

Santi – The Hustling Indie Artist



Age

22 - 30

Quote

"I just want to play music full-time, but getting booked is exhausting."

Background

Self-taught musician, plays in a band or as a solo act. No formal industry connections.

Motivations

Wants to make music his full-time career. Seeks **steady gigs** and **better industry recognition**.

Frustrations

Venues don't respond to his messages.

Finding gigs take weeks of cold outreach.

Last minute cancellations disrupt his schedule.

Low pays make it hard to survive.

Expectations

A **centralized place to find gigs** (instead of endless DMs and emails).

A **way for venues to find him** (instead of him always chasing opportunities).

Payment transparency—knowing what he'll earn before accepting a gig.

Environments

Lives in a **big city (CDMX, Monterrey, Guadalajara, etc.)**.

Practices in a **shared studio or at home**.

Plays **small bars, cafés, and local festivals**.

Needs

Direct access to venues & organizers.

A musician portfolio/profile to look professional.

Booking protection (reducing last-minute cancellations).

Channels

Instagram, TikTok, Facebook, WhatsApp (for networking).

SoundCloud, Spotify, YouTube (for music promotion).

Google Sheets, Trello (to track gig dates).

PayPal (for payments).