

# How do I express myself as an artist in the digital world?

A guide to setting up your artist profile online

You make music,  
and you're  
aware of the fact  
that you need to  
be seen on social  
media. Let's build  
a solid plan.

## FASE 1: VERTICAL FASE (DEPTH)

*owned media*

For the next 3 months, you're only posting things that give 'depth' to your profile, using your owned media channels.

### Why-who-what

You will be posting things that give your (future-) followers an inside look in your life. Split your posts up into these 3 categories:

In-depth question:	Amount:
Who are you?	60% of your posts
Why are you here?	20% of your posts
What are you actually selling?	20% of your posts

## BASIC EMOTIONS:

The best posts always trigger one of the three following emotions:

Emotion:	Reaction:
Laugh	Everything between a big ROFL and just a small giggle
Cry	Everything between a big river of tears and a subtle sigh
Excite	Shock, surprise, inspire, provoke: anything but nothing!

So, if you ever again post a boring, uninspired selfie from your studio, remember: what emotion do I want to trigger in the mind of my followers?

## Turn followers into fans

When your followers start to grant you things, you've won the grant-trophee and you've turned a follower into a fan. This is important, these first fans can be your front soldiers. They are the people that tell other people, that you don't reach yet, how cool you are. You're growing organically now.

## Re-cap:

After every 3 months, do a little re-cap with yourself. What goes good, what needs improvement? Ask yourself and close friends what they think of your profile. That could work, but also pay attention to the likes and comments you receive. See what kind of posts performed best, and learn from that.



## FASE 2: VERTICAL FASE (GROWTH)

*Earned media*

We don't like to be dependent on other people's opinion on our music. If a superfancy blog doesn't want to write about your song, you'll have to give them a reason not to deny you. In the past 3 months (as mentioned above) you've been building up quite an impressive social media following. You're probably 'buzzing' and your story has gained more value, slowly but steadily a platform is rising.

Now your brand is more clear, other people even might want to write about you, or put your track in their playlists. This is what we call 'earned media'. You've earned these media by focussing on your owned media in the beginning.

It might help you to build yourself a network of bloggers and influencers.

## Pull vs Push Marketing:

["Download here"](#) is a form of imperative language. You push your message down the reader's throat. Click here, buy now, listen here: all pretty much 'down the throat'. This is what we call push-marketing. This oldskool way of marketing is not very friendly, but it has proven to be effective. What's even more effective than push marketing is pull marketing. Comments like "I can't wait to hear your next track" and "When can we get your album please!!" are clear examples of where you want your consumer to be. They are eager and begging for your music. How cool is that? At this point you don't have to push anything down their throats, they grant you to give it to them!

In the meantime, every single thing you are posting, still comes from the vertical-thought mentioned above. Keep posting things that matter to your profile and message, stay friends with your followers.

## TRANSLATION FASE:

When you've gone vertical, and gained horizontal traction, you'll have two lines crossing each other as one big plus sign. Well done! This never stops. You have created something that's now rolling like a snowball. You are an artist, a creator. You make nothing from something, so you will develop more stories, more information, more music, and therefore you'll get more followers, more traction, and more interesting companies would want to talk to you.

Labels, managements, booking agencies - they will notice you, and they'll want to work with you, because they smell an opportunity. Talk to them all, and look for a personal 'click' before you sign something.

## When you are at the point of signing deals, in order to grow, always keep in mind:

- Never sign the first proposal. It's the 'wishful thinking proposal', a kick-off for the negotiations.
- How many percent do they want?
- What are they exactly going to do for that?
- How long does this deal last?
- What are the risks if I want to pull the plug on this contract, after I've signed?

Ask for help, don't do this alone. Don't ask your parents, don't ask a regular lawschool student, but ask someone with experience in the music business. Usually people with "regular legal experience" cannot help you with the "music bizz legal things".