

Elliott Lilly is a concept artist working as a freelancer in the video game industry, with credits on heavy-hitting franchises including DOOM, F.E.A.R, and Black Ops.

Time and focus are required to develop the right set of skills, clients and contacts to reach a financial or personal pinnacle in this challenging profession. Although makeup artists are not usually expected to get a certification or license to practice their trade, choosing to learn the basics of makeup in this manner can be a strong beginning in an industry where personal initiative directs business success. Attend a cosmetology school that includes makeup application courses taught by professional makeup artists. A certification can give you an advantage over others when applying for a job. Learn on your own. Study the basic techniques of successful professionals and use the makeup applications you are inspired by. Successful makeup artists learn the basics first before taking on more difficult makeup exercises and continue to learn throughout their careers. Practice applications under varying light sources, environments and using cameras to view the results and get a bigger picture of what makeup can achieve. Seek opportunities to further your skills and stretch your talents. Practice what you know on family and friends, volunteer your services and grab every opportunity to try new tools, products and develop your own style. As in any profession, success comes from staying focused and learning as much as you can about your chosen profession. Makeup artists begin their careers working numerous non-paying or low paying jobs to get experience and gain familiarity within the industry. Prepare for Success 1. Portfolios are photographs of your work used to gain paying jobs and show others what you do. You can build a portfolio by photographing the work yourself, exchanging services with a budding photographer or working in exchange for photos of your work. Look for work on student films, with independent film and television production companies, photographers or with local organizations producing fashion events or theater productions. Work on your people skills. Makeup artists work in industries where demanding personalities and egos abound. Learn to accept direction from others, including directors, producers, photographers, and how to maintain focus on the job when under pressure. Your ego must take a back stage to the successful completion of a job if you expect to build a good reputation and get hired again. Specialized training or a certification from a makeup manufacturer can help advance your skills and career. Specialized training can include learning special effects applications, corrective techniques or the application of permanent makeup. Certifications earned from makeup manufacturers can help build a loyal clientele. Makeup artists with advanced skills have the potential to earn more income. Broaden your network of contacts. Successful makeup artists make contact with lots of people to draw in high-paying work and continual business opportunities. Attend industry events, volunteer your services and look for work that can introduce you to new people, ideas and techniques. Learn about marketing and advertising. Marketing and advertising are used to gain customers, establish a brand or image and extend your visibility. Study what others are doing to advertise their makeup business and take classes in small business marketing to gain a basic understanding of how to promote your skills and expertise. Tip Working for a successful makeup designer in television, film, photography or fashion can broaden your skills and knowledge about the use of makeup to convey historical eras, emotions and character portrayal. References 1 "The Complete Makeup Artist: A perpetual student, Burke writes Web content on a variety of topics, including art, interior design, database design, culture, health and business.

Art World 12 Must-Read Tips for a Successful Career in the Art World. Life lessons courtesy of Dan Graham, Miranda July, Tania Bruguera, and Carol Bove among others.

Click here to read the full transcript of the episode Lewis Howes: Welcome to The School of Greatness. My name is Lewis Howes, former pro-athlete turned lifestyle entrepreneur and each week we bring you an inspiring person or message to help you discover how to unlock your inner greatness. Thanks for spending some time with me today. Now, let the class begin. A couple of quotes I wanted to share with you. What are you saying? What are you sharing? What are you creating? How are you living your life? And how are you contributing to the hearts of others? He went from being a struggling, starving artist, to figuring out his way and how to make a full time living and abundance of income through poetry, art, music, and ideas; shaping ideas into reality. If you enjoy it, make sure you share it with a friend, lewishowes. Before we dive in today, I want to give a thank you to our sponsor, designcrowd. You can crowdsource custom graphics, logos and web design from designers all over the world. You can get it for an extremely affordable, inexpensive price as well. You can spend a few hundred bucks, and get a world class design, every single time, from designers from all over the world. You just go to designcrowd. You post it on there and you start getting tons of people submitting their designs within 24 to 48 hours. You get it pretty much instantly. Check it out right now, designcrowd. And have you guys heard about this brand, yet? This is like the ultimate personal assistant, virtually. Thousands of busy professionals have already relied on Fin to handle tasks like we talked about, or even more complex jobs like creating a website. Make sure to check them out! Like the best assistants, Fin knows your preferences, they remember the people you interact with and integrate with in your e-mail and your calendar. They can do a lot of great things for you. If you go to fin. For people who listen to this podcast. All you need to do is go to fin. Before we dive in, make sure you guys come to the summitofgreatness. This is a game changer! Check it out right now, summitofgreatness. The price is going up very soon, get a ticket for yourself, take your life to the next level and surround yourself with a community of passionate people just like you. Welcome, everyone, to The School of Greatness Podcast. My friend, Humble the Poet is in the house! Good to see you, man! Thank you for having me, man! You are a former elementary school teacher with a different name. My name is Kanwer Singh. And then you changed it to Humble the Poet in ? Yeah, , I was flirting with different art names, because, back then, I was way too scared to show my face and share my worth. With your real name? Let me show you what I can do with it! Proving people wrong, yeah. And that fire is the second most powerful fuel in the world. Proving other people wrong, proving your parents wrong, or whatever it may be. And do it from a place of love and inspiration. Way more sustainable, because I was getting burned out from that mentality. How have you transitioned from being a school teacher to a full time artist? Because you do music, you do poetry, what else do you do? How do you make money as an artist, and as a poet. So make sure you know the difference. But at some point it may still turn into a job. At some point you may start focusing more on the process instead of the content. For me, specifically, in terms of making money, it was hand to fist journey for me. In the beginning I quit my job, thinking I had a record deal. So, I was working as a teacher, making good money, it was a government job. In Canada they pay them pretty well. I told myself art was just a hobby, art was a way to impress girls and art was a good thing to do after work. And somebody came to me with a writing deal that would have been worth twice what I was making as a teacher. Left my job, moved into a condo that I had as a rental property. So I was a responsible adult before all of this. I moved into that, started working on this music, and then, a year later, everything fell through. No money came, nothing happened. A lot of it was my wishful thinking, me having my blinders on, not seeing the warning signs, not realising how shady the people I was working with actually were. Are you going to go back to work? What are you going to do? What year was this? This was at the end of I guess, my relationship with reality. So, no longer was I insulated. I think, being a student and going straight into a school, I was living and working in a very safe environment as a school teacher. Everybody had my back, because the priority was the kids, so if I showed up late after lunch or something, somebody would be watching my students. I was a little

bit sheltered in terms of mindset and in terms of trusting people. So, after I got that first burn, I felt like I was suffocating on fresh air for the first time. And there was a lot of self pity for a couple of months. I turned to, my best friends were Nyquil and muscle relaxers and I literally thought sleeping it off, it would all fix itself. When we have problems, we pretty much have three ways to address it. I think we can, A, most realistically, humble ourselves, take a step back and figure out the problem; B, ignore it and deal with the consequences; or C, we pray for a miracle. So, I think, for me, I was hoping for the miracle to come. What was really happening, I was doing nothing and I was digging myself deeper in a hole. Why is it that a lot of people hope that something or someone will solve the problems for us? I think everything was neatly wrapped up in a bow after 22 minutes. Everything always had a happy ending or was resolved. But you also have to take action. You also have to do the work. And I think that seems to be a popular notion. Like, all the things we have is right here, and we just have to learn how to cultivate it and use it. Are you going to grow bitter and grow cold? Or are you going to rise out of this? And none of them were fluffy Tumbler quotes. You need to get out of debt. It taught me what was really important for myself. You start to get free clothes, you start to get free things as an influencer. Trips and all that. If other people enjoy it, by all means, but it taught me a lot about what was important. And I think the big thing it taught me was the value of my time. How I spend my time is more important than anything else in the world.

Chapter 3 : How to Succeed as a Creative Entrepreneur and Artist with Humble The Poet

How to Start and Succeed as an Artist is the definitive guide for both devoted amateurs and beginning professionals wanting to make art a tangibly rewarding career or.

Take these essential attitudes and actions to heart and give your indie music career a kick in the pants. By Christopher Knab

Step 1 Realize that no one is waiting for your music. If people are going to become fans of your music, you must approach the promoting of your live shows and the promotion of your CD releases with the same planning and professionalism as the artists whom you admire have promoted their music. Marketing music has changed radically in the age of the Internet and social media. That technology has the potential to take your music to the world. But knowing that it is up to you to let the world know about your music, is an important first step to take as a responsible independent musician.

Step 2 Avoid telling people in the music business that your music is "good". It is a much overused and weak word. When they listen to it, they will decide if it is the kind of "good" music that they feel can get behind and be proud of supporting from their position of power in the music industry. But use your words; shape an elevator pitch that accurately reflects what you and your music are about.

Step 3 Use the Internet and all its tools to your advantage. If you spend all day working on social media, what happens to your music? Last, but definitely not least, build and use an email list to stay connected with your fans. Permission-based marketing using emails to your fanbase is a proven winner—these are folks who said they wanted to stay in touch!

Step 4 Thank people who help you. So, make their day by sending a card, a small thank-you gift, or simply by giving them a shout out on the tray card of your next CD. Some artists tend to feel they are owed something because of their talent. Being grateful and thankful are essential qualities for success. Cultivate them and watch the doors open.

Step 5 Play gigs outside of the usual clubs that cater to your genre of music. Branch out a bit, consider gigs at schools, fairs, festivals and perhaps parks in the summertime. So many artists think that the only valid venues to play are the clubs. Give your fans more than one place to see you perform while finding new followers. And at every gig, be sure there is an email signup sheet. Did I mention staying in touch with fans via emails is golden?

Step 6 Listen to other kinds of music beyond your own particular genre. There is much to be learned from other styles. All music offers a vast reservoir of new melodies and rhythms to experiment with, and to incorporate into your unique sound. If the future of music promises anything, it is the ongoing mix of old and new styles coming together in profoundly new ways. Strive to find your own true identity through your music. Great artists such as Bob Dylan and Neil Young have continually reinvented their personas and music throughout their careers.

Step 8 Create great graphics. How many logos do you have in your brain right now that are recognizable symbols for legendary bands?

Step 9 Stop making the same foolish mistakes over and over. Insanity has been described as repeating the same habit continually while expecting a different result. As a musician you may find yourself not wanting to rehearse, yet frustrated that your musical abilities never progress. Or, as a songwriter, you may get upset when you keep backing yourself into a corner with an awkward rhyme scheme, yet find yourself continuing to use it. All of us at times get trapped in creative dead-ends, but the way out is not through repeating the same moves that got us there in the first place. Challenge yourself to find new inspirations, and develop at least one new creative technique a month. One sure way to gain some level of success as a musician is simply to not stop being one. There is no one timetable or path to success. Most artists termed "overnight successes" are in reality years in the making. If you find yourself approaching the creative act of making music as a chore, what is the point in that? Some of the most successful musicians out there are people who simply never stopped making their own music, performing it regularly, and finding a comfortable way to go about doing the business of their music. They could not not make music. Are you that passionate? Would a part of you die without your being able to make your music? If so, just keep doing it, the rest will follow. Want to step up your game as an indie musician?

Chapter 4 : 10 things about being an artist that art teachers don't tell you | Education | The Guardian

Beauty therapy is a popular career choice, and rightly so. At a time when many industries are shrinking in Australia, the beauty industry is flourishing thanks to an increase in male grooming, increased disposable income, a growing population and a wider range of services.

Posted by Jason W. We focus on each specific job in the video game industry by interviewing an expert in the field. Elliott Lilly is a concept artist working as a freelancer in the video game industry, with credits on heavy-hitting franchises including DOOM, F. R, and Black Ops. We spoke with Elliott to learn how new concept artists can start their careers and stand out from the crowd, and build their own success in the big bad world of concept art. How did you start your career as a concept artist? The downside was it also meant I had to make a sudden course correction in my studies, and bust my butt for a few years to develop an entirely new portfolio. With my shiny new portfolio in hand, I applied to four studios: Luckily, after taking an art test, Day 1 Studios hired me. The rest is history. Find game schools near you That was in Has has the industry changed since then? They send the bulk of the work to be done overseas, and hire freelancers who specialize in a specific subject to do the rest. If you could time travel, what career advice would you give your younger self? I would tell myself to create a career goal and move toward it with gusto. I never stopped to think about what I really wanted from my career, I just sort of jumped in and went wherever the work took me. My personal work got me hired at my dream job, soâ€¦ yeah. How can a new artist stand out in this competitive field? Authenticity makes you somewhat of an expert. If you can execute with decent skill, people will take notice. If you heard through the grapevine that a title is ramping up in production and you immediately send your work to that studio, you may be one of the first artists to be considered for the position. Your portfolio should be built around the equivalent of a ten-second elevator pitch. Why did you start writing books about careers in concept art? Quite simply, I wanted to help. I received a lot of questions from people desperate to know anything and everything about concept art â€” how to build a portfolio, break in, get hired, and so on. Those were the same questions I had when I was first starting out, but there was no resource for me to turn to at the time. One day I was telling a friend about the quantity of emails I received and how I could almost cut and paste my replies. Well, my first book focused on education, training and portfolio building for high school and college students. I wrote my new book, *How to Start Your Career as a Concept Artist*, to prepare recent graduates and upcoming professionals for a future in the video game industry. Landing my dream gig was easier than I thought, once I had that figured out. I hope my second book gets people thinking about their goals sooner, so they can find happiness faster. Where can we get your books? If you live in the USA, you can find my books on my Gumroad page. I like to autograph each copy and write a personal message to the reader, and I might even doodle something for them. If you live outside the USA, buying on Amazon.

Chapter 5 : How to Start a Solo Music Career | Our Pastimes

How to Succeed as a Creative Entrepreneur and Artist with Humble The Poet. You start to get free clothes, you start to get free things as an influencer.

Successful artist and guest author Noah Bradley shares some tips for artists who want to sell their work as freelancers. Learn more by visiting his website, [The Art of Freelancing](#). And it takes a lot of hard work and persistence to be lucky. Here are 6 actions you can start taking today that will help you to have a successful, fulfilling career as a freelance artist: Work really, really, really hard. This career is not for the half-hearted. It takes a tremendous amount of effort and devotion to succeed. I know plenty of people who could have been great, but simply gave up too soon. Success is never overnight and rarely comes as quickly as we might like. You might be doing great work but just need to keep trying a little bit longer to find success. Get your work in front of the right people. Far too many people create great work but never show it to people. So make sure they do. Get your work in front of their eyes. Put it online in every place you can and send personal emails to the clients you really want to work with. Do the leg work to put your work out there. Networking seems sort of scary to most of us. Networking is just making friends. Go to conventions, local meet-ups, and classes and start to connect with your fellow artists. These connections will be mutually beneficial and are essential for maintaining a successful career. Do the work you love. Make the time to do personal work. Be a pleasure to work with. Be on time, be polite, be professional, and communicate clearly. An artist who is fun to work with gets a lot more work than an obnoxious artist. Be a nice person and nice things will happen to you. But being a freelance artist has been immensely enjoyable for me thus far. If you decide to pursue a freelance career I wish you the best of luck and hope you enjoy it at least half as much as I have. Want to stay current on cutting edge business articles from Artsy Shark, plus artist features, and an invitation to the next Call for Artists? Click below to sign up for our twice-monthly email.

Chapter 6 : 12 Strategies For Long Term Success As An Indie Artist - Indie Connect

Desperate for answers, I typed "how to become a successful artist" into Google and read every article on the first two results pages. Much of the advice was how to improve your techniques, and nothing to do with the business of art but at the end of one of the articles a comment by Corey Michael Blake caught my eye.

Always seek to meet new people and develop and maintain relationships. This includes all people from all walks of life. You never know who they know or will meet. Plus, the more connections you have, the more people you can turn to if times get tough. Know that you are going to make mistakes, and so will everyone around you. Do your best to avoid mistakes, but learn from them when it happens. For the most part, keep it light. Establish and dominate your brand. Make it obvious what you want to be known for or known as. Understand that if you ignore this completely, the public will inevitably create the brand for you. You might want to come up with a tag line that sums up what you are all about. You may want to create your own genre of music. Once you have established your brand, work hard to dominate it. Keep in mind that your brand can be anything at all. For example, if your band plays a variety of genres and takes a wide variety of gigs, your brand might be wrapped around your versatility and adaptability. Be and stay easy to find. Make it easy for everyone to find you, listen to your music, buy your music and contact you. The easiest way to make it easy for people to find you is to have a good website with the name of your act as the domain name. Then direct everyone on your social networks, on your videos, on your CDs etc. Choose your team wisely. Your team consists of everyone from your band members to your booking agent, manager, attorney, business manager, sound and lighting techs or anyone else involved in your business. Remember that a chain is only as strong as its weakest link. Be sure that everyone on your team has your best interests at heart. Find people who are smarter than you and learn from them. Choose your company wisely. You are and will be known by the company you keep. Plus, people who are not positive or encouraging will drag you down. Never cut corners by acting as your own attorney. Have every contract reviewed before you sign them. Protect your intellectual property by registering your songs with the US Copyright office. Trademark your band name, your tag line and your logo if you have them. Hire an experienced entertainment attorney for anything career-related. Manage your money wisely. There will be great times and there will be dead spells. You may be selling one CD everywhere and not have the same success on your next one. Any number of things can go wrong. Develop a budget and stick with it. Put money aside for the lean times. Hire an accountant you trust. If your act is big enough, hire a respected business manager. Keep up with the trends that affect you or your fans. These include trends in music, fashion, the economy, merchandise what people are buying now etc. These also include how your fan demographic discovers new music, how their income is changing and more. After all, venues usually change with the times if they want to stay in business. You also need to be aware of how your core fans may be changing. Find ways to keep them for as long as possible. Treat your career like a business "€" because it IS! Set time aside every day to take care of business. Of course you just want to write songs and sing! But someone has to market the act, record the music, market the music, book the gigs, put together the press kits and the one page, send out the monthly newsletter, review the contracts, rehearse etc. Take each task, break it into smaller tasks and put them on the schedule. Everything else needs to be scheduled around it. Otherwise, the act will go nowhere. It is simply too risky. And if you are on top of everything, you will be ready and able to take advantage of every good opportunity that crosses your path. Mind and protect your health. This includes your voice. If you want a long-term career, it only stands to reason that you need to remain healthy. Of course there are common precautions to take, such as eating healthy and exercising. But just as important is keeping in top form. This means taking ongoing voice lessons to keep your voice strong and trouble free. It means avoiding risks that could cause career-ending injuries. On the other hand, many years ago while I was working in a clothing store, Luciano Pavarotti came to shop for clothing. He would not leave his car because he feared the effect our air conditioner would have on his voice. He sent his entourage into the store, and then one by one we brought articles of clothing out to him for his approval. Give and give again. There is never room for selfishness. However, this has never been truer than it is right now in the

independent music market! The only way that you will succeed is to be known as a giver, not a taker. Help your fellow musicians in any way you can, and they will help you. Then whoever reaches the next rung of the ladder first can bring the rest of the pack with him. Give to your band members and they will do their best to make you shine. Give more than expected to the venues you play and they will call you back time after time. Everyone has unlimited choices in their lives. If you are only a taker, no one will choose you or your music! Vinny Ribas is the founder and CEO of Indie Connect , a global business club for serious independent artists, songwriters, musicians and music professionals. Indie Connect helps its members increase their chances of success by providing practical career direction and education, combined with live and online industry networking opportunities. He is a published author and popular speaker at music industry conferences.

Chapter 7 : 4 Ways to Become a Professional Artist - wikiHow

It takes a lot of luck to be a successful freelance artist. And it takes a lot of hard work and persistence to be lucky. Here are 6 actions you can start taking today that will help you to have a successful, fulfilling career as a freelance artist: 1. Work hard. Work really hard. Work really.

Regardless of what your goals are, the process I recommend you follow goes like this: This goal should also be one that will drastically change your life for the better. You only have 50 chances to make your life drastically better than the previous year. You should dissect your yearly goal into 12 different steps or milestones that, when completed, will accomplish your yearly goal. Now that we know what your yearly goal is, we can create the month goals. Now that we know what your monthly goal is, we can create your weekly goal. Maybe you already have true fans that support most things you do. Maybe you already have thousands of fans that like listening to your music. By creating these goals, it will give you direction and help you focus. If you find yourself doing the above or simply not posting consistently, you may need to reduce the number of social media platforms you use. This may sound counter-intuitive. By having a good looking brand on social platforms, as your engagement and followers increase it will make transitioning into an additional social platform much easier. So, how do you decide which social media platforms to use? Figure out which platform will allow you to reach and connect with your target audience the quickest or cheapest depending on if you have more time than money or vice-versa. Now, I recommend you start with social media platforms. But Darius, you just said that I should focus on 1 or 2 social platforms? It allows potential fans to not only get to know you better but also engage with you. These types of platforms usually have a high percentage of users searching for new content or a relatively higher probability of content going viral. Your website is the only property on the internet that you actually own. And, once you start incorporating paid advertising and remarketing into your marketing strategy, that data will come in hand. Network With Influential People Networking is one of the most important things in the music industry. The opportunities that become available due to being in the right circles are incredible. Networking with the right people will put you on the fast path to success. You should attend as many events both local and national as possible and spark up conversations with as many people as possible. Social platforms like Twitter, Instagram, and YouTube make it easy to spark up a conversation with anyone. Building long-term relationships are essential and networking with a selfish intent will not help you build long-term relationships. Some of the metrics that music artists tend to focus on to validate their music career include: The problem starts when you begin to value these metrics over people. Get Free Tips Sent To Your Email Like I said in the beginning of this article, one of the biggest problems that upcoming music artist have is that they lack knowledge and education on how to become a successful rapper, singer, or music artist, in general. You can sign up by entering your email into the form at the bottom of this article. My Question For You: What has been the biggest problem for you when trying to be a successful hip-hop artist? Leave a comment below and let me know.

Chapter 8 : How to Become an Artist (with Pictures) - wikiHow

While it may be tempting to work at home in your pajamas, becoming a successful freelance artist is not an easy task. It takes lots of hard work, preparation and determination. It takes lots of hard work, preparation and determination.

Do you know how to build a fanbase for your music career? See, gaining fans will usually result in an increase in Twitter followers, SoundCloud plays, and so forth. An increase in Twitter followers, Soundcloud plays, and etc. Most music artists especially in hip-hop are hustling backwards. So, in this post, I want to help guide you down the correct path for building fans. But, understand, the tips and advice in this post are not the only ways to build a fan base. People usually become fans of an artist due to a combination of things they like from that artist. Maybe they like their personality and music, maybe they like their fashion and lifestyle, or maybe they like everything about that artist. Asking someone to listen to your music is very similar. Instead of directly asking someone to listen to your music, have a genuine conversation with them and relax. In the beginning, your fanbase will likely be built up of relationships with people that like you as a person. The more they like you, the more support you can expect from them. Music plays a small role during the early stages of fan building and becomes more valuable as you scale up. But Darius, how do I promote my music then? Once you start building relationships and getting noticed, people will look you up. This curiosity is what makes them more likely to listen to your music than if you were to ask them. And also, if someone asks what you do or where to find your music, feel free to tell them. You just want to avoid forcing your music on them. Every fan you have or will have is making an investment in you. For example, Machine Gun Kelly has a private Facebook group that only his fans can get into. His fans get to connect with each other. This strengthens their fan loyalty to him because this allows them to build relationships with one mutual interest: A community can be built on social media, your music website, forums, in-person, and more. Support Others In addition to giving people something to support, you need to support others. This goes back to building relationships. By showing support to others, you build relationships and make other people want to support you as well in return. Attending their events Purchasing their items music, merch, etc. Promoting a song, video, and etc. However, it does not replace face to face interactions. Being active on the scene when events are happening is a great way to get noticed especially when you have little to no connections in your local area. This creates the idea that the new product is of equal value and quality as the product you already love. High-quality content is your secret weapon as an upcoming music artist. High-quality content, especially as a relatively unknown music artist, will make you look more important than you currently are. A good way to gauge the quality of your content is to compare it to popular music artists both locally and nationally. How do I be a fan of you? Like, what does that actually mean? Does that mean I follow you on Twitter or I follow you on Facebook? Does that mean I share your music online? Your goals will dictate what you need out of your fans in order to reach your goals. Once you know what you need from them make that clear to your current fans and those supporting you. If you have little-to-no fans, make sure to let your first few fans know exactly how they can help you. Transparency is not only good because the music industry is filled with shady motives, but because when your fans know why you need them do something once you achieve that goal they can have a sense of achievement and success as well. As your fan base increase, your newer fans will no longer need you to let them know how they can help although it helps when your goals change. If your current fans are requesting your music on the radio, your new fans will do the same. They should receive perks and benefits by being in your community. Here are a few examples of perks that can be included in your community: Access to unreleased content Exclusive information such as when new material is releasing, when new merch should be in-stock, and etc.. Free items and events Now, being a community is not easy and takes a lot of work. Here are a few examples of things that can help you build your community: Having something unique about you. This can include your hairstyles, fashion choices, favorite emoji, hobbies, and etc.. Using a membership platform like Facebook Groups to directly talk with your community instead of simply blasting information out on your social media. Being relatable to your target audience. Maybe this means you have to be arrogant, or maybe humble, or maybe have an out-going personality. Regardless of what it is, just make it

relatable to your target audience. Being vulnerable is a good way to build trust with your fans. They like to act like they have it all figured out especially in hip-hop. When building relationships, you should balance being vulnerable enough where you can let your fans know how you feel or when you fail at something, but not vulnerable enough where your entire personal life is on display. Have Fan-Only Events Having fan-only events is one of my favorite ways to help with building a fan base. Here are a few examples of fan-only events that you can have to help build your fan base:

Chapter 9 : 10 Steps to Success for Independent Music Artists | The HUB

Becoming a rapper, singer, or a music artist in any other genre is just like starting a business. You wouldn't start building houses if you didn't know anything about construction.

In most cases, music written and performed by a band is a group effort, and the band as a whole gets the attention and spotlight. Eventually, many performers, for various reasons, feel they could record and perform under their own names as solo artists. Maybe you contribute more to the group than other band members, or you have the personality to sustain a career on your own. Use your experience with a band to launch a solo music career. Decide if you have the personality to succeed as a solo artist. You would be the star of the show and responsible for drawing fans. If you do all, or much, of the songwriting and seem to be the crowd-pleaser in concert, a solo career may be right for you. Perform under your name with backup musicians you put together specifically to support you. Use musicians other than those you play with in a band to help eliminate any confusion for fans. Try to book shows with the clubs where you also play in a band. The owners already know you and might be more likely to give you a chance, especially if they recognize you as the one who draws the crowds when the band plays. Remember, be sure to honor any contractual obligations that might be in place with the band, even as you test a solo career. Record a solo CD. If your test performances pay off, a CD is the next step to building a career on your own. The CD should be primarily new music, but include one or two familiar songs written by you with your band. Including a couple of recognizable songs is a good way to attract attention to your CD. But be sure to record the songs in a different way than you did with the band. You want to give your fans a new solo image, and the songs on your CD should reflect that. Refine your stage personality. Highlight those characteristics that fans like about you. Tip Consider hiring a manager who specializes in solo artists see "Resources" below.