



How To Promote Yourself and Your Music

Claiming Your Expert Status

- So your value increases
- So you get more work
- So you'll get paid more
- How? By promoting yourself

Promoting = Informing - Telling Your Story

- What you just worked on
- What you're working on now
- What you're going to be working on

For Greater Post Engagement

- The content must be great
- Keep it short - 120 characters or less
- Always post a graphic
- Always post a link
- Use video where possible for most attention
- Use live video (at least 5 minutes long) for even more attention

What To Say In Posts

- What you worked on, what you're working on now, what you're about to work on
- Behind the scenes
- Where the idea came from
- Interview someone
- Trivia about something your working on

3 Places Where People Get Stuck

1. Being afraid to promote themselves and their music
2. Being too pushy or salesy
3. Taking social media lightly



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