

First and foremost, as I'm sure you know, this is a game of probability. Sure, you could upload 3 songs to soundcloud or youtube, they could be picked up by music bloggers, and then Drake posts about you and it's blast off to the moon. Let's say there's a 0.001% chance of that happening (based on the sheer volume of content available on soundcloud and youtube). Everything beyond just making the music and posting it to the internet is about increasing the probability of reaching listeners, forming the germ of a fanbase, and then constantly feeding that base to make it grow.

With that in mind, here are the 4 pillars of music success in this new digital world that I've come up with based on my reading and research (including what you sent me), in order of implementation:

- 1) Good music and polished branding
  - a. The music part is obvious.
  - b. Complete and packaged branding is just as important as good music.
    - i. Professional website with bio, gallery, social media feeds, contact info, online store, etc.
    - ii. High quality banners and images for website and youtube channel.
    - iii. Etc.
- 2) **High quality content**
  - a. If you want people to like and share your stuff, you have to make stuff that people WANT to like and share.
  - b. **Music videos, lyrics videos, performance videos, professional photoshoots, lyrics cards, behind the scenes, 'the making of' recording sessions, etc.**
  - c. Requires time and financial investment to produce engaging content that people want to help spread through their own social networks.
- 3) Marketing/promotion.
  - a. Google adwords (inline youtube ads)
    - i. This is a bidding process where google is auctioning off ad space on other youtube videos. There will be others in the auction with you, and unless you have a substantial budget, you will likely not win if you are trying to advertise on major videos.
  - b. Facebook advertising ("boosting" posts)
  - c. Influencer marketing
  - d. Instagram advertising
  - e. Radio promotion (promoter)
  - f. Live shows and showcases
  - g. Industry networking events
- 4) Fan engagement
  - a. Once traffic starts being driven to your websites/pages and your fanbase begins to grow, fan engagement can begin, along with the continued use of the marketing/promotion strategies in (3).
  - b. Replying to comments and DM's, patreon, contests and giveaways, etc.

From our discussion, I believe you guys want me to assist with pillar (3), which I could potentially be on board with. However, and I have to be honest here, I don't think you're ready for pillar (3) simply because you haven't really hit pillar (2), and lacking in the branding part of pillar (1). Without high quality content, really engaging and creative videos and images that people will see when they are driven to your website/pages through pillar (3), you're going to have a dismal conversion rate and all the money spent in pillar (3) will be down the drain. Once you have a catalog of maybe 10-12 creative and

engaging videos (and more being produced regularly), and maybe 2-3 photoshoots done and posted to your website and social media, then I could definitely see myself hitting pillar (3) with you guys.