$130 PER BRAND DEAL**

13'000
↓
\$130

DECEMBER



boostcollective Edit Profile

767 posts 18.4k followers 575 following

Boost Collective
We Design Innovations to Give Music Creatives Freedom

Helping Music Artists Thrive
TAP LINK BELOW for something special.
biolinky.co/boostcollective

THE FOLLOW UP

Remember that a lot of these big brands are super busy dealing with their day-to-day operations, so there's a chance that they may not even see the email in the first place.

This is a great chance to go ahead and follow up if you didn't get hear back from them.

If more time passes and you still didn't get a response you got to follow back up after a couple of days or even a week again.

Also make sure you reach out to them through different media (phone, social profile, website, etc.)

**YOUR
NETWORK
IS YOUR
NET WORTH.**



NETWORKING

You're a busy artist... Let's skip the bulls**t and dive straight in.

I'm sure you already have a pretty basic understanding of music networking so I'll skip all that jazz and won't bore you with a long explanation.

Here is the simplest way of understanding it: music networking is building connections and relationships with people in the music industry.

This involves you reaching out and building rapport with:

- Artists
- Record label Executives
- Promoters
- Bloggers
- Producers
- Audio Engineers
- Beatmakers
- Graphic Designers
- Whoever else is involved in the music industry.



Dictionary

Search for a word



networking

/ˈnetwɜːkiŋ/

noun

noun: **networking**

1. the action or process of interacting with others to exchange information and develop professional or social contacts.
"the skills of networking, bargaining, and negotiation"
2. the linking of computers to allow them to operate interactively.
"the demand for wireless networking is increasing rapidly"



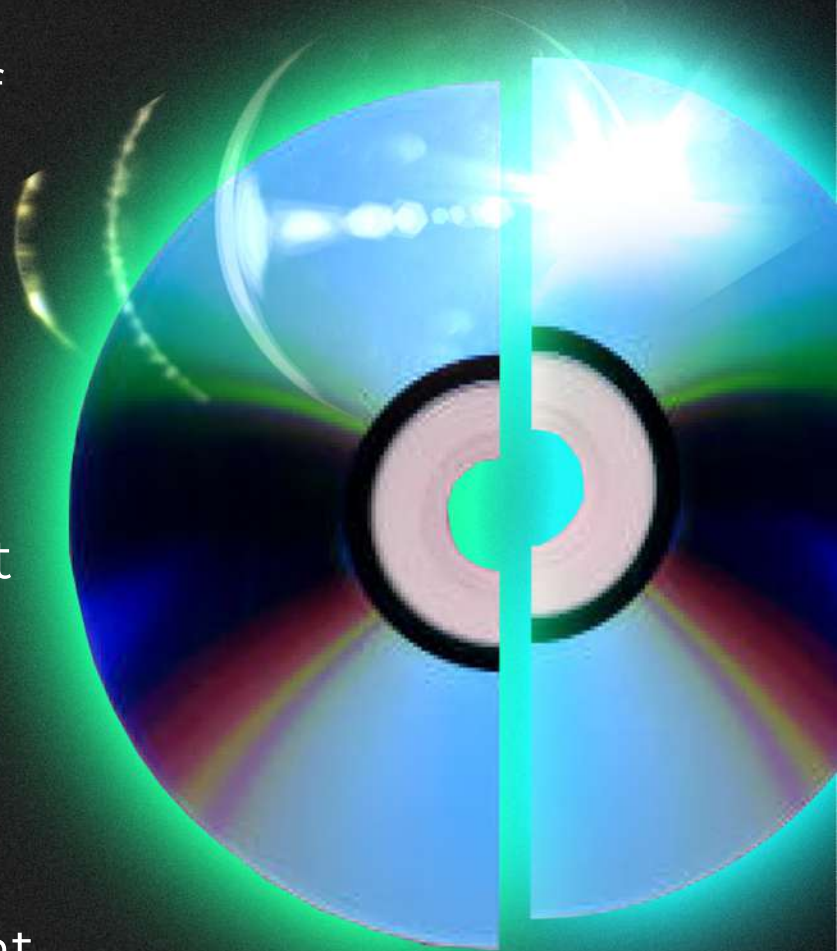
We are currently in one of the greatest but also one of the most difficult times in the music industry.

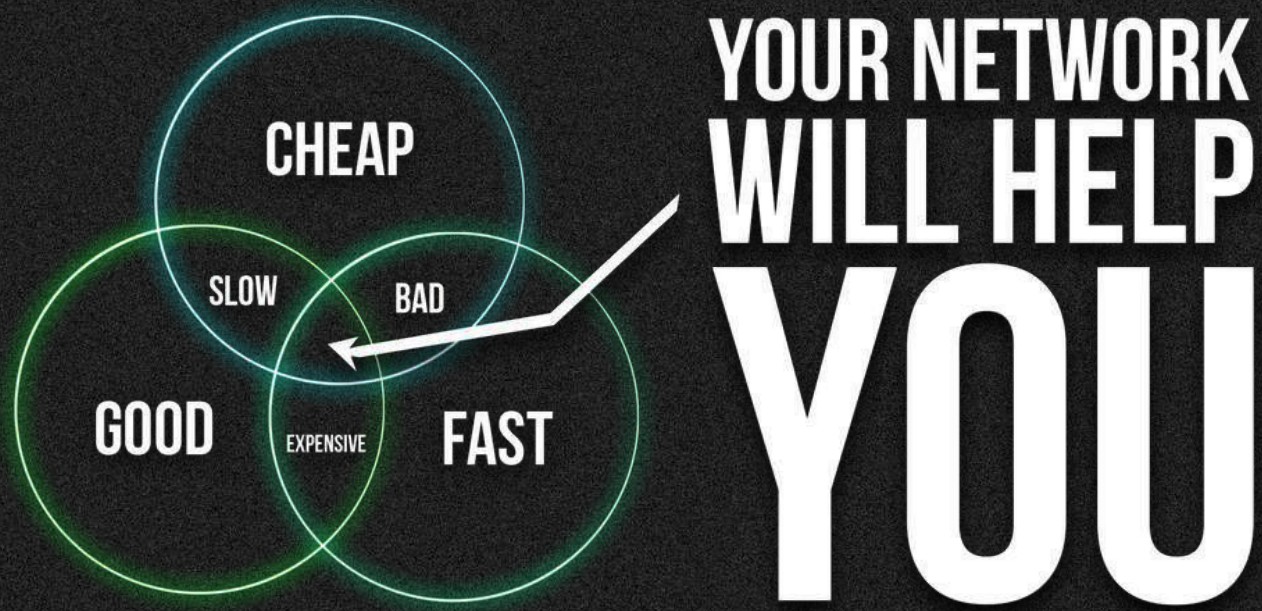
Your ability to network is critical to success, without it you're toast!

You're already fighting a losing battle... the music industry's competition is at its all-time highest!

Here's the hard truth: No huge big record label is looking to sign unknown artists these days (the chances are next to nothing).

The worst part is: as a music artist you're still on the hook for the label's essential responsibilities!





See, this is where music networking comes in. To overcome this mountain-worth of tasks and to blow up at large scale, you're going to need the help of other people.

You can't avoid this! Networking will expose you to the right people who will help you out with these difficult tasks!

This way, you can put your primary focus back on the main thing: creating good music.

For this reason alone, you can't afford to miss out on good music networking!

NETWORK BY GIVING

They say "you get back what you give", and that is the truth when it comes to music networking.



Talent and skills aren't enough (not for networking at least) I don't want you to be an artist who messes this part up.

Many label executives and large music industry figures won't care how good your music is.

They want to see what real benefits there will be by working together and forming a connection with you.

When you have something of value, people are more than happy to connect with you.

WHO'S YOUR NETWORK?



VALUE OF NETWORKING

Don't skimp out on networking in your local area! Do you want to supercharge your music career? Think locally.

Let's kickstart your music network by attending all the local music industry events! Not only are these fun to attend but also beneficial for your career in the music industry.

These events can range from restaurant music nights, open mic events, nightclubs, etc.

As long as you go to where music is, you'll have the opportunity to network with the correct people. The closer the network, the easier it is to collaborate for:

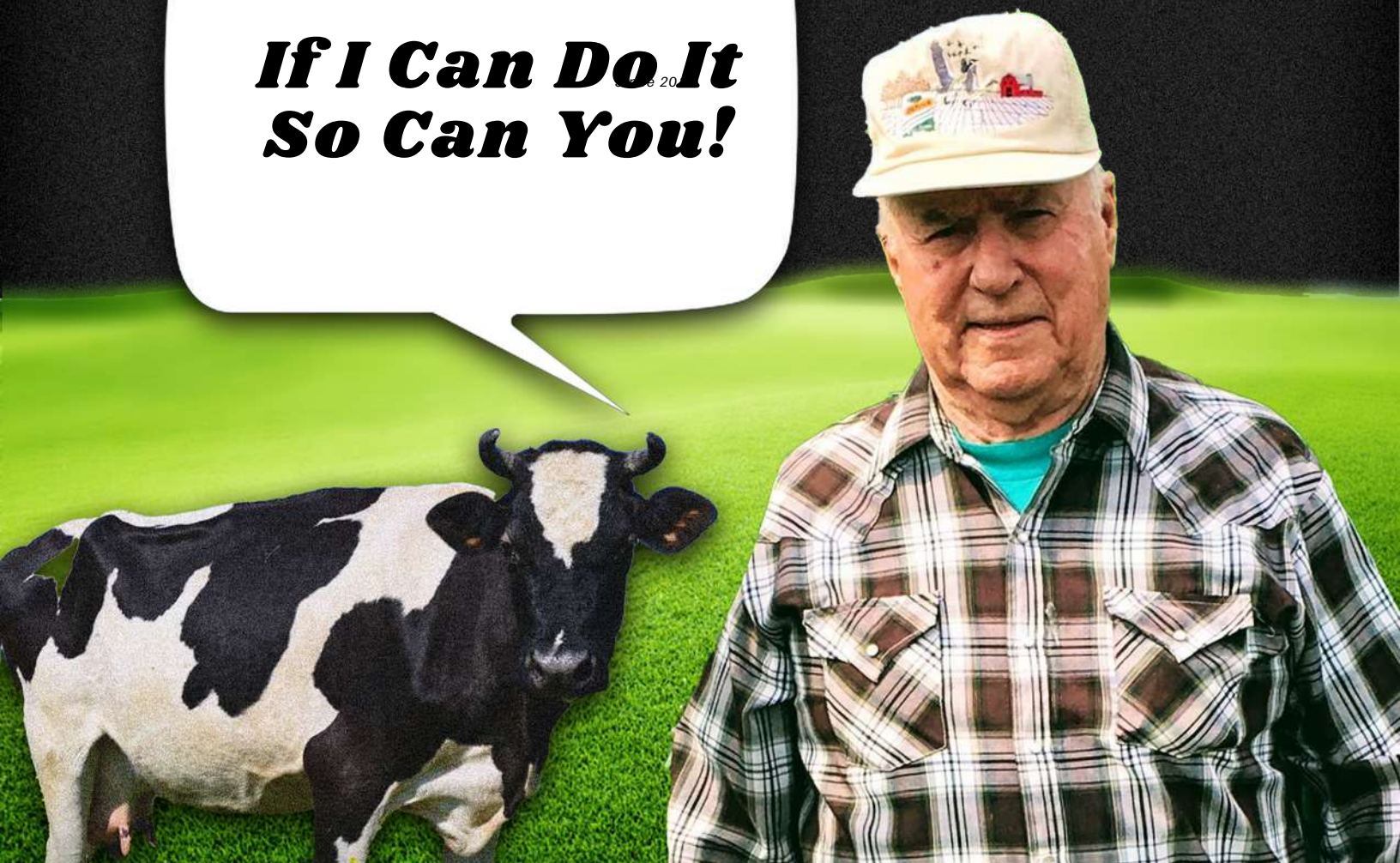
- Venue placements
- Music video recording
- Professional studio recording.

This is much easier in a large city but also attainable in small towns as long as you're networking the correct way.

Not to mention, face-to-face interaction leads to deeper connections!

I recommend that you put as much energy into local networking as you would online.

***If I Can Do It
So Can You!***



NICHE NETWORKING

Not all music networking is productive.

As a musician, you have your own goals so you must only network to fulfill that goal.

Talking to 100 niche-targeted people is better than talking to 1000 people that aren't in your niche.

If they aren't the right people for you, you won't receive any benefit!

You must target the right people for your network to see results that matter!

This allows your music career to leap to new levels.

NETWORK PLANNING

If you fail to plan, you better plan to fail.

The truth is, most of your network strategizing isn't done during the reaching out, it's done in the planning.

What's the reason for this?

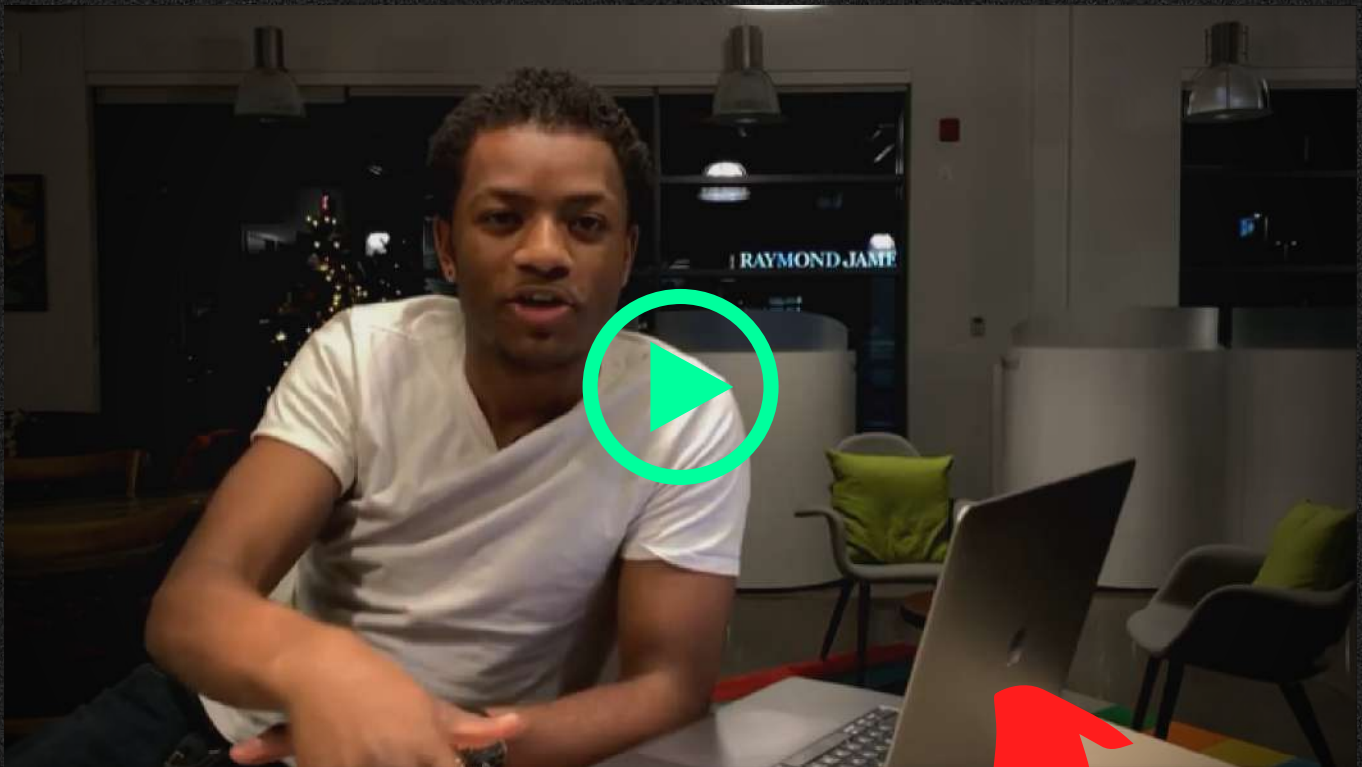
If you can align your networking goals with your career plans, you will have a better sense of direction.

Also, it gives you control to increase the chances of attaining the results you desire.

Your first impression matters the most in networking.

You may not get a second chance, so you better get it right the first time around!

MUSIC NETWORKING SECRETS

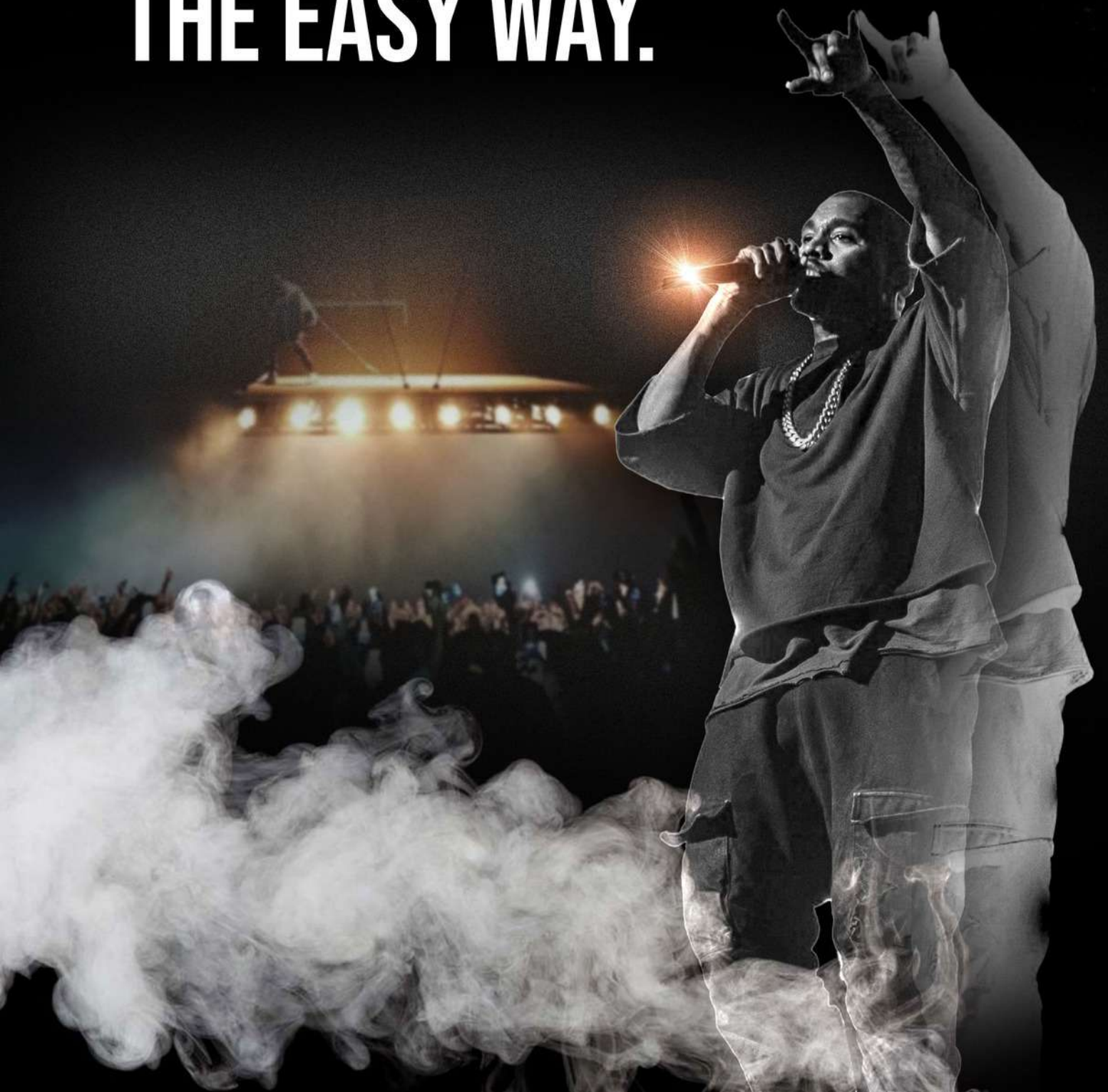


TAP HERE



FANBASE GROWTH
FANBASE GROWTH
FANBASE GROWTH

HOW TO GET LIVE GIGS. THE EASY WAY.



THE BASICS TO LIVE GIGS

Getting a gig is not as complex as you think. Trust me.

That being said, there are a couple of short steps involved when you're ready to attain these wonderful gigs.

4 Steps To Get Gigs:

#1. Find Venue #2. Pitch #3. Negotiate #4. Execute



Follow These Steps And You'll Have Gigs Piled Up!

1. FIND VENUE

Finding a venue is on the simpler side of the gig attaining process.

All you need to do is scout and compile a list of many venues you can potentially perform at.

These can vary a lot: indoor gigs, outdoor gigs, corporate events, etc. (we'll touch on that more later in this article).

Venues don't look for you.

Though, it sure would make your job a helluva lot easier if venues looked for you!

2. PITCHING

Arguably, pitching is the step that you do not want to screw up at.

If your focus is [how to get gigs as a musician](#), this step cannot be overlooked.

This is the crucial step because it's so competitive and everything needs to go perfect for you to find gigs for musicians.

No, seriously. There are so many artists competing to find local gigs so why should the venue go with you?

Ahh, they will. Why? Because you read this article and understand the ins-and-outs of getting gigs!

Pitching is the act of reaching out to the venue to communicate that you want to perform with them.

3. NEGOTIATE

Your businessman (or businesswoman) skills are put to the test here. What's your potential pay from the venue? Will you even be getting paid? Who is in charge of billing?

You need to make sure you negotiate the rates and so that you can get a good deal.

It isn't always about direct payment, sometimes the better deal comes in the long-run, which is a key aspect of your negotiation strategy. You will read more about this later in this article.

I'm not a businessman; I'm a business, man!
Let me handle my business, damn



4. EXECUTE

Execution is what gives your gig efforts meaning. You must hit the stage with the passion and expertise of the finest acts of all time.

Does this sound like too much pressure for you to handle? You're going to practice in advance so that's not a large issue.

When your gig is executed perfectly, you can expect repeat gigs at the same location while building a great reputation among local acts.

This has the potential to go so far in your music career.



WE CAN GET YOU GIGS!

Our Team Will Do It For You!
Tap Below To Find Out More.

Get Me Gigs!

KEY PRINCIPLES TO MUSIC GIGS

These are the key principles related to [getting gigs](#).
You must remember them.

If you can make this a core component of your music career values then success is right around the corner.

Music Gig Fundamentals

Remember This For Future Gigs:



Relationships Matter



Overperform Your Gigs



Start Small & Grow

START SMALL & BUILD UP

The common, confused artist thinks like this: “Let me reach out to the #1 biggest nightclub in my area, that would be such a grand place to perform at!” Ah, how foolish.

Please, let’s not let this be you. Sure, it does sound cool but... what are your chances of getting in?

Established places have their tightly-knit roster of artists to choose from. This does not include you, I know it hurts to learn this.



2013

TRAVIS SCOTT



2017

TRAVIS SCOTT



RELATIONSHIPS MATTER

Similar to a family, the music industry as a whole is running purely on relationships.

This is especially important for you getting gigs, and this is why: Local venues (regardless of how big or small they are) don't want a list of 500 artists to perform for them.

That's just too many to manage. Instead, they have three to five repeatable acts they choose from.

We need to make sure you're one of them! To capture this opportunity relationship-building is a must.

These top venues pick not only based on musical skill but how much they like the artists themselves.

OVERPERFORM TO GET GIGS

You need to over perform on your acts like crazy!

A sloppy performance can turn into you never hearing a call-back from the venue again.

Remember, you aren't the only artist that's reaching out to these gigs.

At a minimum, there are thousands of artists working day and night to take these gig opportunities away from you for themselves!

"I want to find gigs in my area" is on every other local music artist's mind! You must never forget for a second that this is a competitive landscape.

You're in a constant battle with other music artists.

When you're fortunate enough to secure a music gig, it's time to show them that you're worth keeping around.

FISHING FOR GIGS

Many artists go for the big fish first, mess up somewhere and end up on the discarded pile. To see success in fishing (gig hunting) you must go for this small fish.

This is why:

- They are more attainable, giving you confidence
- You can perform in a pressure-free environment
- There is a lot less work involved in attaining them
- You gain industry experience and the stakes aren't too high

If you can crush a smaller gig, then you should be able to crush a large one too.

Use your smaller gigs as leverage when scouting for larger paid gigs for rappers (and another genre of artists).

Slowly but surely, you will see your gigs ascend both in volume and in value.



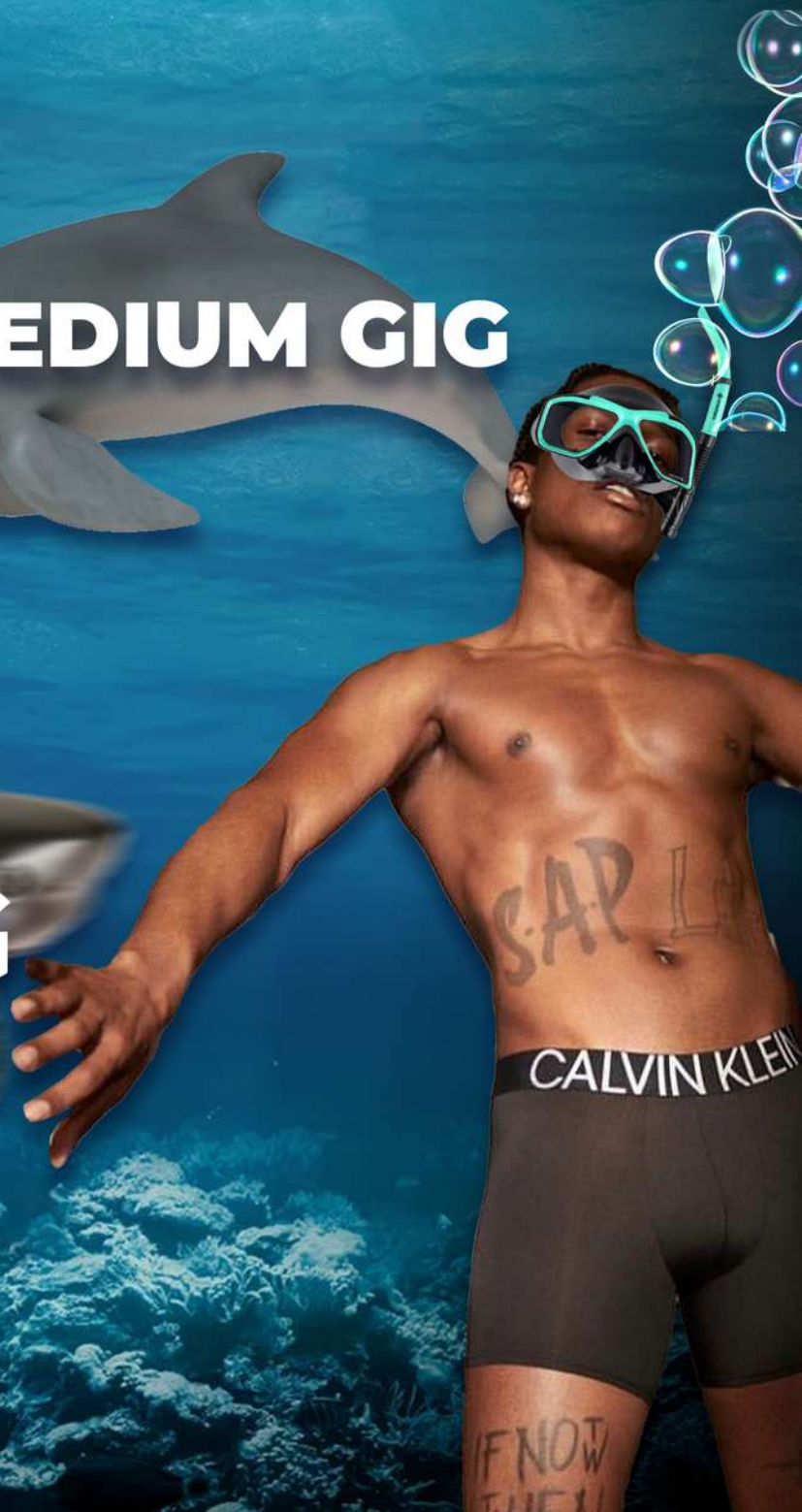
SMALL GIG



MEDIUM GIG



MEGA GIG



CALVIN KLEIN

GIG MONEY MATTERS



Royalties don't come fast enough.

If you've been uploading and releasing music on the top streaming platforms such as Spotify and Apple Music then you most likely already noticed...

Royalties don't amount to very much as you launch into your music career.

Royalties Can't Cut It.

It Takes
25'000
Spotify Streams To Make
\$100.00

(The Only Way For Royalties To Increase
Is To Charge More For Spotify Memberships.
This Would Turn Many People Away. It
Makes Total Sense. Still A Bummer For Artists Though.)

Nothing I Can
Do For Now, Sorry

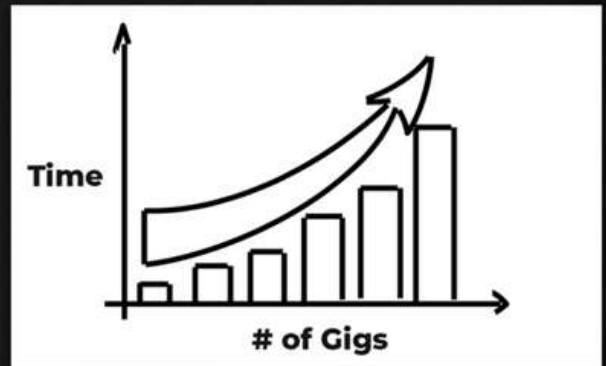


 @BoostCollective

Music Gigs Growth!



Over Time, You Should
Get A Higher Number
Of Gigs With Higher
Pay Too!



DON'T

FUMBLE

THE

BAG!

It can take time to grow your streaming numbers. For a long-term approach, it's great, but you want to be earning from your music today!

This is why gigs are so crucial to your transition into full-time music. With gigs, the event coordinator pays you immediately.

This means that if you have a variety of consistent gigs lined up, you can expect consistent payments. Woo hoo!

The Ideal Musician Calendar:



APRIL 2016						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
4 Show	5	6 Gig	7	8	9	
10	11	12 Gig	13	14 Show	15	
17 Gig	18	19	20	21 Gig	22	
24	25	26 Show	27	28 Show	29	

If Your Calendar
Looks Like This,
You're Doing Good.



NETWORKING BENEFITS IN MUSIC GIGS

Want to know a killer music industry secret? The secret is: nobody likes to tell their secrets.

A lot of the time you have to discover it yourself, there isn't a website that lays it all out for you.

Boost Collective is your closest bet but even then - the industry changes daily.

There is always a lot to learn from other music artists. Who else better to learn the music gig secrets than from artists who gig frequently!

Now the question you're probably asking is, "great, now where can I find these artists and learn from them?"



THE FEELING

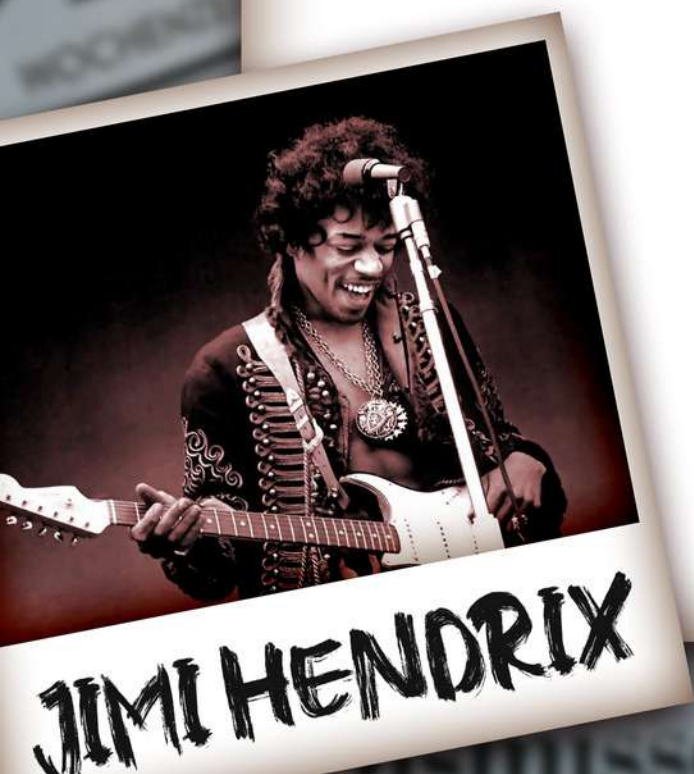
Do you remember that feeling where you finally reached a milestone for your Spotify streaming numbers? It's quite a glorious occasion. So much bliss, pride, and joy.

Now imagine that... but 100x stronger! That's the feeling of performing live. All DJ's should look to find DJ gigs. See, when you get 10,000 or even 50,000 streams you're feeling a humble pride.

You don't get to feel the raw energy that comes with performing live in front of an audience! You need to know how to get gigs as a singer!

Watching people vibe and dance to your music is a whole other feeling that cannot be matched.

As a music creator, nothing is more wholesome of a feeling than to witness your fans to enjoy something you worked so hard to create. To fully grasp this, we need to get you playing gigs asap!



The answer: at gigs. Most sets include multiple artists.

This is an amazing opportunity to network and form connections with these frequent performers.

If you play your cards right, the networking alone may lead to you getting future gigs.

Since relationships matter so much in the music industry, a referral from an artist friend to a venue has limitless value.

It's time to get some experience under your belt! Are you thinking, "hmm... I'm looking for gigs near me."

If that's the case tap the button right below this and see how we can find gigs for you!



WE CAN GET YOU GIGS!

**Our Team Will Do It For You!
Tap Below To Find Out More.**

Get Me Gigs!

LOCAL EXPOSURE

Your ability to amass local exposure is crucial. This local exposure opens up the pathway to more gigs.

Let me explain: Imagine you're performing at a wedding for a close friend. Sweet, you've already secured a gig! That isn't all.

There is potentially somebody in the audience that is getting married soon. That person is going to want a live DJ, performer, or band to play.

Since they already had the pleasure of experiencing your performance you're going to be their go-to music artist.

All you need to do is hand them your business card and social media, then you're all good!

These may not happen suddenly, but the audience becoming your clients should be an increasing trend and you perform more gigs.

The trick is to market yourself correctly.

HOW TO FIND A VENUE

This is very obvious but you may not understand its significance just yet: you need to know where you're going to perform. What does this mean exactly?

Don't just pitch anywhere all willy-nilly. You must have a concrete strategy to accomplish your music gig goals.

Here I show you the [#1 proven strategy to get you music gigs](#) and find the right venue.

You would never show up to a random event and start playing an instrument on stage. Security will kick you to the curb faster than you can spell "gig."

You need a decent-sized list of venues to systematically approach. Here is the strategy:



THE GOOGLE SEARCH METHOD

What can't google do at this point? Google is the best friend to all musicians looking for gigs.

Just open google.com and type in "events near me." As smart as Google is, it will retrieve a list of events and the venues hosting them.

If these other musicians can get gigs then there's a chance that you can too. If you're ever wondering "how to find gigs near me", then re-reread this section.

Music Gig: The Google Method

(Type This In Search)

The collage illustrates the 'Google Method' for finding music gigs. It starts with a Google search for 'events near me'. The results show a list of events, with 'Blackberry Smoke (19+)' highlighted. Clicking on this event leads to details for the 'Elements' venue, including the address '90 King St W, Kitchener, ON', contact info 'elementsnightclub.ca' and '(519) 576-6050', and the address 'FG25+6P Kitchener, Ontario'. A map shows the venue's location. Red arrows indicate the flow from the search to the event list, then to the venue details, and finally to the map. A red box highlights 'Night club' in the map's category list. The text '(There You Go!)' is next to the map.

With This, You Can Find Almost Any Venue!

@BoostCollective

THE SPREADSHEET METHOD

Here are the simple steps for this method:

- Take the name of each venue from the google search (as well as local promoters who host big parties)
- Take the email address and phone number of each venue
- Put all this info on a spreadsheet

The bigger the better! Add as many names as possible. You can't get them all so it's important to start with a large number of venue prospects.

Spreadsheet Method:

**Add All The Gig Data
Into A Spreadsheet
For Further Use.
You Will 100% Need
This Later.**



Gig Crusade Strategy				
	Venue	Email	Phone Number	Difficulty
3	Insert Venue	insert@email.com	(###) ### ####	Difficulty
4	Insert Venue	insert@email.com	(###) ### ####	Difficulty
5	Insert Venue	insert@email.com	(###) ### ####	Difficulty
6	Insert Venue	insert@email.com	(###) ### ####	Difficulty
7	Insert Venue	insert@email.com	(###) ### ####	Difficulty
8	Insert Venue	insert@email.com	(###) ### ####	Difficulty
9	Insert Venue	insert@email.com	(###) ### ####	Difficulty
10	Insert Venue	insert@email.com	(###) ### ####	Difficulty
11	Insert Venue	insert@email.com	(###) ### ####	Difficulty
12	Insert Venue	insert@email.com	(###) ### ####	Difficulty
13	Insert Venue	insert@email.com	(###) ### ####	Difficulty
14	Insert Venue	insert@email.com	(###) ### ####	Difficulty
15	Insert Venue	insert@email.com	(###) ### ####	Difficulty

THE REFERRAL METHOD

Considering you're a music artist, I believe it's fair to assume that you have music artist friends as well. Have you tried asking them for referrals yet? If not, go take a shot. They can help you find singing gigs.

Ask if they have a couple of good places they like to perform at and if they don't mind referring you to the venue. Their referrals mean much more than a cold outreach so make sure that you can at least give this an attempt.

It's not 100% going to happen every time but there is no risk and all rewards.





PITCHING TO GIGS

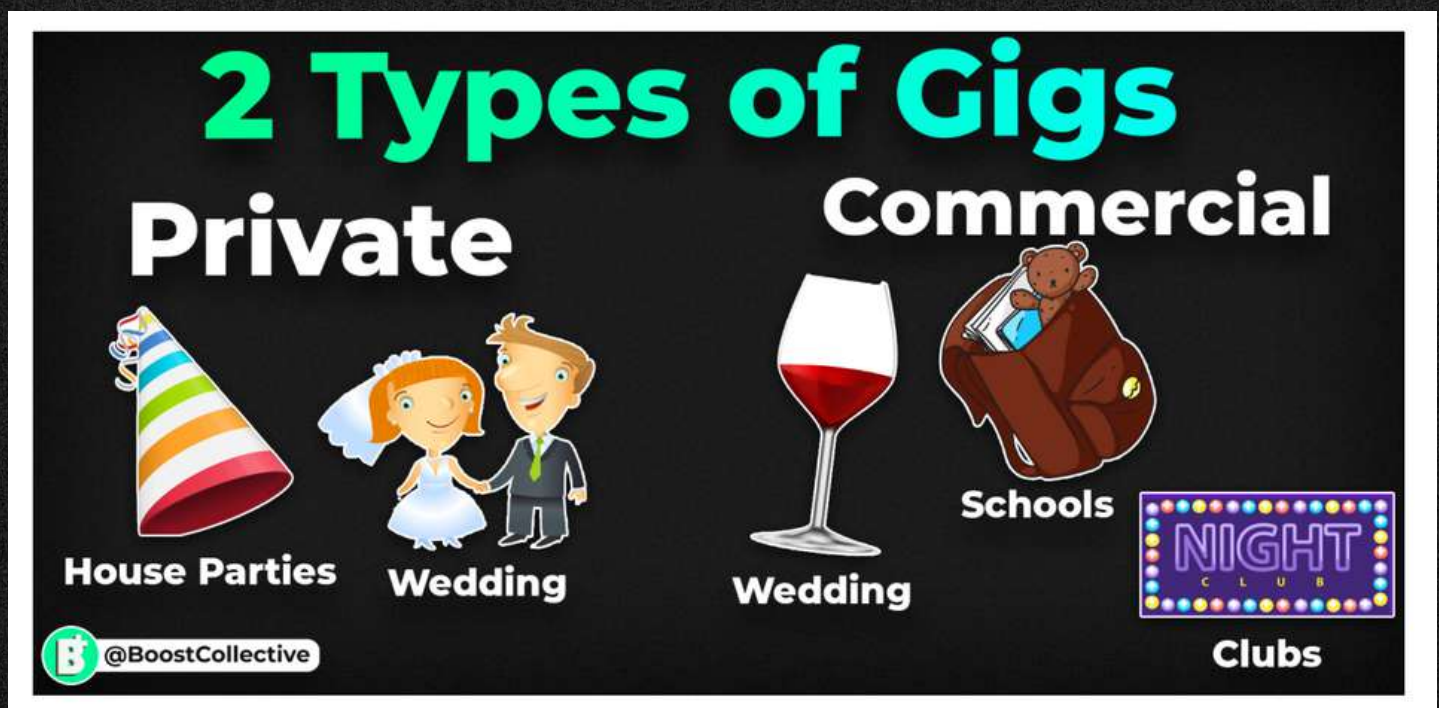
PRIVATE VS COMMERCIAL GIGS

No two snowflakes are alike, the same applies for gigs. That being said, the industry has two basic standards for gigs: private and commercial.

A private gig is one that's hosted by a non-business. You want to know how to get more gigs in the private sector.

Examples of private gigs are:

- Weddings
- Bridal parties
- House parties
- Etc.

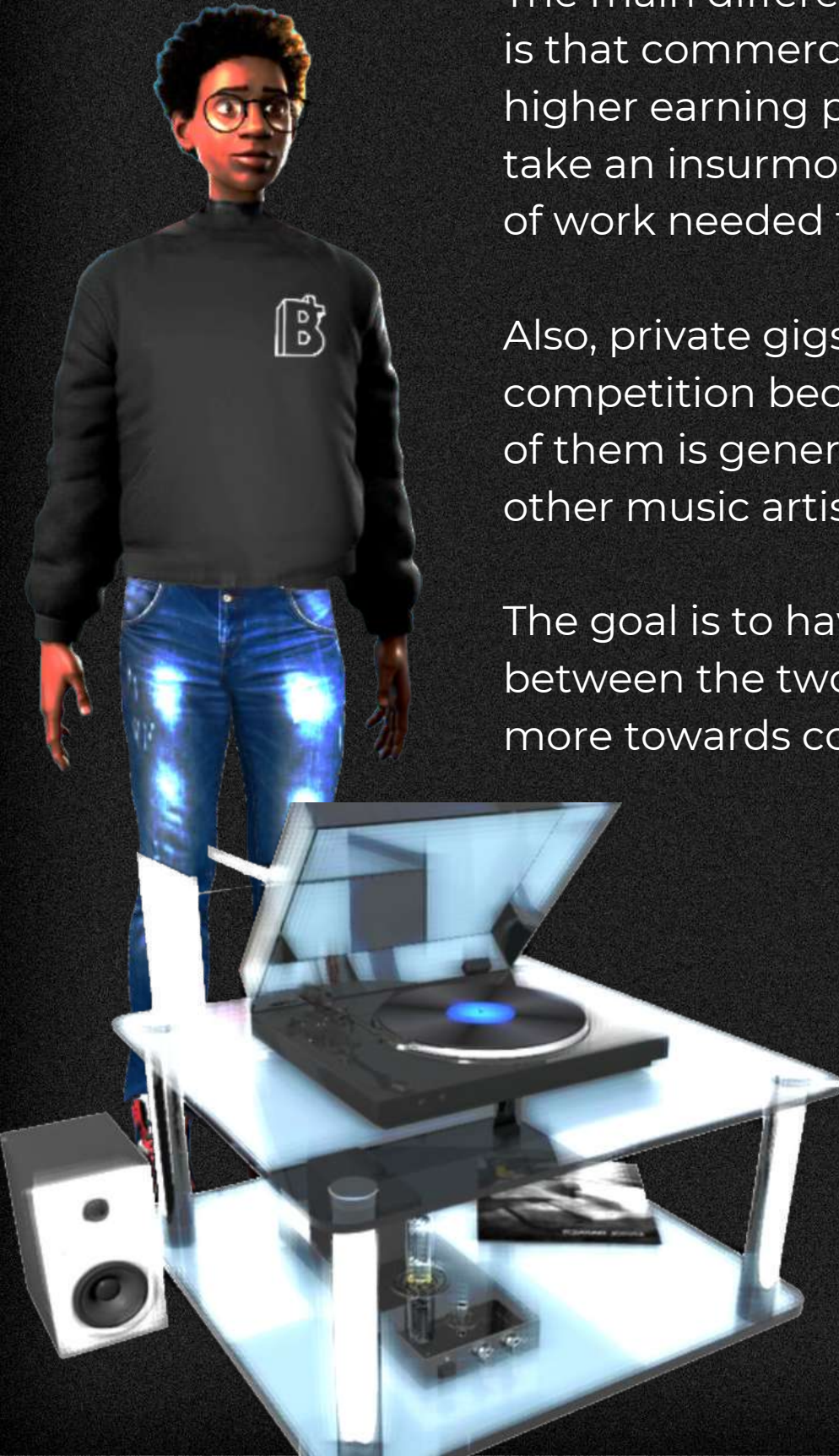


COMMERCIAL GIGS

The main difference you should know is that commercial gigs give you higher earning potential yet they take an insurmountably high amount of work needed to attain.

Also, private gigs generally have less competition because the information of them is generally hidden from other music artists.

The goal is to have a good balance between the two, slowly transitioning more towards commercial gigs.



HOW TO PITCH TO GIGS

Unless you started just recently, you should have an EPK by now. If you don't then I have two things to say to you

- Make one ASAP, it's crucial
- Your electronic press kit is a small document (generally a PDF) that gives a full summary of your music career.

Your EPK includes the top highlights such as:

- Streaming numbers
- Past venues played
- Industry Experience
- Anything of value in your career
- General booking rates (keep it general, there is more negotiation involved)

Your EPK is significant when pitching for a gig since it allows the venue to get a bigger picture of your music career.

They can evaluate if you're a compatible match for their establishment. With a good EPK you're standing out heads above the crowd of lazier music artists who don't even have one.

(There are many of them.) Utilizing your EPK is very simple: All you need to do is attach your EPK in the email pitch. It's that simple, honestly! To claim your free EPK template, [tap here](#).

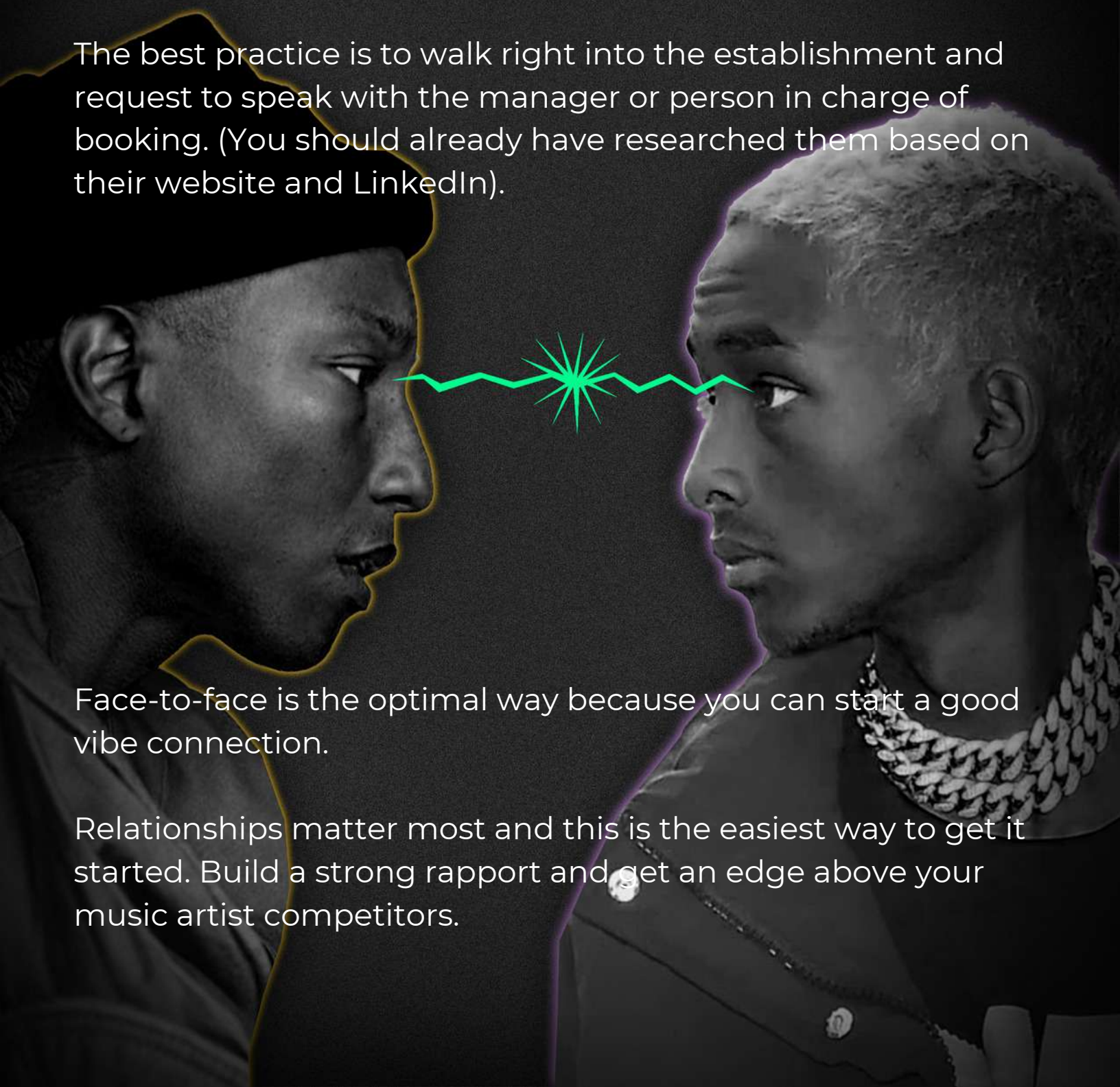
#1 - FACE TO FACE METHOD

Venue promoters and hosts are humans. Human beings are naturally wired to remember faces, so if you want to be remembered, get your face out there dammit!

The best practice is to walk right into the establishment and request to speak with the manager or person in charge of booking. (You should already have researched them based on their website and LinkedIn).

Face-to-face is the optimal way because you can start a good vibe connection.

Relationships matter most and this is the easiest way to get it started. Build a strong rapport and get an edge above your music artist competitors.



#2 - PHONE CALL METHOD

Equally bad is calling them right before they close shop for the night.

They're tired from a long day of grinding, the last thing they want is some random artist preventing them from going home early because they want a gig.

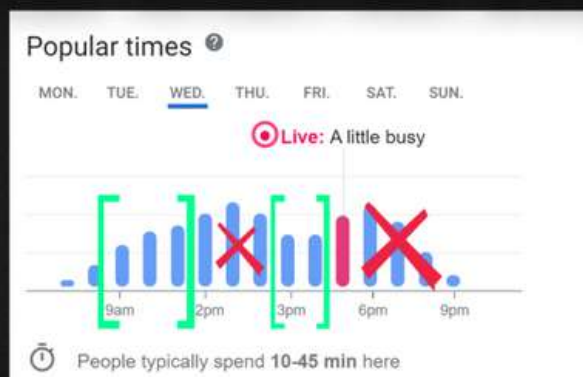
That's the fastest way to lose a gig opportunity. Don't believe me? Just try it. (just kidding, please don't.) The optimal way to approach this is to google their business hours.

Another superpower google has is that it tells you what time they are most/least busy.

Call when they are not so busy but not before closing hours. This is the proven best way to get the call set up for success.

Gig Calls Basics:

Call When Not Busy



Don't Call Before Close

This method is not as simple as it may seem at first.

A lot of things can go wrong really fast, so you should be careful and know when to retreat from using this strategy.

If you keep persisting with calls you'll become a nuisance to the venue at best, and a blocked number at worst. The trick is all in the timing.

This is the secret for how to get music gigs by phone. See, the last thing you would want is to call them during their busy work hours.

How can they serve you while dealing with busy operations at the same time? They won't multitask - instead you, and your potential music gig opportunity will be dropped.

#3 - SOCIAL MEDIA RAPPORT

A lot of your music business activities happen online in the modern-day.

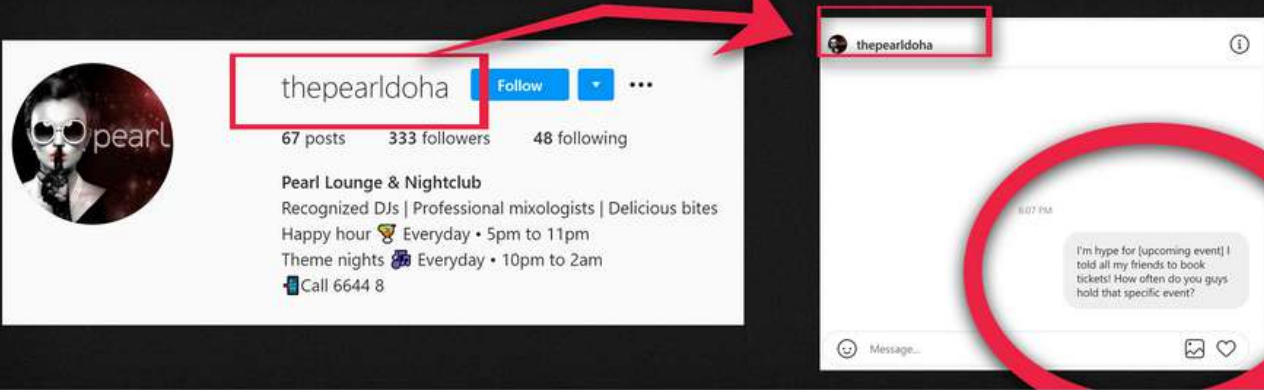
It's the same for these venues. This is how to get gigs as a band.

Almost all venues have some sort of social media they use prominently to promote their events and keep their following up-to-date.

This means if you can build rapport by communicating and engaging with these accounts, they are quickly going to notice you.

Build Rapport

Message Them, Build A Real Connection!



The image shows a social media profile for 'thepearldoha' on the left and a message conversation on the right. A red arrow points from the profile name to the message conversation. The profile has 67 posts, 333 followers, and 48 following. The message conversation shows a message from 'thepearldoha' saying: 'I'm hype for [upcoming event] I told all my friends to book tickets! How often do you guys hold that specific event?'.

thepearldoha 67 posts 333 followers 48 following

Pearl Lounge & Nightclub
Recognized DJs | Professional mixologists | Delicious bites
Happy hour 🍹 Everyday • 5pm to 11pm
Theme nights 🎉 Everyday • 10pm to 2am
📞 Call 6644 8

thepearldoha

9:07 PM

I'm hype for [upcoming event] I told all my friends to book tickets! How often do you guys hold that specific event?

This attention you're sparking through social media interaction highlights you as a music artist of choice.

A good way to bring the possibility of gigs up is by commenting/messaging them for info on upcoming events.

As you get more information from the venue, you'll begin to understand what their goals are.

All you have to do is find a way to align your goals with theirs then the rest is history!

Warning: don't be too hasty with getting gigs.

Gigs are not just a one-time thing. It's best to play it cool and take your time instead of messing up your chances due to short-sightedness.

#5 - CONTACTING PROMOTERS

The idea isn't to get in contact with the venue owner. No no no.

You'll want to find gigs online as well, the business owner generally isn't involved with this. Rather you want to get in contact with the person who is directly in charge of bookings.

They can sometimes be the owner (depending on the scale of the establishment) but not always.

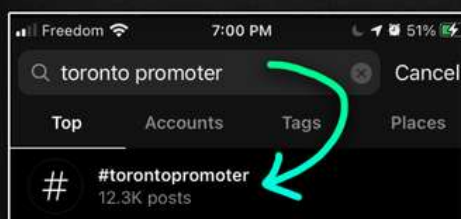
Here is a formula to find promoters:

Hashtag + Location + "promoter" = your best promoters.

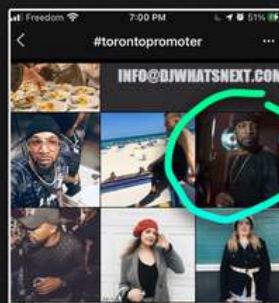
A good place to search is Instagram and Twitter. Here is an example of me searching for a Toronto promoter for a club venue:

Finding A Promoter

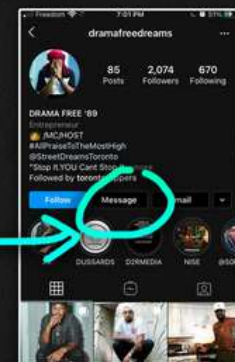
This Can Lead You Future Gigs:



Search
Location + Promoter



Look In Posts



Hit Them Up!



BECOME A FOLLOW UP MACHINE

The thing that can make you a successful artist in terms of gigs is: following up.

There are so many places where the gig pitch can go wrong. Here are common examples:

- Your gig pitch email didn't reach their inbox
- They did not pick up the phone
- All the promoters are busy
- The manager wasn't in when you came
- Infinite more reasons

Unless they tell you NO, then follow up.

It may be the 4th, 7th even 20th approach but you may still get the gig.

BECOME A FOLLOW UP MACHINE

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To start things off: music artists aren't known for their savvy negotiation skills. If this isn't your thing no worries - you'll become skilled enough to negotiate gig deals in no time.

You need to be able to negotiate so that you walk out with a fair rate (there's more to this than the dollar amount).

You'll find that in many deals you won't have the upper hand in gig deal negotiations, especially as a beginner.

Still here are a few concrete negotiation principles that will help you walk out with better deals, without coming off as stingy:

PROVIDE IMMENSE VALUE

If there is only one thing you remember from this entire guide is: provide as much value as possible.

When reaching out to your first couple gigs to get your foot in the door there isn't much experience you can dote on as your value proposition.

At this early point, think of different things you can use as leverage. Having a decent local social media following is a great example of value.

Key tip: Don't bite off more than you can chew.

That isn't how to get your first gig (or any gig for that matter). Armature artists don't see the big picture so they demand high contracts for a gig...

When they've never performed a day in their life. Don't be this guy. With this, you're a walking lead magnet for the venue!



Negotiating The Gig Deal.

PRESENT YOUR GIG **VALUE PROPOSITION**

Most venues you reach out to have only one goal: sell as many tickets as possible.

This is their bottom line. When you approach them with a value proposition (essentially, the benefit you're giving the establishment) remember to relate it to this one goal.

Try to show them different angles and how you can assist them with this. Show them how much growth potential you have (as well as the number, potential doesn't mean squat without the numbers).

Present how you will bring in more ticket sales to them over time. Every business at the end of the day is thinking of the long game.

You must go ham with this, always reiterate how you're going to promote it across your social media profiles and invite your network to come to attend.

If you can show them how you're going to potentially bring in future cash flow, they may give you a chance! Most artists are selfish and think only of their interest, you'll stand out like mad.

COLLECTING YOUR GIG PAYMENT

Don't be shy to talk about money. You're wondering how to get PAID gigs, no?

You're dealing with businesses so money talk is not off the table.

Venues are generally credible and pay all their dues on time so this isn't a concern. Make sure that you specify these essential elements:

- To whom the venue must pay
- Chequing or banking deposit information
- Total amount pre-tax

Don't forget to send them an invoice as well. Claim your free gig contract template [here](#)!

Claim your gig invoice template [here](#)! A key tip is to leave a paper trail for all transactions. Albeit rare, sometimes a venue can refuse to pay for any reason.

If you have a paper trail (either physical documents or email archives) you're fully covered.

EXECUTING THE GIG SUCCESSFULLY

Getting the first gig is only 50% of the battle. Having the venue keep you in their roster of consistent acts is the hard part (it's also the fun part!

Because of this, I want to show you a method I've personally used, it's helped me so much over the years and I know you'll benefit as well.

You should write a "thank-you" letter to the venue (include the names of the owner and who helped get you booked). It doesn't need to be a poetic piece like Shakespeare.

Just thank them for the opportunity and wish them goodwill in their business. At the bottom of the letter attach a gift card. Don't stress, It does not need to be \$1,000 even a \$50 gift card works.

It's the thought that matters anyway. This is just to show the venue that you appreciate them so much for the opportunity. They will remember you for this, I promise 100%. 95% of other artists wouldn't even think of doing this.

HAVE A LIVE GIG? STAY COMFY.



The most important aspect of everything. You need to give a show that blows the audience's minds!

The more effort you put into this, the higher results you will get back in return.

Key tip: It's better to fill up a small venue than to go halfway with a large venue.

The promoters analyze you based on ticket sales, if you're doing good then they're doing good.

This is part of the reason why it's good to start small as you're still building your local fan base and getting gig experience.

COMMUNICATION IS KEY

You need to keep steady communication with everybody involved in the gig. This can include:

- Backup dancers
- Backup singers
- Drummers
- Producers/DJ
- Etc.

I advise you to create a text group-chat so everyone can stay-up-to-date and on the same page.

Inconsistencies and stupid mistakes are avoidable, the accountability is on you to manage it.

Making stupidly avoidable communication mistakes damage your reputation and potentially your further chances of getting gigs at that venue.

You should also make it a priority to communicate with the venue themselves! They can help to correspond to your activities and get set up. Remember, venues are on your side unless you give them a reason to not be.

PREP-WORK

They always say that practice makes perfect. If you happen to have a spare garage then you should practice your entire set from beginning to end there.

This lets you discover any kinks and problems early on.

There is sometimes a lot of logistics involved.

There's the microphone, instruments, transportation, speakers, etc. Who's going to carry all of that? How will you transport it?

These are just a few of the many problems you're sure to face. This is why it's essential to have a checklist. Simply jot down all of the critical tasks and systematically go through it one by one.

You must be a perfectionist with this checklist because if something doesn't go well it has huge negative effects.



MUSIC BRANDING FOR SUCCESS

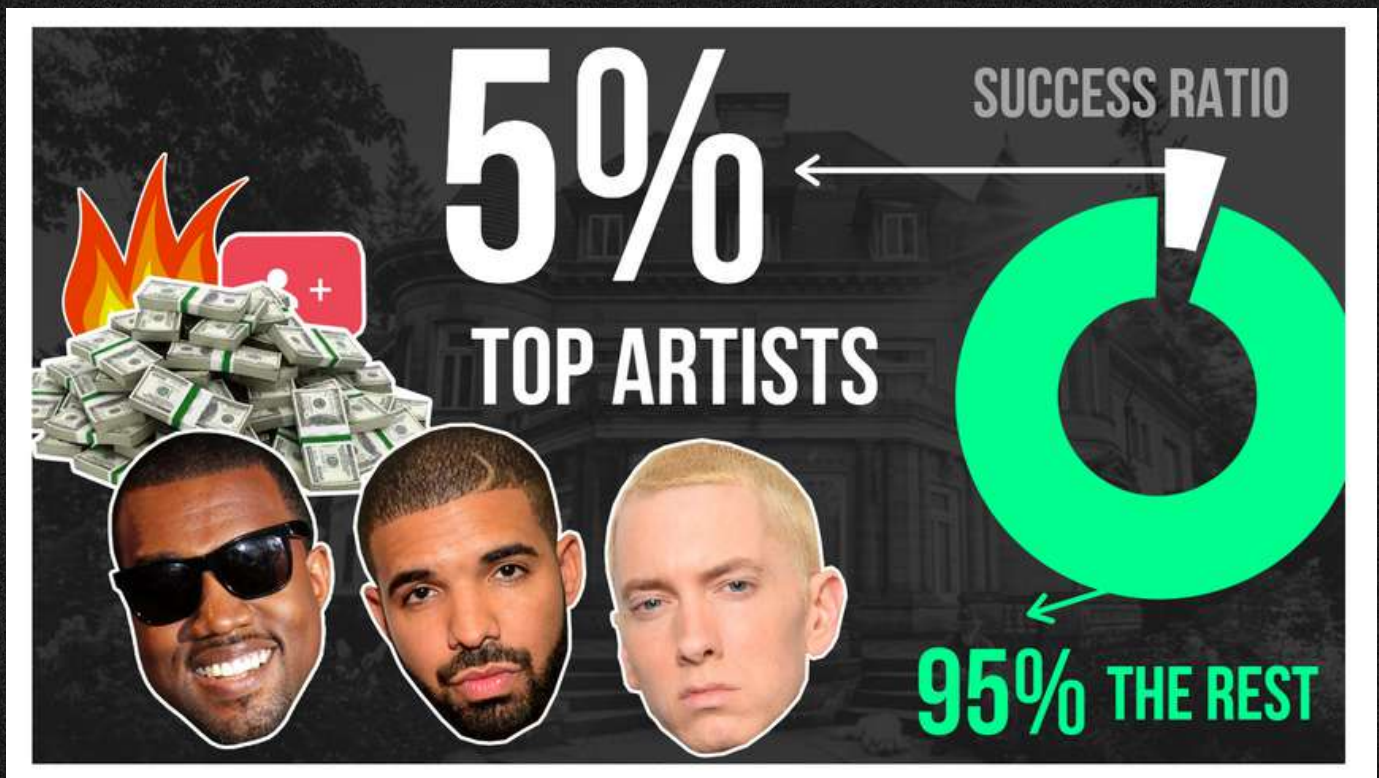
B BOOST
COLLECTIVE

THE SECRET INGREDIENT IS BRANDING

As strange as it sounds, to be a real player in the music and brands game you need to be out of the game.

Let me explain: If you take a careful look at the industry, you will notice that the top 5% of artists aren't even playing on the same level as the bottom 95%.

They have may more money and bigger followings than the remaining 95%.



Why? How? Let me tell you the REAL reason behind this phenomenon.

See, this is simply because everything these top artists do is for the purpose of standing out as much as possible (in the right way.) Now you may be thinking, "that's cool, they stand out. But how can that help me?"

This is actually the thing that can get you from being a nobody to an accomplished artist!

But before I actually get to that I want you to ask yourself this question: Have you ever had those moments where it seems like a lot of people are checking out your stuff, but nobody really stays?

Damn, it's the most so frustrating feeling in the world! Looking around, it doesn't seem like the top artist were facing this issue while coming up, what gives? Fortunately, there is a solution to this problem.

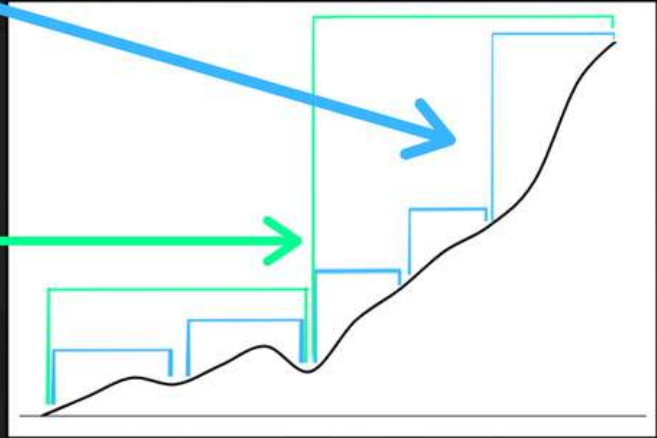
It just may not be what you think it is. Well, actually there are two types of solutions. There are quick fixes (promotions) and long-term fixes (music artist branding and interactions).

GROWTH MARKETING SOLUTIONS

**SHORT TERM
PROMOTIONS**

**LONG TERM
BRAND BUILDING**

GROWTH CHART



I want you to be aware that these two solutions are equally crucial for music and brands career success.

For example, I can easily give you a strategy that can get people to land on your page and check out your sweet, but... what's next?

How can you actually get them to stay as fans in the long-run? That's the hardest part, but also the most rewarding - the only solution to this is branding.

Think about it, how many social media posts and profiles do you scroll past every single day? Do you remember every single one?

If you said yes, then you're just capping! It isn't possible to remember everything you see, your brain just isn't wired for that (it would be so dope though.)

That is the reason why music artist branding is so important.

Our minds are selective with what it chooses to keep in storage so you must stand out in order to be remembered.

This is where branding comes in. It's the long-term solution to this problem.

Music is way too competitive so in order to have a long, fulfilling, rewarding career in the music industry you can't skimp out on this.

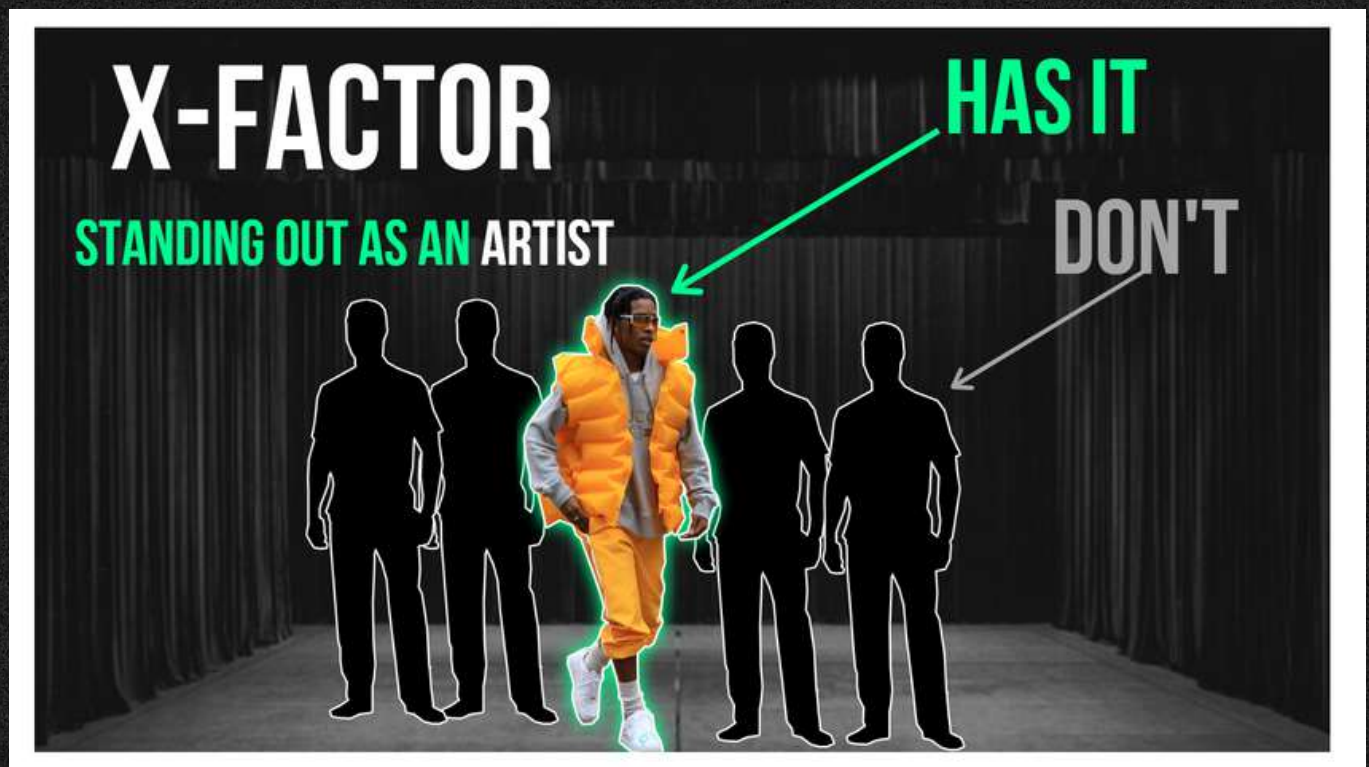
Your great brand will have an X-Factor: Something that sets you apart and leaves a lasting impression.

YOU NEED AN **X-FACTOR**

I know this is going to sound horrible to hear this but without branding, you won't get any type of lasting success in the music game.

I'm going to touch on this further in this article but I really want to get this out there first. '

As soon as you realize this, you'll be able to work on it and grow as an artist!



50% OF BRANDING IS COMMUNICATION

Let me explain this to you as simply as possible:

Communication is the art of getting your message across to show your side of the story.

See, when you master communication, you can then express your brand image in the perfect way and your audience will be able to digest it.

Communication is the true path to getting your artist image noticed and recognized. Now that you have communication in mind, let's hop into putting your brand story together.

COM-MU-NI-CA-TION

KəˌMYʊŋəˈKāSH(ə)N/

NOUN

THE IMPARTING OR EXCHANGING OF **INFORMATION** OR NEWS

"AT THE MOMENT I AM IN COMMUNICATION WITH BOOST COLLECTIVE"



BRO, I'M COMMUNICATING
RIGHT NOW

LET'S PUT YOUR **BRAND STORY** TOGETHER!

Right now, you're way ahead of most artists. You are about to learn the foundation behind getting real recognition.

Firstly, I really urge you to fully read this article and follow these steps I'm laying out for you.

It will give you opportunities you never would have thought of.

There is so much importance in successfully putting your brand story together.

It needs to distinctively stand out because that's what everybody looks at when they sniff out "star talent".

To tell your story you must first know your story, that's how you get music recognized.

That starts with knowing yourself- understanding who you are, is the base that your artist career is built on top of.

To get things started, let's take a little trip down memory lane. Think back to the very first moment you either heard your favorite artist or made your first track.

Channel back that rush, excitement, and emotions that made you who you are today.

They say when you write something down you understand it better so I really want you to write this down, don't just keep all the good stuff in your head.

Not only that, writing things down will keep you more accountable and urge you to stay focused on reaching your goals.

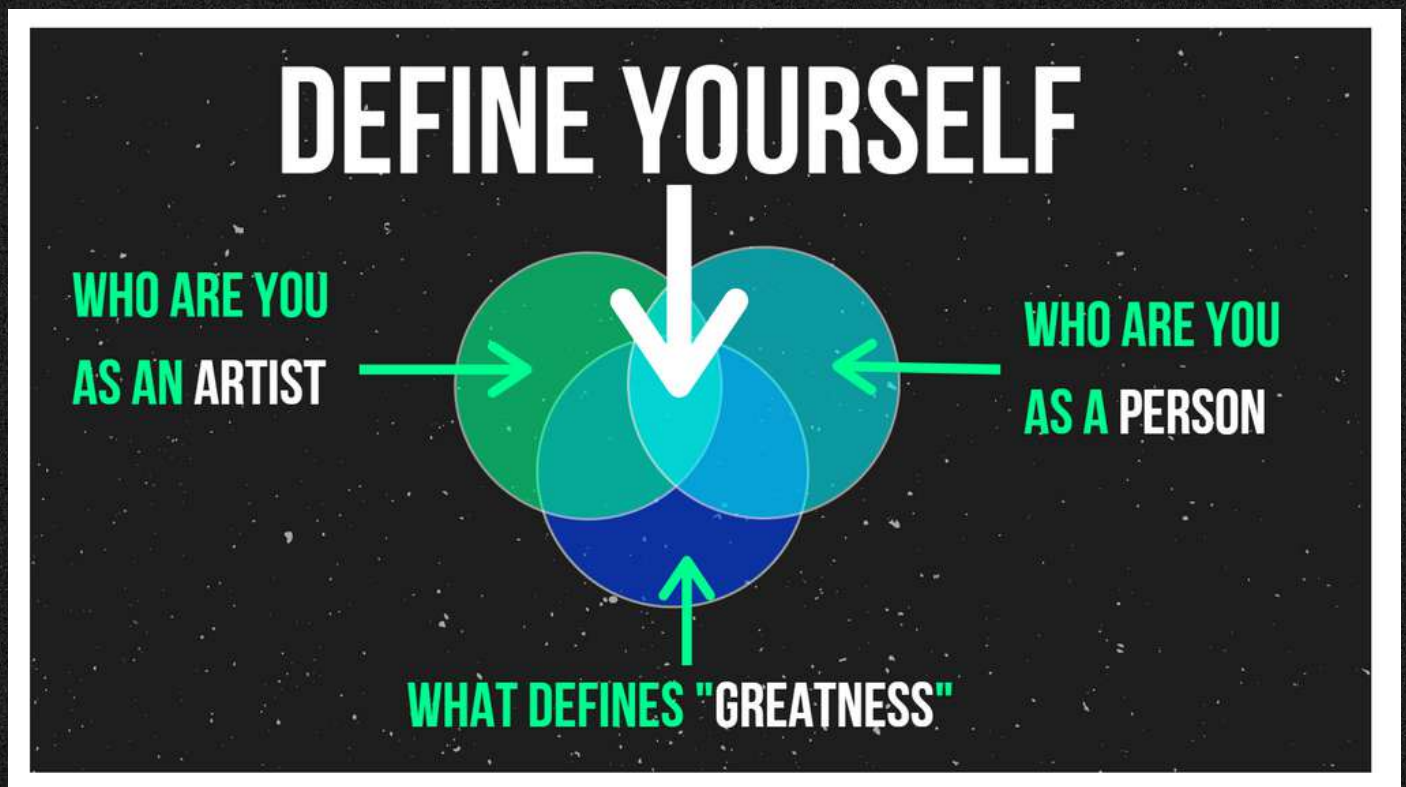
Stop reading this right now!

Go grab a piece of paper or use your phone's notes (I prefer paper though) and just take two or three minutes to write down three things:

- Who you are as an artist
- Who you are as a person
- What you define as "greatness".

Make sure that there is an overlap between these three topics.

At the end of the day, your music and brands are just mere reflections and expressions of who you are as a human being.



Ask yourself what your 'why' is.

Why are you in the music game? Is it...

- To get music recognized?
- Fame?
- The money?

Or is it just the fact that you can express yourself and influence the world in a better way? Of course, every artist has a different 'why'.

So long as you deeply know your 'why' you can express yourself nicely and target your audience a million times better.

This 'why' will give you a powerful look into what type of vibe and aesthetic you should go for.

Overall, the sooner you know your 'why' then the sooner everything you build can go in one constant direction.

(It's more apparent later in this blog.) So you have your 'why', lets now get your 'what'. As in, what is your story?

LOOKING DEEPER AT YOUR BRAND STORY

The best way to communicate is through stories.

Back before reading and writing were invented (before practically anything was invented) Humans would communicate concepts and information through stories.

We have a natural built-in tendency to follow stories.

This is crucial for your music artist branding because your 'brand image' is simply your story.

When we dissect a story down to its main components, we think of the emotional journey and themes that come at play.

CASE STUDY - THE WEEKND

The Weeknd is an amazing example of great storytelling.

The Weeknd's story is of a soft-hearted man expressing his emotions about his love, passions, and tragedies.

Both his older and newer works tell the story but keeps building on top of this. This is why people really connect the Weeknd's brand image.

BRAND STORY WELL-TOLD

AS TIME PASSES, THE WEEKND'S BRAND STORY BUILDS



He was able to build a strong and loyal fanbase through his brand story. You can do the same!

You just need to follow the very basics of your storytelling: Just think of what you value most and your ideal music subject matter.

Keep this consistent and really dig deep to show your side of this and progress with it.

Bam. That's your story. There are many things you can include in your brand story, oftentimes it's your ideal lifestyle living through your art.

A cool way to tell your brand story across is by discussing your views on the music game and life as a whole.

Think Joey Badass - his entire career is essentially just this type of storytelling.

You can also use the successes and failures of your past and (potential) future as the candle that lights up your story. The sky is limitless, and so are the ways you can portray your story. .

Now that you wrote down your 'why' (or at least I hope you did) you must now mix it together with storytelling and that becomes your main artist brand concept!

This is what people refer to when they say 'artist image.' Since your artist image is a reflection of yourself, you'll find it easier to stay authentic if you actually live your brand's message.

It's a great feeling too because your personal story is being appreciated as well.

A question to ask yourself is: what makes you different/unique while keeping it authentically YOU?

Here are examples of things that can stand your brand apart:
You play musical instruments
You have a great singing voice
You have other skills are unrelated to music (design/visuals, videos, etc.)

These things grab a butt-load of attention and create an attractive element around you that will make people want to stay.

Be relentless! Keep the brand-building going and don't let the hate or negativity wear you down. 100% of artists face brand criticism at any point in their careers so you must find a way to use that as fuel to keep going.

It's not easy navigating through the music industry jungle, but these obstacles will stop bothering you over time. Welcome to the jungle, baby.

PROMOTING THE BRAND IMAGE

At this point in the guide you should:

- Know your 'why'
- Understand the importance of communication
- Have your brand story together

There are many no-name artists that don't have a single story and because of that aren't worth a damn cent.

It's harsh to hear, but that's the cold truth of the industry.

The value your brand story is shown when somebody sees. Now only do they see your music but also see the 'why' and will resonate with your concepts and values.

This connection is what will turn followers into fans.

XXXTentacion, Tupac, and Playboi Carti are three great examples of artists that properly communicate their brand story. In everything they do/did, there is always the aspect of their brand.

Due to this, they have (arguably) some of the most die-hard cult fanbases!

You must always include your brand touch when you're promoting anything so that you're maximizing the full effects.

"CULTURE" BRANDING

XXXTENTACION

SAD CULTURE



TUPAC SHAKUR

ACTIVIST CULTURE



PLAYBOI CARTI

HYPEBEAST CULTURE



THE 3 C'S OF BRANDING

CLARITY

How easily is your audience able to understand exactly what your story is?

If you're making it overly complex and there is too much clutter then people will have a hard time finding the deeper side of you.

Make it clear so you can communicate your story better.

A good way to do this is just focusing on one main brand message in each work you do and double own on getting that across.

By doing that you can save your time, energy, and resources to perfecting that image.



CONSISTENCY

When you discover that higher results are achieved through a certain communication style, keep going that way.

If you're changing up every 5 Seconds you're not going to get a long-term fanbase.

Just imagine if J.Cole started making country music songs and his music videos were of him vibing in Kentucky. Strange, to say the least.



CONSTANCY

Constancy is similar to consistency but the only difference is that it's within all your platforms, not just in your music.

keep it constant in your visuals, social media, etc.

That way anytime somebody sees it they will see your brand immediately.

USING **SOCIAL MEDIA** FOR YOUR BRAND

We really could not have been born in a better time than right now. The amount of reach you can get on social media today is absolutely unthinkable in the past.

There has been no other time in history where you can get your story shown to many others with very little work.

You have the potential to reach hundreds of thousands of people- and you can do it absolutely free.

That being said since it's so easy you can expect your competition to get tougher every coming day. That's why you need to stand out through branding to get music recognized.

Not using social media to your advantage is pretty much the same as shooting your music career in the foot.

Ouch, that's a lot of damage to your career! To prevent you from missing out, here are great tips to help keep your social media in line with your brand

BE **APPEALING**

You can't polish a turd.

No matter what you do to improve something, if it's fundamentally crap then you need to cut your losses and start back at square one.

See, the music industry is just one part of the entertainment industry so you need to keep it entertaining.

of the ways you can increase your appeal are by having higher resolution photos, , adding nice visual effects, and adding an emotional touch to the posts.

BETTER OFF **REMOVING BAD CONTENT**



BREAKING DOWN "APPEALING" CONTENT

HIGH RESOLUTION!

RELATABLE

BRAND LOGO



PHOTOS AND TEXT

TARGETED TO
OUR AUDIENCE

WORDY CAPTION

boostcollective We wanted to up our entertainment game!
🤔 Jabari put together a new series called "Rate These
Lyrics"! What do you guys think 🤔 .

If you have to I strongly suggest that you remove all your boring/unnecessary content and keep all your future posts interesting and appealing.

Make sure that you throw in different types of posts. Don't be the person that posts the same thing over, over, over, and over again.

When you look at top artist profiles they have a variety of different types of posts because it keeps things fresh.

The fans know to expect something new and interesting every time.

Even psychically looking unique can score you some points. Some artist look so unique that you can pick them out from a crowd.

Themes and captions are great for personalizing your profiles. Try to keep a consistent theme in all your post so it matches your brand story and your artist's image. Travis Scott does a great job at having a brand theme.

Not to mention, your captions should reflect your personal story as well, so keep it engaging. Sometimes it's okay to be controversial in your captions.

I'm not saying turn into a full political spokesman or saying foolishness for controversy, but stick up for what you believe in and fight for your beliefs.

So long as you do this in a way that nobody's reputation gets hurt it can bring a lot of attention to your page and make you stand out. It builds an artist's image of a great personality!

TRAVIS SCOTT HAS EXPERT BRANDING

HIS BRAND STORY/CULTURE IS THOROUGHLY COMMUNICATED!





lilnasx



SOCIAL MEDIA BRANDING



@boostcollective



TARGET YOUR POSTS

This by itself is probably one of the biggest things that artists mess upon.

Make sure all your content targets your exact demographic; the people who really support your brand and help it grow.

You may be thinking "if I target more people that means more fans, and more success!"

If it was that easy then anybody would have G.O.A.T status by now.

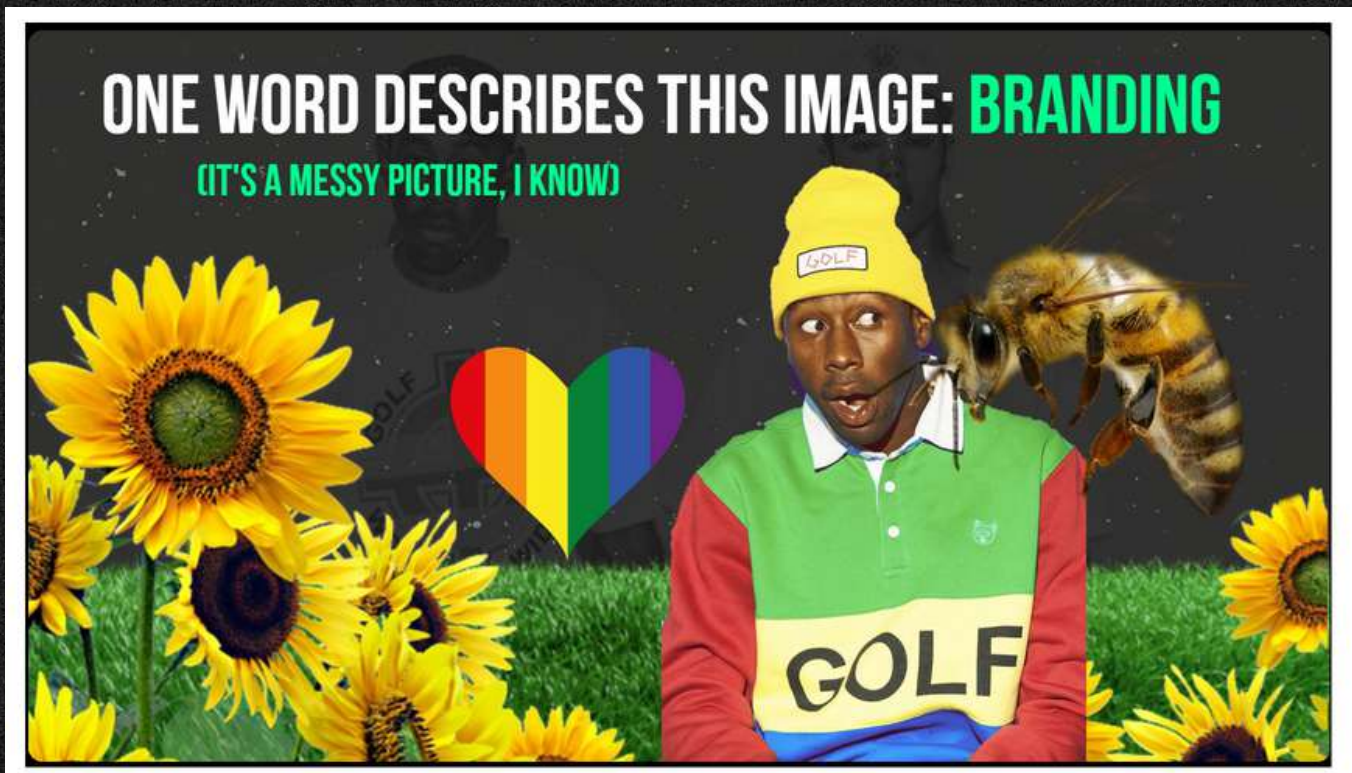
Instead of trying to hit a brand new demographic all the time you should focus on what you already have, you'll find more success through just growing in one niche.

CULTURE TARGETING

There is a culture surrounding your brand so really dig deep in that culture and find the right people who fit that culture.

Some examples of the 'culture' are:

- The hypebeast culture in Playboi Carti's brand
- Alternative culture in Tyler the Creator's brand
- Woke culture that follows J.Cole.



Something so simple yet so forgotten. Don't ever forget that you need to interact with your followers because your followers turn into fans.

It sounds so foolish, but there are actual artists that think ignoring their fans makes them look more "official". Some more fitting words for this are dumb and inconsiderate.

By interacting with your page visitors consistently they will get to know you better and be more willing to check out your other music and platform.

Remember, this is a marathon, not a sprint.

Build meaningful connections rather than just a following.

There are many different ways to interact with your audience,

Some ways could be through live streams, DM, Snapchat, etc.

Our fan interaction guide digs deep on how you can interact with people to turn them into fans, so go read that for a full breakdown!

Showing gratitude and love back to other artists in the music industry can also turn them into your fans, don't overlook that part!

Part of networking is forming the connection- it goes a long, long way.

Try not to just spam comment three fire emojis; it doesn't cut it as an acceptable response.

Do you remember the last time somebody left "🔥🔥🔥" under your posts? Probably not.

**BD BOOST
COLLECTIVE**



BRAND BUILDING STRATEGIES

HOST A GIVEAWAY

Most artists don't invest very much in their careers.

I mean at all! Simply hosting a giveaway will make you stand way ahead of the crowd.

A great example of this was our Boost Collective Mega Giveaway.

This allowed us to gain over 4,000 new followers to our Instagram account!

GIVEAWAYS ARE PURE GOLD

MUSIC GEAR GIVEAWAY
8 DAYS REMAINING!
CHECK CAPTION FOR MORE DETAILS!
9'000 FOLLOWERS AT LAUNCH

MUSIC GEAR GIVEAWAY
RESULTS
WINNERS BELOW!
THANK YOU! MORE GIVEAWAYS SOON!
13'000 FOLLOWERS POST GIVEAWAY

boostcollective
533 posts 13.7k followers 442 following
Boost Collective
MUSIC CAREER SUPERFUEL

FREE STRATEGY ANALYSIS
ARTICLES
CONTENT DECK
FREE BEATS
MUSIC NEWS MOTIVATION
STRATEGY VIDEOS

WE ARE GIVING AWAY MORE STUFF!
TAP THIS IMAGE TO CHECK IT OUT

People forget a lot of things, but the chance to get free stuff isn't one of them!

The whole idea with the giveaways is that the reward has such great value that people will pay extra attention to it.

Many of these followers stayed in the long-term because they got the chance to experience our brand story.

(Heck, that's probably the reason why you're reading this right now!) You want people to see this type of dedication in your brand.

You don't need to give away \$8,000 prizes, even small things of great value will set you apart from the average artist brand.

A few things to give out are:

- \$20 amazon gift cards
- Your own free beats or buying them a \$20 beat
- Writing them a bar or giving away verses
- Any other skills you may have (cover art design, mixing, reposts, etc.) Be creative, it's a lot of fun!

CREATE AN ARTIST WEBSITE

"Why should I create a website- my social media showcases my brand already!"

This does not cut it. Why do you think Kendrick Lamar, Kanye West, and Eminem all have websites?

It's a professional industry standard to have your own live artist website if you really want to be taken seriously.

All the top music executives or labels that you will want to work with in the future are going to take your music brand much more seriously when you have a website.

Remember: your fans aren't the only people your brand needs to stand out for! The Boost Collective website is a great example.

How many of you would take us seriously as a music branding agency if we decided to not build a website? Whether you're selling music or other products, websites are essential to branding.

GIVING BACK

Fundraising and giving back is an amazing thing. Life isn't always about taking, taking, taking.

Every now and then you should give back, it's one of the most epic moments ever.

You will feel so good and it truly shows your appreciation for others.

Look at it from the viewer's perspective: there isn't a single person that sees a fundraising event and hates the brand. You will find that nowhere on this earth.

This really helped to repair Xxxtentacion's brand. X's fundraising events really show this amazing branding effect.

His fundraising events made his emotional and humanitarian image much more memorable. This was so remarkable even after death he is remembered as an overall good guy despite his edgy history.

Fundraising events give your brand a good type of influence and make you more trustworthy. Helping others is a win-win situation.

USE A CONTENT STRATEGY

"By failing to prepare, you are preparing to fail." -Benjamin Franklin.

That's the exact same approach when it comes to putting out content.

Do you honestly think that your posts mean anything if you just do whatever, whenever?



I really want you to adopt a different mindset towards everything you do in your career.

You gotta plan this sh*t out! Some artists don't even put out regular content aside from the music itself.

Simply posting isn't enough to gain sufficient traction on your songs, there needs to be some sort of content to introduce a visitor to it first. Think of a content strategy as a really strong magnet to attract fans.

It takes some time to learn magnificent strategies for successful content releases but as you get better over time the process will become easier and streamlined.

Just take a look at Boost Collective's content and you can clearly see that there's a strategy behind our posting.

We go deeper with strategies in our fan interaction guide, you should use it if you want better results on your posts!

QUANTITY MATTERS.

Gary Vaynerchuck says put as much content out there as possible, and as you put more and more content out you're going to discover what really works and what doesn't.

After testing this, I was able to grow our Instagram to 13.7k+ followers as of April 2020.

Just look at the numbers I would really follow this. The best tool at your disposal is analytics because it adds up the numbers and directly displays results.

These results will help you find out how to proceed in your future posting for maximum results.

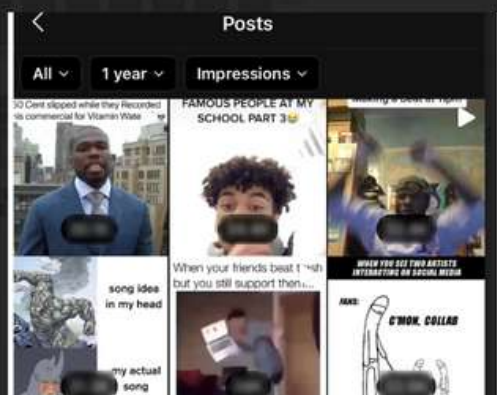
Over time you can adjust and change up the type of content posted so that it fits your audience better.

Go out there and start making content in a more strategic manner! These constant changes and improvements in posting strategies are the reason we are able to put out so much fresh new content and really build our following over our social media profiles.

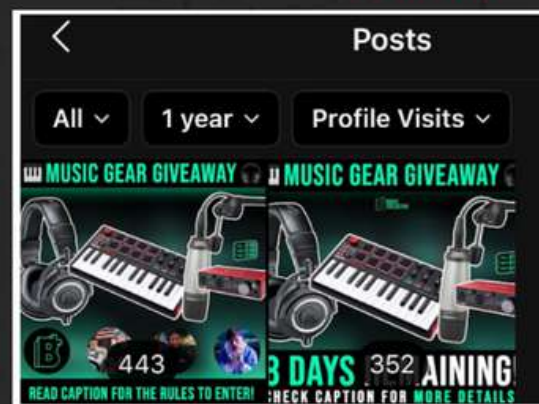
We really urge you to go and do the same thing if you want to stand out and grow in the industry!

ANALYTICS SHOW WHAT WORKS

IMPRESSIONS WINNER: MEMES



PROFILE VISITS WINNER: GIVEAWAYS



NOW OUR **FUTURE POSTS** CAN BE TAILORED ACCORDING TO OUR **GOALS!**

USE **BRAND DEALS**

I spoke about brand deals before in our guide showing how you can get a brand deal.

These deals are amazing because not only do you get paid, but your brand takes the next step into looking more official.

By having other companies willing to do deals with you shows it that you have an entrepreneurial brand and are ready to take your music career up to professional levels.

Even if you don't get a brand deal it's important to have a media kit to show others.





WANT MORE?

This concludes our e-book
(for now..) If I put any more
pages then you'd be eading
into the next century haha.
We do have more resources
for you tho

LET'S RECAP

So far you learned about:

- Branding
- Marketing
- Collaborations
- Networking
- Brand deals
- Getting Gigs
- much Mire

LET'S KEEP IN TOUCH

Tap any of these icons and
connect with us:



BROWSE OUR SERVICES!

Will you become the next Drake?
Probably not. Will you get a larger
fanbase and more streams?
Absolutely! Tap in and join the
ranks of successful artists :D

The screenshot shows the Boost Collective website interface. At the top, there's a navigation bar with links: MERCH, BLOG, LOG IN, LOOTSPIN, TESTIMONIALS, HOW IT WORKS, CHECK CREDIT BALANCE, BUY BOOST CREDITS, and USE YOUR CREDITS. The main headline reads "YOUR MUSIC SUCCESS STARTS NOW.". Below this, on the left, is a video player with a man speaking and the text "WATCH THIS!" with an arrow pointing to the video. On the right, there's a section titled "ORDER CREDITS HERE" featuring a "BOOST CREDITS" product image, a "50% OFF" discount, and a price of "\$30.00". Below this, there are dropdown menus for "# of Credits" (set to 5) and "Add the Boost Bundle" (set to Add Bundle (20% Value)). A large orange "Order Now" button is at the bottom of this section. At the very bottom, there's a link that says "what's in the Boost Bundle?".

← → ↺ 🔒 https://boostcollective.ca 🔍 ☆ ⚙️ 🛒 👤 ...

BOOST COLLECTIVE MERCH BLOG LOG IN LOOTSPIN TESTIMONIALS HOW IT WORKS CHECK CREDIT BALANCE **BUY BOOST CREDITS** **USE YOUR CREDITS** 📷 📺

YOUR MUSIC SUCCESS STARTS NOW.

WATCH THIS!

ORDER CREDITS HERE

BOOST CREDITS

50% OFF 🔥

\$30.00 \$60.00

of Credits

5 Credits (Try us out) ▼

Add the Boost Bundle 📦

Add Bundle (20% Value) ▼

Order Now

what's in the Boost Bundle?



SEE YOU SOON!