

MY PERSONAL STORYLINE

Don't sell a product: tell a story!

Why are you on social media?

You are on social media because you want to reach an audience, because having an audience means you can make money with your music. No audience, no success, no money.

Don't sell a product: tell a story. Inform people, with honesty and passion. If people like your story, they will adapt to your product. If you can see the difference between telling and selling, congrats! You're already halfway there.

"Once upon a time..."

A lot of great stories start with a line like that. From fairytales to non-fictional biographies: every story has a beginning and an end. On social media, it's different. You create a storyline without a clear beginning or end. It's an ongoing thing where people can opt in at any time.

The story can be influenced at any time, because the story hasn't been written. It develops along the way. Sounds pretty obvious right? It's no magic.

Hocus pocus: focus!

A good storyline shows us who you are and every post you create is a piece of that puzzle. You are more than a person who makes music. You are a human being! And don't try to tell your entire story in 1 post.

If you're a creative person, you are probably all over the place and have no idea where to start. In this template we make a funnel, so you can focus on what matters.

WHO ARE YOU?

These 7 qualities (keywords) define me as a person:

- 1) I am ...
- 2) I am ...
- 3) I am ...
- 4) I am ...
- 5) I am ...
- 6) I am ...
- 7) I am ...

Take note: from now on every post (photo, blog, video, snap, story etc.) has to emphasize one of the qualities you've filled in above. Ofcourse: don't literally tell your followers this, it has to be subtle and only you know that there's this plan running in the background. If your #1 quality is 'being humble', you're not going to post a photo with a caption saying "I am humble". It would be better to post a photo of you with your hands folded, saying "Thank you for all the strength you give me, I could not do this without you, my followers." Get it?

TRIGGER AN EMOTION

These are the 3 strongest emotions that humans have.

- 1) Laugh: Everything between a big ROFL and just a small giggle
- 2) Cry: Everything between a big river of tears and a subtle sigh
- 3) Excite: Shock, surprise, inspire, provoke: anything but nothing!

Take note: from now on every post you create, should trigger one of these basic-emotions.

QUALITY + EMOTION = FUNNEL:

So now you have your funnel!

- All your posts tell something about who you are, plus

- All your posts will 'touch' your followers

BE CREATIVE:

Don't make it all too obvious

A guy walks into a bar

If you go to a bar, and start talking about your music to random strangers, they'll probably think you're very annoying. Don't be annoying. First give them a beer, and start a normal conversation, it's more likely they'll get interested in your music, because they simply find that you're a nice guy.

Now: your social media channel is that bar. You do the math, cheers!

EXAMPLE TEMPLATE:

For instance, as you can see below, on Thursday this artist will post something referring to his number one characteristic, triggering a laugh on his followers faces.

If this guy's #1 keyword answer is: 'I am passionate', he could post a photo of him in the studio looking totally exhausted, captioned something like this: "Hey guys, I've been up all night, finishing this mix, simply cause it felt good. This is what I live for, this is why I skip sleep, this is what keeps me going."

See what we did there? It says something about him and it touches the audience. It's not a big "cry cry" but a very honest and passionate "sigh". Bet your ass this guy's gonna get tons of likes!

	Quality 1:	Quality 2:	Quality 3:	Quality 4:	Quality 5:	Quality 6:	Quality 7:	Laugh:	Cry:	Excite:
MON:	x								x	
TUE:				x						x
WED:			x					x		
THU:	x								x	
FRI:							x	x		
SAT:						x				x
SUN:					x			x		

YOUR OWN TEMPLATE:

Now you can do it yourself. Fill in this weekly template so you have something to post EVERY DAY!

	Quality 1:	Quality 2:	Quality 3:	Quality 4:	Quality 5:	Quality 6:	Quality 7:	Laugh:	Cry:	Excite:
MON:										
TUE:										
WED:										
THU:										
FRI:										
SAT:										
SUN:										