

CMU:DIY

CMU:DIY GUIDE TO

**BUILDING A
FANBASE AND
GETTING ON STAGE**

YOUR ARTIST BUSINESS PLAN

BUILD FANBASE

gigging, social, media & marketing, content

UNDERSTAND FANBASE

social, analytics, interact, pre-orders

SELL

downloads, tickets, merch, subscription services, VIP

IT ALL STARTS WITH BUILDING A FANBASE

BUILD FANBASE

gigging, social, media & marketing, content

cmudiy.com/sessionslides

STEP ONE

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

GETTING STARTED

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STEP TWO

BUILD FANBASE

gigging, social, media & marketing, content

A BIG CAMPAIGN AROUND A NEW RELEASE

GIGS &
LIVE

SOCIAL &
ONLINE

MUSIC
PRESS

RADIO
& TV

ADS &
OTHER

STEP THREE

BUILD FANBASE

gigging, social, media & marketing, content

GIGS &
LIVE

SOCIAL &
ONLINE

THE CONSTANT

WHICH SOCIAL MEDIA & DIGITAL CHANNELS?



For established artists live is a key revenue stream, though at the outset it's more about building a fanbase

MAKING MONEY FROM YOUR SHOWS

TICKETS

FOOD & DRINK

OTHER SERVICES

SPONSORSHIP

MAKING MONEY FROM YOUR SHOWS

- Live is a key revenue stream for many artists.
- Most artists have a similar live career.
- At the outset it's as much about building a fanbase as making money.
- Gigging is a great way to engage new fans - but how do you get a gig?

Self-promoted gigs

Gig & club-nights, festival new band stages

Pub/club venue touring, festival stages

Theatre venue touring, festival main stages

Arena touring, festival headline slots

Stadium touring

GOING LIVE: QUESTIONS TO ASK

- A good starting point is to put on your own show.
- One-off gig - or regular night?
- What venue can you use? Can you get it for free?
- What is the show going to consist of?
- Do you need to reinvent the music?
- Set? Visuals? Choreography? What's the budget?
- Are you selling tickets? Where? How much for?
- Boring stuff: budget, security, licences, insurance.

GOING LIVE: GETTING AN AUDIENCE

- Making sure your friends show up!
- Who else?
- Collaborating with other artists to expand reach.
- Social media - content, advertising, streaming, offers.
- Take your fans with you - email list, talk about social, free tracks.
- Also trying to influence industry.

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