

GET BOOKED OR STAY BROKE

The viral strategy DJs use to blow up on TikTok, get booked worldwide, and make a living from their music in 2025.

FULL TABLE OF CONTENTS (Premium Version – €100)

01. INTRO — Why 2025 is the easiest year to blow up

- How TikTok, YouTube Shorts, and IG killed the entry barriers
- Clubs don't want the best DJs anymore. They want the most visible ones.
 - The new power: audience > manager
- Proof: Hugel, Keinemusik, Peggy Gou, WizTheMc, Beele, DJ Snake

02. The Viral 7-Step Method

This chapter lays out the full strategic vision.

1. Build a real DJ brand
2. Post content every day on TikTok, Reels & Shorts
3. Build a content pyramid (long → short → reposts)
4. Launch 3 TikTok accounts with different angles
5. Remix viral tracks + create your own music
6. Build your network (fans, artists, curators, bookers)
7. Monetize (gigs, brand deals, collabs, fanbase)

03. The 3 TikTok Accounts System

- One account = DJ Sets Only
- One account = Face cam / Behind the scenes
 - One account = Remixes / Street content
- How to feed all 3 with a single recording session

04. Create Content Daily Without Burning Out

- Batching system (1 day = 1 month of content)
 - How to recycle 1 video into 5 formats
- 10 video ideas that always work (no talking needed)
 - The mistakes that kill TikTok growth

05. Turn Virality Into Bookings

- 3 types of content that attract gig requests
 - What clubs really look at
- Your Instagram = your DJ résumé (how to make it pro)
- Where to find the right contacts (festivals, bookers, etc.)
 - DM templates to copy-paste
 - Real gig-closing message example

06. Winning DJ Playbooks

- Keinemusik → 612M streams, \$300k/gig

- WizTheMc → 1 track, 284M streams, 27M monthly listeners
- Hugel → Vegas resident DJ, 26M listeners, top 5 most played DJ in the world
 - What they did... that you can copy today



07. Tools & Platforms You Need

- 5 AI tools to create content faster
- Best platforms to get discovered (even without a label)
 - How to get noticed by artists/labels
 - Gig & playlisting platforms



08. Bonus: Become a Scalable DJ

- Build your team
- Turn your content into a mini agency
- Make money even without gigs (sponsors, fans, brand deals)
 - Turn 1 track into a business



09. The 90-Day Checklist

- Days 1–30: launch your accounts, first content drops
 - Days 30–60: growth phase, DMs, pro setup
- Days 60–90: bookings, more growth, monetization



10. Conclusion + Access to Private Group

- You now have the complete strategy
 - It's your move
- Link to the private Telegram group



CHAPTER 01

Why 2025 Is the Easiest Year to Blow Up (And Why You're Still Invisible)

In 2025, you don't need a label, a manager, or "luck" to succeed anymore.

All you need to do... is hit "post."

We live in a time where a completely unknown DJ can blow up in one week—just by posting the right content format on the right account.

TikTok, Instagram Reels, and YouTube Shorts destroyed all entry barriers.

Back then, you had to beg a promoter.

Today? They come to you... if you've got viral content.



What Changed (That Most DJs Still Don't Understand)

In 2015:

Clubs booked DJs based on their reputation or network.

In 2025:

Clubs book DJs who fill venues thanks to their online presence.

Look at today's top DJs:

- Peggy Gou → One viral TikTok track → 7.9M monthly listeners, 629M streams
- Keinemusik → 18M listeners, 612M streams, worldwide tours
- Hugel → 26M listeners, Vegas resident, 5th most-played DJ worldwide
- WizTheMc → One hit posted on repeat → 27M listeners, 284M streams
- Beele → 39M listeners, Latin superstar → 1 viral reel a day

They're not the "best" DJs in the world.
They're the best music content creators.



Today:

If you don't post content, you don't exist.
Even if you mix better than them.
Even if you have raw talent.
No club can book you if they've never seen you.

And now, "seeing you" means a TikTok, a Reel, or a YouTube Short.

Fans, bookers, and talent buyers scroll all day.
They watch videos nonstop.
If you're not showing up—you're invisible.



Why You're Still Invisible:

1. You're not posting daily
2. You don't understand TikTok formats
3. You're waiting to get booked instead of building your audience

But it's not your fault.
No one ever taught you how to market yourself like a product.



Here's the Good News:

With this plan, you don't need:

- Contacts
- Labels
- Agents

You're about to:

- Build a brand around yourself
- Get seen by fans, bookers, and artists
- Attract opportunities instead of chasing them
- Get paid to play worldwide

Most importantly:
You'll build a booking machine around your music.

👉 In the next chapter, I'll give you the exact 7-step plan.

You'll see—it's simple, logical, and 100% actionable.

CHAPTER 02

The 7-Step Plan to Go from Invisible to Fully Booked

You want gigs?

Here's the exact plan I've used to:

- Book unknown DJs all over Europe.
- Turn viral TikTok videos into club bookings.
- Help artists hit 1M+ monthly listeners on Spotify in under 6 months.

🎯 This is not a “theory”.

This is exactly what we apply, and you're going to follow the same plan step by step.

Step 1: Create a Profile That Sells You

Let's be clear:

No club, no festival, and no fan wants to waste time guessing who you are.

Your profile should instantly answer:

- Who are you?
- What's your style?
- Why should we book you?

✅ What your profile must include:

- Name + DJ alias
- Professional photo or content still
- City + Country
- Musical style(s)
- Hourly rate or fee range
- Link to Instagram, TikTok, SoundCloud, Spotify
- 1 strong video (live set, club moment, or viral content)

If you don't have one of these, you're leaking money.

Step 2: Post Every Day (the Right Way)

Posting = Visibility.

No posting = No bookings.

But here's the truth:

It's not “posting every day” that gets you results — it's posting the right formats.

🔥 The top-performing formats right now:

- DJ set with crowd reaction (shot from behind the decks)
- Viral remix moment

- Transition video (with tracklist overlay)
- Mashup challenge (“Can you name these 3 songs?”)
- Club video with subtitle story (“This DJ saved our party...”)

Your goal: 1 video a day on TikTok + Reels.
Repurpose your content. Repost. Cut. Remix. Repeat.

Step 3: Send 20 Booking Messages per Week

Too many DJs wait to “get discovered”.

Wrong mindset.

You need to hunt. Reach out. Pitch.
Just like artists pitch their songs — you pitch your energy.

Template message:

“Hey, I’m [Your DJ Name], I play [Style] and I’ve been performing in [City]. I saw your club/event and I think my vibe fits perfectly. Here’s a quick demo (link). If you’re looking for DJs soon, I’d love to talk!”

Don’t ask “if they’re hiring” — show what you bring.

20 messages a week = 80 per month.
80 x 12 months = 960 contacts.

You really think no one will book you?

Step 4: Build a Map of Venues to Target

Most DJs shoot in the dark.
You need to play sniper.

Create a list of:

- 50 clubs in your city
- 20 clubs in nearby cities
- 10 festivals open to new talent
- 20 events/bookers found via Instagram/Soundcloud

Then start following them, interacting with them, and sending messages with links to your best content.

You’re not begging. You’re creating demand.

Step 5: Film Gigs (Even Fake Ones)

No one knows if your video is from a real gig or a private rehearsal.

What matters is:

- Energy
- Lighting

- Camera angle
- Sound quality

If you don't have gigs:

- Rent a studio or room
- Invite friends as “audience”
- Set up lights and film 5 short DJ videos

Then:

Post 1 per day for 5 days.

Add subtitles like “Last night was wild” or “100% live energy.”

Perception = Reality.

Step 6: Collaborate Smart

The easiest way to get new fans and gigs?

Collaborate with others who already have visibility.

Tactics:

- Remix viral TikTok sounds
- Collab with local singers or producers
- Play B2B sets with other DJs and tag each other
- Create “VS” transitions (you vs. another style)

Every person you collaborate with = their audience now sees you.

Step 7: Think Like a Brand, Not Just a DJ

If you want gigs every weekend, you need to stop thinking like an “artist waiting to get lucky”.

You're a business.

- You solve a problem (you make people dance)
- You have a product (your sound, your vibe)
- You need visibility and proof (your content)

Treat your name like a startup:

- What makes you different?
- How does your content look?
- Do people remember you after 3 seconds?

Once you master that → you'll never beg for gigs again.

 In the next chapters, I'll give you:

- Templates
- Case studies
- Advanced strategies

So you can scale fast and build your DJ business.

CHAPTER 03

The 3 TikTok Account System

If you want to be seen every day, you can't rely on just one angle.

One account = one algorithm, one audience.

Three accounts = three chances to blow up.

This is the strategy used by smart creators, digital entrepreneurs, and now — artists.

Why does it work? Because each account targets a different emotional angle.

And sometimes... it's the “secondary” account that triggers the buzz.

Your Goal:

Create 3 different accounts around your DJ image, each with a specific role:

Account 1 – DJ SETS ONLY

Purpose: Showcase your level, vibe, and energy.

Content to post:

- Videos of you mixing (club, event, studio, home)
- Powerful set clips
- Crowd reactions
- Clean transitions

 Pro tip: Film vertically, with good lighting + short overlay captions.

Example: “Nobody was ready for this drop...”

Account 2 – Face Cam / DJ Life


Purpose: Build a human connection.

Content to post:

- Your face, your setup, daily DJ life
- Reacting to sounds or trends
- “Wanna become a DJ? Start with this...”
- Studio moments, struggles, wins

This is the kind of content that creates emotional attachment.

You become a real character — not just some random guy behind decks.

 Pro tip: Always start with an attention-grabbing hook:

“Wanna play here one day? Here's what I did...”

✓ Account 3 – Remix / Trends / Mashups

Purpose: Hack the trends.

Content to post:

- Your remixes of trending TikTok sounds as DJ sets
- Mashups with viral tracks (even lip-sync if needed)
- Challenges or transitions tied to current trends
- “What if we dropped this over THAT beat?”

This is your highest short-term viral potential.
TikTok loves content that reuses its popular sounds.

📌 Pro tip: Grab a trending sound, remix it your way → fast post → boom.

🤖 The best part?

You can:

- Reuse the same footage
- Change only the format / caption / angle
- And reach 3 totally different audiences

You can set this up in one afternoon.
And start posting tomorrow.

Example Day Plan:

Time	Action
2:00pm	Film 1 DJ set (2 min)
2:15pm	Clip 2 short highlights → Account 1
2:30pm	Film 1 face cam “DJ tip” → Account 2
2:45pm	Remix 1 TikTok trend → Account 3
3:00pm	Post on all 3 accounts

💣 Expected Results:

- You reach 3x more people
- You break the algorithm with different angles
- You quickly spot what performs best
- You build a real, massive presence

And each video = 1 lottery ticket.
You’re playing the game every day — but it’s free, and your odds skyrocket if you follow the system.

Next up: how to create 1 full month of content in one sitting (and never run out of ideas).

CHAPTER 04

Create Daily Content Without Struggling

You don't need to be "creative".
You need a simple system you can repeat.


The DJs who win today aren't making the "best video" — they're the ones posting daily without overthinking.

And here's the good news: you can prep it all in one single shoot session.

The System: 1 Filming = 1 Month of Content


Imagine this:


- 1 two-hour shoot = 10 videos
- Each video is repurposed into 3 formats
- You get 30 posts in advance
- You post one per day for a whole month

 This is what all visible DJs use: batching, clipping, repurposing.

Step 1: Set Up a "Content Session"

1. Set up your gear (decks, lights, tripod or a friend)
2. Prepare 3 transitions or mashups to play
3. Film 2 versions of each (different angle or outfit)
4. Shoot 2 face cams giving a tip or motivation
5. Record 2 TikToks using trending sounds or remixes

 Total time: about 2 hours

 Result: 10+ videos ready

Step 2: Slice and Multiply








1 video becomes:

- 1 vertical 15s format
- 1 Instagram carousel (screenshots or summary)
- 1 remix with subtitles / zoom / altered audio
- 1 repost a week later with a new caption

You don't need new content every day.
You just need to show the same thing... in different ways.

Step 3: Turn Your Life Into Content

Running out of ideas? Post what you live:

-  DJ set in studio = content
-  Prepping for a gig = content
-  Working on a remix = content
-  Getting a DM from a booker = content
-  Planning your strategy = content
-  Leaving for a gig = content
-  Not getting gigs = also content


Your life = your script.

Bonus: 10 TikTok Hooks Ready to Post

1. “I remixed this TikTok sound my own way”
 2. “Wanna play here one day? Start like this”
 3. “One day you’ll get booked there... but only if you post today”
 4. “No one told you this, but this is how DJs actually get noticed”
 5. “Look at the crowd’s reaction to this drop”
 6. “Truth is, clubs want views”
 7. “You don’t need a label to blow up. Here’s proof...”
 8. “This sound could change everything if you push it right”
 9. “3 mistakes keeping DJs stuck”
 10. “One day, I’ll play this set in front of 50k people” (emotional audio)
-

The Result:

- You’ll never wonder “what should I post?” again
 - You’ll always have content ready
 - You’ll get better every month
 - You’ll look consistent, visible, and pro
-

 In the next chapter, we’ll turn that visibility into actual bookings. I’ll show you how clubs find you, what they look for, and how to close a gig — even remotely.

Let me know when you’re ready for the next chapter.

CHAPTER 06

How to Get Signed by a Label (or Big Booking Agency) Without Connections

Most DJs think you need:

- An uncle at Universal
- A well-connected manager
- Or millions of views

False.

Labels and booking agencies don't want to discover you.
They want to invest in a machine that's already running.

And that machine... is you, with traction.



What labels look at in 2025:

1. How many streams/views do you generate monthly?
2. How much engagement do you get?
3. Do you have a fanbase that follows what you post?
4. Is your profile monetizable?
5. Are you posting consistently?

They want ROI. Not a fragile project.
They want to sign a DJ who already looks like a moving business.



How to sign with a record label (the exact formula)

To secure a strong record deal:

- Release 2–3 tracks per month
- Show consistency to DSPs and algorithms
- Aim for 10,000 streams/day at first
- 25k–40k/day = first real offers
- 50k+/day = deals worth \$50k–\$80k

→ This includes licensing your masters for 10–15 years

→ Plus a \$40k–\$80k marketing budget

The more daily streams you hit, the more labels will chase you.



Target: 25k–50k streams/day

Daily Streams What You Can Get

10k Indie label or distribution

25k–40k Real deal offers begin

50k+ Advance \$, major label deals

100k+ Tours, agents, royalties, sponsors



How to get there without a promo budget

What smart artists do:

1. Drop 2–3 songs/month
2. Create 20 TikToks or Reels per track
3. Remix & repost consistently
4. Push their own audio (make it trend)
5. Put all links in bio (Linktree, Beacons)

🎯 1 song × 20 TikToks = 1 hit chance

🎯 1 hit = inbound deals

🎯 1 deal = domino effect

✉️ How to attract labels to you

1. Regularly post proof of traction (Spotify stats, fans, gigs)
2. Tag curators, radios, and A&Rs on TikTok/Insta
3. Collaborate with signed artists
4. Be visible where they hang out (Chartmetric, Soundcharts, TikTok trends)

📌 Simple hack:

When a label or agent follows you → post a reel + stats = power signal.

🧠 What about booking agencies?

They want:

- DJs who fill venues
- DJs with a strong online brand
- DJs who post consistent content

That's why Hugel or Keinemusik can demand \$300k per show.
Because they're visible, trusted, and bankable.

✅ Ultra-Clear Summary

- Want to get signed? → Streams + content + consistency
 - Want label deals? → Post + collab + traction
 - Want to tour? → Build a viral and monetizable presence
-

➡️ SOON Next Chapter: Let's build your long-term music strategy.

Not just one hit — a real, scalable career.

🔄 Brutal truth: 200 TikToks per track

Want to maximize your chances?
Forget timid 2–3 TikToks per release.

You need to aim for 200+ videos per track. Monthly.

Why? Because:

- One video can change your life
- You never know which one will pop
- The more you post, the more chances you get
- That's what the winners do

🧠 Every post = a lottery ticket
But this lottery is free and infinite.

It's math:
The more videos you make, the higher the odds one goes viral.
And just one can launch your career.

👉 The biggest TikTok hits often have 30,000+ videos using the same sound.
That's real virality — your sound becomes a tool for creators.

🚀 Bonus Hack: Use other people to blow your track up

You don't have to do everything alone.

What smart artists do:

- Send the track to 10, 20, even 50 micro-influencers
- No need for big stars — just creators who want content
- Ask them: "Make a TikTok with this sound, your style"
- Result: 50+ videos created without you lifting a finger

Then the snowball effect begins.

📌 Example:
WizTheMc started small, alone, no budget.
He posted, asked friends to post... and boom.
Now: 284M streams, 27M monthly listeners.

If you do the work upfront, the machine will run itself.

🧠 What to Remember

- Post 200 TikToks per track minimum
- Treat your song like a product
- Ask others to post without overthinking
- Focus on repetition, not instant virality

That's how artists land deals, go viral, and end up on world tours.

👉 Up next: Chapter 07 – Building a long-term, scalable music career.
Let's go beyond the buzz — into stability and real success.

Let me know when you're ready for the next one.

🎵 CHAPTER 07

How to Build a Long-Term (and Scalable) Music Career

A viral hit is great.
But a career? That's better.
One video can blow you up.
But what makes you unstoppable is a system that runs even when you're offline.

That's the real DJ goal:
To stay visible, monetizable, and bookable — even when you're on a plane, in the studio, or chilling after a gig.

1. Think of your career as a brand

You're not "just a DJ."
You are a brand with a vision, an aesthetic, and a unique vibe.

Examples:

- Peggy Gou → Fashion/techno chic/global energy
- Hugel → Latin house club killer
- Keinemusik → Mystical deep vibes + one-of-a-kind visuals

If you're replaceable, you're invisible.
So build a brand people remember:

- ✓ Logo, visuals, color palette
 - ✓ Moodboard (looks, visuals, emotions)
 - ✓ 1–2 tagline phrases (ex: "sexy & mystic afro-tech")
-

2. Build systems, not lucky breaks

A system means:

- A content calendar
- A release process for every track
- A funnel toward Spotify / TikTok / bookings
- Reusable templates (videos, captions, graphics)

 Example system:

- Each track = 1 TikTok audio + 1 YouTube video + 20 Shorts + 1 Reel + 1 "before/after drop" post + 1 email blast
- Repeat this every single time you release something

The goal is for every song to fuel your entire strategy.

3. Don't rely on others to move forward

Want a label? Cool.
But keep growing without waiting for them.

Want gigs? Fine.

But make content, contact clubs, build your network yourself.

Want collabs? Good.

But show your universe, impact, and style to attract them.

📌 Be the kind of artist people want to reach out to.

📦 4. Build your catalog

Your catalog = long-term strength.

The more tracks you've released:

- The more passive streams you generate
- The more content you can promote
- The more you prove consistency

🎯 Basic goal:

- 20 tracks published within 12 months
- Each with TikTok + Reels + Shorts promo
- At least 2 collabs/remixes per quarter

Every platform boosts consistent creators.

Spotify, TikTok, Instagram — they want reliable artists.

📈 5. Measure, adjust, scale

You can only improve what you analyze.

Each month:

- Check your Spotify for Artists
- Note your top-performing TikToks
- Watch what gets your audience reacting
- Post more of what works, cut what doesn't

💡 What pros do:

- Test → Post → Watch → Optimize

You want to scale? Start treating your music like a business.

🧠 Key Takeaways:

- Build a real artist brand, not just a TikTok profile
- Set up a repeatable system, not one-hit wonders
- Stay independent of labels and booking agents
- Build your catalog of songs and content
- Analyze what works → double down on winners

You're not here to be a shooting star.

You're here to last, tour, sign deals, fill venues, and make impact.

And now that you understand that...

👉 Let's move on to Chapter 08 — the most powerful, hands-on chapter. We'll dive into the exact tools, platforms, and hacks top DJs use to spot trends, land collabs, and sell more.

Let me know when you're ready and I'll continue with Chapter 08.

CHAPTER 08

Tools, Platforms & Hacks Used by Top DJs

Want to move faster than everyone else?
You need to use the weapons no one ever showed you.

These are the exact platforms used behind the scenes by labels, managers, top agencies, and advanced artists to:

- Spot rising talent for collabs
- Detect songs that are gaining traction
- Know what to post and when
- Create high-quality visuals in minutes
- Automate their entire marketing machine


You're about to get access to all of them.

1. Chartmetric


👉 www.chartmetric.com

 What it's for:

- Analyze Spotify, TikTok, Instagram, and YouTube profiles
- Track audience growth curves
- Spot rising artists
- Identify real-time trending tracks

 How to use it:

- Search for artists you admire (e.g. Hugel, Beele...)
- Look at their playlists, growth regions, and spike moments
- Find breakout artists at your level → study their path
- Use the "Playlist Journey" to see who pushed their track

 It's like having backstage access to Spotify + TikTok data.

2. Soundcharts

👉 www.soundcharts.com

 What it's for:

- Track your Spotify, Shazam, Radio, and TikTok stats
- See where your track is popping off globally

- Spot potential media / booking opportunities abroad



Hack:

If your song is blowing up in Italy:

- Post TikToks in Italian
- Target Italian clubs with your booking deck
- Become bankable locally, fast



Used by booking agents & major label A&Rs.



3. Viberate



www.viberate.com



What it's for:

- Rank DJs by genre, location, or hype level
- Discover top DJs in your niche
- Track your evolution vs. others
- Find booking agent and promoter contacts



Hack:

- Identify 5 DJs at your level who are gaining traction
 - Analyze their visuals, track names, and tour dates
 - Upgrade your branding by mirroring the #1
-



4. Notion + Google Sheets = Your Artist Database



Build a clean career HQ:

- Release calendar
- List of tracks + visuals
- List of DJs for collabs
- List of micro TikTokers to activate per release
- Message templates (booking / collab / placements)

This becomes your music career CRM.



5. Canva (Pro)



www.canva.com



What it's for:

- Create release visuals
- Design Instagram carousels
- Format content for reels
- Build your booking decks



Hack:

- Create a "new track" template

- Just swap the cover and title for each release
 - Save time, stay on-brand
-

6. Midjourney + ChatGPT = Fast-Track Your Branding

- Midjourney = AI visuals, moodboards, cover art
- ChatGPT = scripts, captions, TikTok ideas, pro messaging

Examples:

- “Write me a TikTok script for an afro-house DJ remixing [popular track]”
- “Give me 10 emotional captions for my new reel”
- “Write a short but punchy bio for a dark techno DJ”



Save weeks of thinking. Focus on execution.



7. Your Simplified Promo Plan (Template)

Every time you drop a track:

- 20 TikToks (face + live + b-roll)
- 10 reels
- 10 stories with your audio
- 5 YouTube Shorts
- 1 cover + carousel
- 1 gratitude post
- 1 activation message to DMs or mailing list
- 1 outreach to 10 micro-influencers



All of this can be done with zero budget if you're organized.



Recap to Remember:

- Use Chartmetric and Soundcharts to stay ahead
- Use Notion + Sheets to centralize your music game
- Use Canva + AI for maximum productivity and quality
- Whatever you lack in connections or money — you can make up for with tools



Combine this with the strategies in the previous chapters...
And you'll become too visible to ignore.



Up next in Chapter 09: real case studies of DJs who used these exact methods to go viral, sign with labels, and go on international tours (WizTheMc, Peggy Gou, Beele, Hugel, Keinemusik...).

Ready to continue? I'll translate Chapter 09 now.



CHAPTER 09

Case Studies of DJs Who Went Viral, Got Booked & Signed

You can read every strategy in the world.
But what really inspires... is results.

Here's how other DJs and artists — sometimes completely unknown just one year ago — blew up by applying the exact same principles you're discovering in this guide.

No magic.
Just strategy + consistency.



1. WizTheMc

Before:

- Unknown artist
- Independent, unsigned
- No major resources

What he did:

- Posted dozens of TikToks around one single track
- Cracked TikTok's visual codes
- Got fans to use his sound in their own videos
- Analyzed what worked... and doubled down on it

Result:

- 284 million streams
 - 27 million monthly listeners
 - Signed to a major label
 - Touring globally
 - Now considered a benchmark for virality by top labels
-



2. Peggy Gou

Before:

- Korean DJ, mostly known in Berlin
- Small international reach

What she did:

- Released a track with a strong visual & danceable vibe
- Let TikTok take over — thousands of users made videos with her sound
- Boosted her online presence with stylish, high-end visuals

Result:

- 629 million streams on a single track
 - 7.9 million monthly listeners
 - Global star, fashion icon, headlining major festivals
 - Booked at the biggest events worldwide
-



3. Keinemusik

Before:

- Berlin-based underground collective
- Niche audience, not mainstream

What they did:

- Built a powerful visual identity
- Posted immersive DJ set videos
- Dominated Insta, TikTok, and YouTube
- Their music went viral organically on TikTok

Result:

- 612 million streams on their main track
 - 18 million monthly listeners
 - Booked at every major festival
 - Estimated \$300,000+ per show
-



4. HUGEL

Before:

- French DJ, signed to labels, but not a global name
- Limited exposure outside Europe

What he did:

- Mastered TikTok/Reels branding
- Collaborated with strong vocalists & Latin artists
- Reposted his tracks across all platforms
- Involved his audience in the promo process

Result:

- 26 million monthly listeners
 - Las Vegas residency
 - Booked in elite clubs worldwide
 - Fees up to \$400,000 per show
 - Currently ranked 5th most-played DJ globally
-



5. Beele (Latin Artist)

Before:

- Emerging artist in Colombia
- Unknown internationally

What he did:

- Released short, catchy tracks
- Leveraged TikTok as his main growth engine
- Posted daily content tied to each release
- Turned every song into a potential trend

Result:

- 39 million monthly listeners
 - #1 on Latin charts
 - Collaborated with global superstars
 - Became a global icon — powered by smart content
-

Key Lessons from These Cases:

1. NONE of them got discovered by chance — they built traction
 2. ALL used TikTok, Insta, and YouTube as their main storefront
 3. ALL posted consistently, in high volume, without waiting for the “perfect” post
 4. ALL built a brand, not just “music”
 5. ALL understood that virality is a tool, not a goal
-


So what about YOU?

You don't need:


- A manager
- A label
- A massive ad budget

You do need:

- 200 TikToks per track
- A unique vibe people remember
- The right tools & platforms
- And the exact system you've just learned

 Want a career? Start building it.

What you post this week = what you sign in 3 months.

 In the final chapter, we're going to tie it all together:

How to become a visible, scalable, high-booking DJ — even without a label.

Shall I continue and deliver the final Chapter 10: your brutal, printable 90-day plan?

CHAPTER 10

30-Day Action Plan to Go Viral & Get Booked

You've read everything.

You know it's possible.

You've seen others do it — and they started just like you.

Now... no more excuses.

Here's a simple but brutally effective 30-day plan.

If you follow it seriously, you'll never be “just another unknown DJ” again.

WEEK 1: Structure & Deep Dive

Goal: Build the foundations of your brand

- you)
- Define your universe (Stage name, visual style, logo, vibe, 2–3 words that define you)
 - Create your accounts if you haven't yet:
 - 1 TikTok (personal)
 - 1 Instagram (pro)
 - 1 YouTube Channel
 - Write a clear bio + add a smart link (Linktree, Beacons, etc.)
 - Audit your existing tracks — which ones are usable on TikTok?
 - Study 20 successful DJs in your niche
 - Take notes: What are they posting? (formats, topics, captions, visual style)
-

WEEK 2: Launch & First Content

Goal: Trigger the algorithm & start building visibility

- Pick 1 track to push non-stop for the next 30 days
 - Film 15 TikToks in advance using this track
 - Create 5 Instagram Reels + 5 YouTube Shorts
 - Plan 3 Instagram carousels (inspiration, BTS, audience reactions)
 - Start posting: minimum 1 post per day
 - Tag niche pages, use trending audios, experiment with different hooks
-

WEEK 3: Scale & Trigger Snowball Effect

Goal: Multiply content angles & amplify your song's reach

- Start smart recycling:
 - Recreate TikToks from new angles
 - Add storytelling or text overlays
 - Film yourself in different environments (studio, club, street)
 - Ask 5 friends or micro-TikTokers to post with your sound
 - Create a secondary account to repost your best performing videos
 - Begin DM outreach to bookers, collectives, and blogs — send your viral content
-

WEEK 4: Outreach, PR & External Visibility

Goal: Start building real connections and pro leads

- Prepare a simple press kit (bio, photo, links, stats)
 - Reach out to:
 - 10 local clubs
 - 5 regional festivals
 - 3 artists for potential collabs
 - Follow up with people who used your sound
 - Leave strategic comments on top DJs' content
 - Post a Reel telling your personal story (this humanizes you & builds connection)
-

The Big Picture:

 You'll repeat this same system every month with a new song

In 3 months:

- 3 songs released
- 600 TikToks
- Dozens of external videos posted by others

In 6 months:

- You're a recognized name in the algorithm
- Bookings start rolling in
- You're no longer hoping — you're executing

✅ **FINAL BONUS: The Sentence That Changes Everything**

Want to go viral, be visible, and get booked?

Remember this:

The DJ who wins isn't the one with the best technique.
It's the one people see, remember, and follow.

👉 And today, you can achieve all that without a budget.
But not without a plan.

📦 Now you have that plan.
You can post, scale, build your circle, and perform.

Clubs book DJs who fill rooms.
Labels sign artists they can no longer ignore.

It's time to make yourself unavoidable.

Perfect — let's dive straight into the first bonus chapter:

🧠 DJ Mindset 2025: Discipline Hacking

This chapter is here to stop you from quitting after 10 days of posting.
You don't need to be perfect.
You just need to be more consistent than 99% of others.

🎯 Why Consistency Beats Talent

In 2025, DJs don't blow up because they're the most skilled.
They blow up because they're visible.

You could be the best DJ in your city — but if you don't post, no one will see you. Meanwhile, a mid-level DJ posting every day... is filling clubs.

Your skill is not your ceiling.
Your invisibility is.

The Real Problem: Motivation Doesn't Last


Most DJs start strong.
Motivated, hyped... and then after 10 days without likes:
They slow down, doubt themselves, and eventually quit.

Why? Because they rely on emotion, not a system.

Create Your Anti-Quit Content System

Goal: Keep posting even when you don't feel like it. Here's how:

1. Set a fixed "content slot" in your day
Choose one non-negotiable time daily. Example:

 Every day from 10:30–11:00am → content creation & posting
You can do it from bed, your studio, or the couch.

2. Batch 5–10 videos in advance
Block one afternoon to film/edit several videos:
TikToks, DJ sets, reactions, behind-the-scenes, stories...

Result: Even if you're sick or tired, you've always got something ready.

3. Use planning tools (optional but powerful)
- CapCut (templates + drafts)
 - Notion (content calendar)
 - Metricool, Later, or Repurpose (to schedule posts)
-

Your job = repeat what works

Look at Twinsick, Hugel, or Beele:
They post the same formats again and again — and it works.

You don't need new ideas every time.
Find 2 formats that work... and spam them for 1 month.

Examples:

- Face-cam DJ set with big drop
- TikTok remix of a trending song
- Funny gig story or behind-the-scenes
- POV montage “Before / During / After” a show



You’re building a wall, one brick at a time

Each video is one brick.

You won’t see the wall grow at first...

But post one brick per day → in 3 months, you’ve got a foundation.

And that’s when it all starts happening:

Labels, bookers, fans, collabs.

But only if you showed up daily.



Want the success of the greats?

Start by being small every day.

Small content, small effort — massive consistency.

Parfait. Voici la traduction en anglais du Chapitre Bonus #3 – complète, fidèle au ton original, et optimisée pour un public international :



BONUS CHAPTER #3

How to Get Booked in Clubs (Even If Nobody Knows You)

You don’t need to be famous to get your first bookings.

You need:

- A solid image
- A smart approach
- A proactive mindset

Here’s exactly how to go from “unknown DJ” to “booked DJ.”



STEP 1 – Build a killer profile (that books gigs)

Before you even message anyone, make sure you’re ready.

You need:

- A pro Instagram account
- 10 to 20 high-quality videos (mixing, DJ sets, crowd reactions, remixes)
- A bio that says what you do and where you’re based
- A Linktree with: Spotify, TikTok, Booking email, Press kit



Bonus: Add story highlights like “Clips,” “Gigs,” or “Reactions”

STEP 2 – Contact clubs and bookers like a pro

Don't send boring DMs like:

“Yo bro can I play at your club?”

Instead, send a short, clear, professional message.

EXAMPLE EMAIL (you can copy-paste it)

Subject: Booking – Afro House DJ [Your Name]

Hey [First Name],

I'm [Your Name], a DJ based in [City], specializing in [Genre].

I've already built a strong online presence (25k followers, 100k monthly listeners), and I'm currently organizing a European tour with 6 dates already confirmed.

I'd love to propose a date at your club – either a headline slot or an opening set.

Here's my press kit + some recent videos:


→ [Link to your Press Kit / Linktree]

Let me know what would be the best way to connect.

Thanks in advance,

[Your Name]


@yourhandle

 You can also send this by DM, but always with a clear structure.

STEP 3 – Build your own credibility fast

You don't need to wait for a gig to build momentum. Do this:

- Film short fake “gig-style” videos in your room or studio
- Add sound FX + crowd overlays (CapCut, Splice...)
- Make it look real. Style, lights, angles, crowd clips.

 Result: You build authority → clubs will assume you're already playing out

 Example:

A DJ we coached had never played a real gig.

He made 5 “studio party” videos with friends pretending to be a crowd.

→ He got booked in 3 cities in under 2 weeks.

👉 STEP 4 – Use your network (even if small)

Know other DJs? Ask to:

- Play back-to-back
- Open their set
- Record a promo video together

Know someone throwing a party?

- Offer to play for free (first time)
- Film the entire gig → post 10 clips

🔥 STEP 5 – Book your own gig if nobody's calling

No one's calling? You create the opportunity:

- Rent a small venue (bar, studio, rooftop...)
- Invite your friends
- Record the whole thing
- Post content for 30 days

🧠 Reality: Booking creates content → Content brings bookings

🧠 Summary – How to get booked without being known:

- Build a strong online profile
- Reach out smart and professionally
- Fake it if you have to (until it becomes real)
- Film everything → turn it into proof
- Use small gigs or parties to build a presence

Every DJ you admire started from nothing.

The difference?

They didn't wait.

🔥 Coming up next: BONUS CHAPTER #4 – How to Build a Powerful Network From Scratch

Do you want me to translate and continue with that one too?

Voici la traduction complète en anglais du Chapitre Bonus #4 – Comment créer un réseau sans être connu :

🎯 BONUS CHAPTER #4 How to Build a Network Without Being Known

“It’s not what you know, it’s who you know.”

But... what if you don’t know anyone yet?
Don’t worry. Everyone starts like that.

This chapter will show you how to build a network of DJs, bookers, agents, artists, and promoters — even if you’re starting from scratch.



The Purpose of Your Network:

- Create collaborations (remixes, features...)
 - Get access to booking opportunities
 - Be recommended for gigs and festivals
 - Stop doing everything alone
-



What You Need to Understand First:

You don’t build a network by asking.
You build it by giving.

The more visible, active, valuable, and engaging you are →
The more people notice you, reply to you, and bring you in.



Step 1: The Most Underrated Tool — Create Content

Want people to come to you? Show what you do.

- You DJ? → Post clips.
- You dropped a track? → Post 20 TikToks about it.
- You go out often? → Show that you’re part of the DJ world.

Document your DJ life.
That’s how people think:

“This guy is putting in work. I should reach out.”

And they will.



Step 2: Engage Smartly

Want to connect with 100 DJs?
You can do it in one week.

Here’s how:

- Find 10 active DJs on Instagram or TikTok
- Reply to their stories or comment meaningfully
- Share one of their sets or songs in your story (tag them)
- Do this 10 minutes a day → You’ll start getting DMs
- Then, keep the conversation flowing naturally

The algorithm will help — you'll appear more often on their feed.



Step 3: Build Groups

Create a Telegram or Discord group and add:

- DJs
- Beatmakers
- Visual artists
- Booking agents
- Music industry folks

Even if it's just 5 people at first.

Be the one connecting others.

You instantly become the center of that network.



Step 4: Offer Collabs Without Asking Anything

A DJ inspires you? DM them:

“Yo man, I’ve got a cool mini set idea. Want to do something together on TikTok?”

An artist drops a fire track?

“Hey bro, I could make a club remix of this for TikTok. Want me to send it to you?”

Do it expecting nothing.

Just to build real relationships.

One day, those people will open doors for you.



Step 5: Use LinkedIn + Pro Platforms

Want bookings? Talk to real people.

- Go on LinkedIn
 - Search for: “Talent Buyer”, “Booker”, “Promoter”, “Event Manager”, “Club Owner”
 - Contact them with a clean profile (pro pic + Insta link)
 - Send a short message, don’t spam
 - Build the relationship before you pitch anything
-



Message Examples



DM to a DJ

Yo bro, I saw your sets recently — such good energy.

If you're down to do a TikTok or Insta collab sometime, I'm in 🙌



DM to a booker

Hey, I'm a DJ based in [city], currently reaching out to clubs for summer gigs.
Here's my Insta in case you're looking for my kind of vibe 👉 [link]

✅ DM to an artist

Yo man, your new track goes hard.
I do a lot of club-style TikTok remixes — want me to try something with it?

📁 Shortcut: Become Unignorable

The shortcut = build an audience.

The more content you post daily, the more people notice.
People want to connect with those they see everywhere.

Even with less than 10k followers — if you're consistent, people will notice.

💬 Quote to Remember:

"You build your network by what you show, not by what you ask."

✅ Want me to continue with Bonus Chapter #5: How to Get Booked in Clubs (Even If No One Knows You)?

Let's go.

Voici la traduction complète en anglais du Chapitre Bonus #5 — Comment être booké dans des clubs (même sans être connu) :

💣 BONUS CHAPTER #5:
How to Get Booked in Clubs (Even If Nobody Knows You)

You might be thinking:

"But who would book me? I'm not famous, I don't have a label, I don't have an agency..."

Exactly. That's why this chapter exists.
We're going to show you exactly how we booked 200+ gigs with DJs who were totally unknown.

🎯 Objective:
Get you booked in clubs (locally and internationally) even if you're just starting out.

🧠 Rule #1: Clubs Book What Brings People In

They're not looking for "the world's best DJ."

They're looking for someone who brings a crowd — or at least looks professional and fits their vibe.

So:

👉 If you're visible = you attract.

👉 If you're active = you exist in their mind.

👉 If you've got style = you build trust.

📸 Step 1: Build Your Image

Your Instagram is your real CV. Not some PDF.

Do this right now:

- Pro profile pic (you DJing, good lighting)
- Clear bio: DJ + location + booking email
- Story Highlights: gig videos, presskit, music
- Feed: videos of you mixing (even at home!), stylish club or studio photos
- Active stories (artist lifestyle)

Even if you don't have bookings yet, you can already look like a pro.

If you play just one gig:

📸 Film it

📸 Take cool photos

📸 Show the crowd

📸 Post a date on your feed like:

"Paris — Private Set 🗝️"

"Opening Night — Amsterdam 🎧"

Boom. You look active. Even if that was your only show.

🧭 Step 2: Find the Right Clubs

You need to know where you want to play.

Simple method:

1. Go on Instagram
2. Search DJs who have a similar style (Afro House, Techno, Urban...)
3. Look at their gig history or past tours
4. Make a list of the clubs they played at

You now have a list of clubs that already book your style.

🔍 Step 3: Get the Contacts

For each club on your list:

- Check their website or Instagram
- Look for: “Booker”, “Talent Buyer”, “Event Manager”
- Or check who likes/comments on booking posts — often that’s the manager
- Worst case: DM the club’s official account

You want to collect:

- The pro booking email
- Their Insta (if it’s the manager or boss)



Step 4: Send a Professional Email or DM

Here’s a real email example we used to book shows (even though everything in it was 100% made up — and it worked):



Example Booking Email:

Hey John,
Hope this message finds you well. I’m reaching out because I’m currently organizing the “DJ NAME” tour in the USA, and we’re excited about the upcoming shows. We’ve already secured several dates around, and now we’re looking to book a show in San Francisco.

I wanted to inquire about the possibility of having “DJ NAME” perform at Audio either at the end of August or the beginning of September. It would be an incredible addition to the tour.

If you could kindly check the availability of the venue and let me know if there’s a suitable date during that period, it would be much appreciated.

Looking forward to your response. Thank you for your time and consideration!

Attached you can find his current tour booking.

Best regards,

New Music:
[music link]

Instagram:
[social link]



Important note:

You can fake a tour schedule to create urgency and social proof.

Example:

06.08 Private Event: Las Vegas
07.08 After Party: Los Angeles
09.08 Private Event: Los Angeles

Design a clean Canva visual.

It looks like you’re already touring → you’ll get replies.

Step 5: Start Small — Then Scale

At first:

- Don't expect to be paid €1000 per show
- Fees usually start around €300, €500, €900

And that's perfect.

What matters = entering the circuit.

Do a few local gigs → document everything → post it on Instagram → repost → go bigger.



The Result:

When a promoter lands on your profile:

- Videos from real sets
- Reposts from parties
- Clean and pro image
- Viral TikTok clips
- Solid Spotify monthly listeners
- A fake tour poster maybe...

They reply.

And sometimes... they come to you.



Quote to Remember:

“You can contact 10,000 clubs — but with 0 online presence = 0 gigs.”

But with one good profile, one clear pitch, and a pro image = you have 10x better odds than 99% of DJs.



Ready to move on to Bonus Chapter #6 or would you like me to help you finalize the eBook structure (table of contents, layout, etc.) before that?

Let me know and we'll continue.

Voici la traduction complète en anglais du Chapitre Bonus #6 — Comment créer un réseau sans être connu :



BONUS CHAPTER #6

How to Build a Network When Nobody Knows You

You want to tour, sign deals, collaborate, be visible?

You'll need connections.

But you don't have a booking agent uncle, label friends, or a powerful manager?

Perfect. We're doing it without any of that.

What nobody tells you is:

A network isn't something you have. It's something you build.

STEP 1: Be Visible + Active

Want to connect with artists, DJs, clubs, agents, producers?
Start by showing up in their world.

- Post content every single day
- React to what they post
- Show them you're part of the ecosystem
- Earn their respect with consistency and discipline

👉 People respect those who show up every day.

STEP 2: Engage with Tact and Strategy

Want a network? Start conversations.

- Reply to DJ stories with thoughtful messages
- Leave valuable comments — not fake compliments
- Repost their news when relevant
- Send simple, direct DMs (without begging)

💡 Relationships are built calmly.
Like a football field — one line at a time.

STEP 3: Create Your Own Circle (Even If It's Small)

Want a network?

Become the center of one.

1. Create a WhatsApp or Telegram group with DJs from your city or niche
2. Share tips, gig leads, content, tracks
3. Invite other DJs — build a small active hub
4. Want to go further? Organize meetups, "open decks" nights, or IG/TikTok live sets

with fellow DJs

Want to meet more artists?
Be the one who connects them.

STEP 4: Use Platforms Intelligently

Instagram, TikTok, Threads, Discord...

All connection machines when used smartly.

- Follow DJs in your genre
- Engage (smartly!)
- Suggest collaborations
- Tag the right people in your stories

- Join Discord servers for DJs, producers, musicians
- Comment under TikToks:

“If you liked that vibe, I just dropped a remix   ”

Every post = free advertising for your name.

The more you post → the more people see you → the more they feel they know you → the more likely they'll reply.

 Reminder: You're Never Too Small to Send a Message

Think your 532 followers make you unworthy of replies?



Wrong.

If your message is clean, professional, direct, and honest — anyone might respond.

And the more you post, the more your name gets around.

The more they see you, the more open they'll be to talk to you.

 DM Examples That Work

“Yo, love your work. I just dropped a remix with a similar vibe — if you've got two minutes, I'd love your feedback   ”

or

“I'm a DJ in the same lane as you, trying to build my audience — if you ever need a warm-up act or a back-to-back set, I'm in!”

 Summary:

- Deliver indirect value through visibility and content
 - Engage smart
 - Build a small core group around you
 - Use social media to create connections
 - Send messages even if your profile isn't perfect yet
 - Keep posting daily → you get noticed → people take you seriously
-

 You don't need 100 contacts.

You need 5 solid ones who open doors for you.

And you build them one by one, post by post, message by message.

Want a network? Build it.

Ready to continue with Bonus Chapter #7, or would you like me to update the full table of contents and structure the final version of your English eBook before moving on?

Voici la traduction complète en anglais du Chapitre Bonus #7 — How to Blow Up Your Visibility in Under 30 Days :

Bonus Chapter #7

How to Blow Up Your Visibility in Under 30 Days

Want to be seen? Get booked? Signed by a label?
It all starts with being visible.

And today, being visible comes down to one thing: content.
Not in 3 months.
Not when you “feel ready.”
Now.


1. The 30-Day Plan (Follow it Exactly)

Week 1: Brainstorm & Prep

- Scroll TikTok 20 min/day in the DJ niche (search “DJ Set”, “DJ Life”, “Boiler Room”, “TikTok DJ”, etc.)
 - Write down the most viral formats and the ones that inspire you
 - Prepare to create 30 videos (you’ll post at least 2 per day)
 - Set up a basic filming area: lighting, phone, tripod
-

Weeks 2–4: Intense Posting Phase

- Post 2 TikToks/day on your main account
- Post 1 TikTok/day on 2 other fan accounts (you control them)
- Post 1 DJ set clip/week (even if filmed in your bedroom)
- Do 1 “TikTok remix” per day using a trending song

 Goal: 60 to 100 videos in 30 days

2. What Will Happen

With volume, one or more videos will start to take off.
A remix might go viral.
A funny “DJ storytime” might blow up.
And then — the algorithm rewards you with more reach.

 When this happens, DOUBLE DOWN on what worked:

- Repeat the format
- Reuse the same sound
- Change the hook, location, or visual slightly

This is how some artists went from 0 to 1 million followers in 3 months.

3. Why It Works

- TikTok favors active accounts. Each video is a new shot at going viral.
- The algorithm boosts songs used across multiple videos

- Repetition = familiarity = engagement
-

4. Golden Rules

- The first 10 seconds are critical
 - Your edit must be fast, punchy, visual
 - No inspiration? Go to DJs who are winning (Hugel, Twinsick, Ianasher, etc.) and copy their format with your twist
 - Don't overthink it. Just post.
-

5. The Snowball Effect

One viral video → followers → DMs → opportunities → collabs → shows → growth explosion
All of that can happen in just 30 days.

✅ Ready to move on to Bonus Chapter #8?

Or would you prefer I compile and format the full English version of your premium DJ eBook with all bonus chapters now?

Let me know and I'll continue!

Parfait. Voici la traduction complète en anglais du Chapitre Bonus #8 — The "No Face" Strategy for Private or Anonymous DJs :

💣 Bonus Chapter #8

The "No Face" Strategy

For discreet, anonymous DJs who don't want to show their face

"You don't need to show your face to go viral. You want people to talk about your music, not your looks."

🤖 Why Go "No Face"?

Many DJs are introverted, private, or want to keep their personal life separate from their artist brand.

Others aim to build mystery around their image or just want to focus on their music, not their appearance.

Good news:

In 2025, you can blow up without ever showing your face.

🔥 Famous Examples of No-Face or Semi-No-Face DJs

- ZHU – kept his face hidden early on → now a global star
- Malaa – balaclava, full anonymity → massive buzz

- Claptone – gold mask → iconic branding
 - Anonymous Instagram DJs – tons of faceless accounts mixing in the shadows with millions of views
-

The No-Face Method (Step by Step)

1. Build a Strong Brand (Without a Face)

- A clean, recognizable logo
- A dominant color theme (aesthetic feed)
- Consistent visuals (covers, thumbnails, story templates)
- Pro visuals: song artwork, animated clips, AI-generated visuals

Tools to use: Canva, Midjourney, Runway ML

2. Create Viral Content Without Filming Yourself

Here are 5 powerful formats for faceless DJs:

Format 1: POV + Your Music

Examples:

- “POV: It’s 4am at an afterparty and this track drops” → [your track]
- “POV: That moment you fall in love in 10 seconds” → [your song]

Add just text + music = HIGH virality

Format 2: Viral Edits + Your Music

- Edits of football, cinema, motivation, love, nightlife
 - Use CapCut, Instagram Reels, or AI tools
 - Set your track as background audio → drop your tag in the bio or caption
-

Format 3: Music Visualization

- Animated videos with shapes, lights, lasers
 - “Feel the drop” style hypnotic visuals
 - Post on Reels, TikTok, Shorts
-

Format 4: Emotional Text + Music

Example:

“If you’ve survived a love that broke you... this one’s for you.”
[your track plays in the background]

Viral as hell — people comment, save, and share.



Format 5: Spotify Track + Visual Mood

- Show your track playing on Spotify with a mood aesthetic
- “Now playing: [Track Name]” + cozy, dark, chill visuals
- Easy playlist adds.

3. Post Daily via Multiple Fan Pages

You can manage:

- 1 main TikTok / Insta / Shorts account
- 5 to 10 fan pages that repost daily

Post:

- 1–2 videos per day per account
- Remixes + edits + visualizers



Result: You go viral without ever speaking or showing your face

4. Automate It All (AI + VA)

- Use ChatGPT + CapCut templates + Runway to generate 100+ videos/month
- Or train a VA (virtual assistant) to do it for you → ~€200/month = omnipresence



Results?

- You stay hidden.
- Your music gets the spotlight.
- You build a loyal fanbase.
- You go viral silently.

“You don’t need to speak loud if what you make is powerful.”

Let me know if you’d like to move forward with Bonus Chapter #9

(Strategic Breakdown of Famous DJ Careers: Hugel, Peggy Gou, etc.)

Or if you’d like the full eBook compiled and exported in PDF format ready to sell internationally.



BONUS CHAPTER 9 : Strategic Breakdown of Famous DJs’ Careers

(Hugel, Peggy Gou, Keinemusik, DJ Snake...)



HUGEL

- Monthly listeners: 26 million

- Status: Las Vegas resident DJ
 - Position: 5th most-played DJ worldwide
 - Strategy:
 - Posts a massive amount of content on Instagram and TikTok, mixing lifestyle and DJ set formats.
 - Constant presence at festivals → films EVERYTHING → HD content every week.
 - His tracks are designed for TikTok virality → catchy rhythm, breaks, and drops.
 - Result:
- Hugel went from underground DJ to a global club icon. Ultra bankable, highly visible, and consistently viral.
-

PEGGY GOU

- Monthly listeners: 7.9 million
- Hit track: 629 million streams
- Status: Global star – fashion, luxury, and international DJ
- Strategy:
- Minimalist but viral music, tailored for TikTok.
- Strong personal branding → sleek visuals, unique aesthetic.
- Strategic collaborations with fashion/luxury brands, elevating her to icon status.
- Result:

A favorite among both club culture and fashion fans. Achieved wide organic virality.

KEINEMUSIK

- Monthly listeners: 18 million
- Top track: 612 million streams
- Current income: \$300,000 per show
- Strategy:
- Artistic collective with a strong vision and powerful branding.
- Afro-house/techno scene → unique, exportable sound.
- Booked repeatedly at top global festivals.
- Massive “user-generated content” — fans constantly posting videos from shows.
- Result:

Total sellouts. Their sound has become a cult movement.

COMMON LESSONS

1. Massive content volume (DJ sets, lifestyle, reactions).
 2. Clear positioning → each artist has a strong sonic identity.
 3. Highly-optimized TikTok / Instagram strategy.
 4. Strategic collaborations (music + brands).
 5. Powerful visual aesthetic (e.g. Peggy Gou, Hugel).
 6. Storytelling + stage presence = star power.
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Voici la traduction complète en anglais du Chapitre Bonus #10 : 90-Day Execution Plan:

BONUS CHAPTER #10:

90-DAY EXECUTION PLAN TO BECOME A BOOKED, VIRAL, AND UNSTOPPABLE DJ

Goal of the Plan:

Explode your visibility, land your first bookings (or multiply your existing ones), build a strong presence, and ignite viral growth within 90 days.

PLAN STRUCTURE:

- Phase 1: Positioning & Presence (Days 1–15)
 - Phase 2: Content & Growth (Days 16–45)
 - Phase 3: Outreach & Reputation (Days 46–75)
 - Phase 4: Scaling & Monetization (Days 76–90)
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PHASE 1 – POSITIONING & PRESENCE (Days 1–15)

Days 1–3:

- Create or optimize your Instagram + TikTok + YouTube Shorts profiles
- Clear bios (style, location, links)
- 1 high-quality DJ photo, 1 pinned post with your best live mix or snippet
- Create your Spotify for Artists account (if not done yet)

Days 4–6:

- Find 3 DJs in your niche (e.g., Twinsick, Hugel, Peggy Gou)
- Analyze their viral content, bio, visual style
- Write down what you can replicate at your level

Days 7–10:

- Shoot and schedule 5 TikTok videos (15–30 seconds each): face cam, mixes, live clips, storytelling
- Film yourself mixing (at home or live)
- Edit with CapCut or InShot (mobile)

Days 11–15:

- Create 2 TikTok fan pages and 1 Instagram fan page
 - Repost your video clips there with varied formats
 - Schedule the next 2 weeks of content (via Metricool, Postbridge, or manually)
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PHASE 2 – CONTENT & GROWTH (Days 16–45)

Objective: Post, learn, and iterate fast.

Daily:

- 1 main TikTok post (official account)
- 2 reposts via fan pages
- 1 Instagram story (daily life, BTS, pre-save link, fan reactions)

Weekly:

- 1 “show reel” (even if fictional, clean DJ set video)
- 1 storytelling video: “Here’s how I went from 0 to...”

During this phase:

- Contact 5 micro-influencers or meme pages to post your music
 - Upload your tracks to SoundCloud + Bandcamp + Audius
 - Release 2 new tracks or mixes per month
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PHASE 3 – OUTREACH & REPUTATION (Days 46–75)

Days 46–60:

- Build your list of 50 clubs & bookers in your niche
- Research from DJ tours (Hugel, Snake, etc.)
- Scrape emails from Instagram or official websites
- Send 10 emails/day using this template:

“Hey, I’m on tour and available between X and Y...”

Days 61–70:

- Follow up with non-responders
- Repost your shows/mixes to build perceived value
- Keep posting 3x/day on TikTok / fan pages

Days 71–75:

- Offer a free or low-fee set at a club you really want to play
 - Capture video content from the event
 - Turn it into a “highlight” to boost your credibility
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PHASE 4 – SCALING & MONETIZATION (Days 76–90)

Days 76–80:

- Launch a new content campaign:

→ 1 track + 100 TikToks

→ Edits, stories, hooks, reposts

Days 81–85:

- Create an “offer” or “mini tour”

→ 3 consecutive dates in 3 cities (even small ones)

→ Post it as a real tour

Days 86–90:

- Analyze your traffic
 - Reach out to 5 labels with your stream stats
 - Launch a “Behind the scenes” series via Reels
 - Keep the volume going, keep the momentum alive
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DAILY TASKS (for all 90 days):

- 1 TikTok video minimum
 - 1 Instagram story
 - 1 call or message to a club, label, or collab opportunity
 - 1 action that moves you forward
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Expected Results:

By following this plan:

- You build real authority on social media
- You generate virality
- You get noticed by bookers
- You shift from “bedroom DJ” to booked & visible artist
