



# STEP 6

## ESSENTIAL CHECKLISTS



CHEAT SHEETS  
AND RESOURCE  
TOOLBOXES





# **BENEFITS 1**



**You've Discovered Hidden Growth Hacks:** You've tapped into secret techniques used by top artists to rapidly grow your streams and fanbase. These methods, just an hour before that were unknown to you, are now putting a fire under you. You now know you have a powerful edge in this very competitive music industry.

**Your music now has the strategies to experience exponential growth:** You know it deserves and get your name and popularity soaring.





# BENEFITS 2



**You've Unlocked the Power of Viral Marketing With these keys:** All of your content now has the potential to go viral, reaching millions of new listeners. These highly effective strategies have elevated your visibility and impact.

**You've Mastered the Art of Algorithm Manipulation:** You've dived into advanced tactics for working with streaming platform algorithms, feeling confident and ensured that your new music will finally get its maximum exposure.





# **BENEFITS 3**



**Your songs now have the knowledge behind them that will consistently get your music into the major platform algorithms:** You get free marketing and gain fans daily with the help of them recommending you to new listeners every day.

**You've Leveraged Unconventional Advertising:** You've now discovered numerous unknown promotion avenues, ones that can dramatically increase your fanbase growth and streams without breaking the bank. You know these innovative methods will maximize your reach and impact.



# BENEFITS 4



**Your Excitement Skyrockets:** You now see the hope that a massive influx of streams can start flowing in after you set this stuff up. All thanks to you using these cost-effective, high-impact advertising techniques.





# EXACTLY WHAT TO LEARN TO MASTER THIS SKILLSET

## Understanding the Music Market

Market Research: You'll have to learn how to conduct market research to understand your audience and industry trends.

Audience Segmentation: You'll need to understand how to segment your audience based on demographics, psychographics, and behavior.

## Building a Strong Brand

Brand Identity: You'll have to develop a unique brand identity that reflects your music and persona.

Brand Consistency: You'll need to ensure consistency in your brand messaging, visuals, and overall presentation.





## Creating Compelling Content

Content Creation: You'll have to create high-quality content, including music videos, photos, blog posts, and social media updates.

Storytelling: You'll need to learn how to tell compelling stories through your music and content to engage your audience.

## Digital Presence

Website Development: You'll have to build and maintain a professional website that serves as your online hub.

SEO: You'll need to understand search engine optimization to increase your online visibility.





## **Social Media Marketing**

Platform Selection: You'll have to choose the right social media platforms that align with your audience.

Content Strategy: You'll need to develop a content strategy that includes regular posts, engagement with fans, and promotional activities.

Social Media Analytics: You'll have to track and analyze your social media performance to optimize your efforts.

## **Email Marketing**

Email List Building: You'll need to learn how to build and manage an email list of fans.

Email Campaigns: You'll have to create effective email marketing campaigns to keep your audience engaged and informed.





## **Paid Advertising**

Ad Platforms: You'll need to understand various advertising platforms like Facebook Ads, Instagram Ads, and Google Ads.

Ad Creation: You'll have to learn how to create compelling advertisements that attract and convert your target audience.

Budget Management: You'll need to manage your advertising budget effectively to maximize ROI.

## **Public Relations**

Press Releases: You'll have to learn how to write and distribute press releases to media outlets.

Media Relations: You'll need to build relationships with journalists, bloggers, and influencers to secure media coverage.





## **Influencer Marketing**

Influencer Identification: You'll have to identify key influencers in your genre and learn how to approach them.

Collaboration Strategies: You'll need to develop strategies for collaborating with influencers to promote your music.

## **Engagement and Community Building**

Fan Interaction: You'll have to engage with your fans regularly through social media, live streams, and other platforms.

Community Management: You'll need to manage your online community to foster a loyal and active fanbase.





## **Analytics and Data**

Performance Metrics: You'll have to track key performance metrics such as streams, downloads, social media engagement, and website traffic.

Data Interpretation: You'll need to learn how to interpret this data to make informed decisions about your marketing strategy.

## **Live Performances and Event Marketing**

Event Promotion: You'll have to promote your live performances and events effectively to draw crowds.

Tour Planning: You'll need to learn the logistics of planning and marketing a tour.





## Monetization Strategies

Revenue Streams: You'll have to understand various revenue streams, including streaming royalties, merchandise sales, and live performances.

Monetizing Content: You'll need to learn how to monetize your content through platforms like YouTube, Patreon, and Bandcamp.

## Networking and Industry Relations

Networking: You'll have to build and maintain relationships with industry professionals, including other artists, producers, and label executives.

Collaboration: You'll need to collaborate with other artists and industry players to expand your reach and influence.





## **Legal and Administrative Knowledge**

Music Rights: You'll have to understand your rights as an artist and how to protect them.

Contracts and Agreements: You'll need to learn how to navigate contracts and agreements within the music industry.

## **Staying Updated**

Industry Trends: You'll have to stay updated on the latest trends and changes in the music industry.

Continuous Learning: You'll need to continuously seek out new knowledge and skills through courses, workshops, and industry events.





# RESOURCES I RECOMMEND

I've learned from all of the resources I mention in here.

These are my favorites and most insightful, easy to learn from, resources that I can think of for you.

(Besides just joining my program)

**I MADE YOU LISTS OF EVERYTHING ON AMAZON  
TO SAVE YOU TIME AND ENERGY**



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# Kotler on Marketing by Philip Kotler

## Recommendation:

It provides a comprehensive overview of marketing principles from one of the leading experts in the field.

## Key Insights:

The importance of customer-centric marketing strategies.

Techniques for market segmentation and targeting.

The impact of digital transformation on traditional marketing practices.



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# Contagious: How to Build Word of Mouth in the Digital Age

by **Jonah Berger**

## **Recommendation:**

It explores the science behind why things catch on and how to create contagious content.

## **Key Insights:**

The six principles of contagiousness: Social Currency, Triggers, Emotion, Public, Practical Value, and Stories.

The importance of creating shareable content that resonates with audiences.

Techniques for leveraging social influence to boost word-of-mouth marketing.



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# Made to Stick by Chip Heath and Dan Heath



## Recommendation:

It provides insights into what makes ideas memorable and how to craft messages that stick.

## Key Insights:

The SUCCES framework: Simple, Unexpected, Concrete, Credible, Emotional, and Stories.

Techniques for making ideas more impactful and memorable.

The role of storytelling in effective communication and marketing.



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# Building a StoryBrand by Donald Miller



## Recommendation:

It offers a clear framework for creating a compelling brand story that connects with customers.

## Key Insights:

The seven universal story points all humans respond to.  
How to simplify a brand message so people understand it.  
The importance of making your customer the hero of your story.



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# Influence: The Psychology of Persuasion

by Robert B. Cialdini

## Recommendation:

It delves into the psychological principles that drive people to say "yes" and how to apply them in marketing.

## Key Insights:

The six principles of influence: Reciprocity, Commitment and Consistency, Social Proof, Authority, Liking, and Scarcity.

Techniques for ethically applying these principles to marketing strategies.

The impact of understanding consumer psychology on marketing success.



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