



# 5 COSTLIEST MISTAKES INDEPENDENT ARTISTS MAKE



## 1. IGNORING YOUR BRAND AND SOCIAL FOLLOWING

- Wreck it on 5-7 platforms. Start off with your favorite platform and build from there. There is NO cheaper and more effective advertising than getting great at social media. It doesn't matter who it is - record labels, venues & festivals, sponsors - they are all looking at your social numbers.



## 2. NOT WRITING SONGS REGULARLY

- It's all very simple. Great songs. That's what the music industry is all about. There are two ways to write better songs. 1. Write more often. 2. Co-write songs with people who are dope! I'm challenging you to write at a minimum 4-5 hours a week.



### 3. FASHIONISTA OR MUSICIAN?

- Who are you going to be, a fashion star or a musician? Fashion is easy - go to the store and buy something cool someone else put their creative energy to. Being a musician is hard - figuring out who you are, your sound and practicing takes a lot of work and vulnerability, but it's worth it, right?! I just don't want you to get caught up in the trap of just trying to look the part on instagram.





## 4. NOT BEING DISCIPLINED

- The artists that we've found to have the most success sometimes aren't the greatest singers, but they disciplined themselves enough to get the job done including: songwriting, vocal training, performing and social media. Leverage your discipline to take you to the top.



## 5. DOING IT ALONE

- If you want to add, ask 'how' to do something. If you want to multiply, ask 'who' can help you. In other words, you are going to have a much bigger impact in the industry and achieve your goals faster by building the right team around you. Instead of trying to figure out everything alone, it makes a lot more sense to leverage others experience, knowledge and relationships. This will get you into meetings and working with people, performing in places and making better music than you could just on your own.

