



How to Get Fans (and Make Money): The Complete Guide

By Donovan Jarvis

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Preface.

By the time you reach the end of this course, you will have a solid foundation for success as a music artist in today's music industry. As we all know, nothing is guaranteed when it comes to this industry, but I can tell you that after you read this e-book, you will be in position to put your career into **OVERDRIVE**, no matter what style of music you do, your location, or your background.

I will cover everything from mindset, making your first song, to making loads of money as a recording artist. I will try my best to keep everything upfront and straight to the point as to not waste any of your time.

I've been producing music for a little over 12 years now, and I've come across a lot of the hardships that most artists come across trying to hit big. Even as a producer, I've experienced some of those same hardships myself. Not having enough money for this, trying to get people to listen to that, waiting for a shot. I come from a past of near poverty. Not even having enough money to eat decent meals. I try not to talk about it much because I'm well past it now and don't plan on going back.

What I eventually realized is that I had to take it upon myself to find the answers and do what needed to be done. I then realized that this was also true for the lost and broke artists that I was working with. With all of that said, I won't waste another second. Let's dive into the course right away!

Thanks for reading this course!

Donovan Jarvis

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Chapter 1: Mindset

Faith and Integrity

Before anything, you must have a sound mindset. This is **THE** most important section of this course to remember throughout the length of your career. Without these basic principles intact, you're taking a shot in the dark at succeeding.

No successful person will tell you that they don't believe in themselves. This jumps to my first point. **Believe in yourself.** Understand that the world needs you and what you have to offer. I know you hear this all the time from Joe, Becky, and Tyrone, but really take the time now to truly understand. There is **NOBODY** on Earth like you. **NOBODY.**

With that said, there are ways that you can make an impact that nobody else can. I take it that since you're reading this, you're planning to use music as an outlet to make that unique impact. Have the utmost faith in every move you take.

This faith cannot be rattled by anything at all. Know that you will succeed. Once you claim this, it's already done, and the only way it won't come is if you reject your claim by giving up. If you give 99%, the person who gives 100% will win. Always give 100%, with confidence.

Confidence

A key to building confidence is attaining *knowledge* on what it is you want to have confidence in. Need more confidence in yourself? Learn yourself inside and out, and accept it. We hear all the time to exude confidence, but nobody ever explains how to get it in the first place. Well, I just told you how.

Become what you wish to be. Know it inside and out. Once this is achieved, you will develop an internal creed to that idea or person that says no matter what, we are meant to be. Once that creed is made, there's no shaking it. That's what happens when people are not confident. When they are unsure, their faith that they are "right" is shaken. Learn yourself, your craft, your aura, and become one with it all. Now you have confidence.

Humility

Nonetheless, stay humble and always remember that you are no better than anyone else, and neither is anyone better than you. Also remember to thank your beginnings (the people, ideas, and higher powers that are helping pave your way) through sacrifice and giving.

Work Ethic

Once you make the decision to completely believe in yourself and your career, you're ready to develop your relentless work ethic. This is a sticky subject because a lot of times our pride gets in the way and we lie to ourselves and others about how hard we work. Forget everything you thought you knew about having a great work ethic, and just follow these rules: If you're not working towards your goal during 100% of your free time, you have some work to do. Free time would count for any time outside of the following:

1. Sleeping
2. Eating
3. Showering
4. Working/School (if you have a job or are in school)
5. Anything else that is reasonably **very** important

We all hear people talk about how they're "grinding". I bet you could tally up about 5 hours each day that they're chilling or relaxing. Don't get me wrong, there is a time and place for relaxation. You definitely have to nurture the mind, body and spirit, but if you're constantly looking for breaks and you watch T.V. 3-5 hours a day, something's wrong here if your plan is to someday make it as a recording artist.

Chapter 2: Developing a Quality Catalog

Now that you have your head right and are sure that you want to pursue music, it's time for you to start actually building a solid catalog. If you already have a solid catalog, you can skip this section. However, if you read it, you may find out some things you may not have thought about.

Finding Your Lane: The Connection

This is a sticky subject as well. There never seems to be a solid answer when this question arises: "Should I give the people what they want, or should I give them me?" The truth is, there is no solid, either or, answer. The best way to do it (if your plan is to attain lots of loyal fans) is to be you first, but mix in what they want. Sometimes it is one in the same, but a lot of times, it's not. And if it's not, definitely try to mix in a little of what they want.

It will at least get you in the door with your audience, and then maybe once you're established and have made a name for yourself, you can go left field and do you completely. They will be more prone to accept it because they are now loyal fans. Truth is most people aren't receptive

to what they don't know. It's sad to say, but it's the world we live in. A world more filled with closed minds than open ones.

"How do I find my lane?" you ask (if you don't already know it). Well, for starters, start listening to MANY different types of music. Bottom line, it will strike a chord in your heart when you find the style of music you connect with most. If you don't feel it 100%, then it's most likely not your native style. Not saying that you couldn't do it, but you will perform best with the music that's native to you.

Perfecting Your Craft

Whether you are a pop singer, trap rapper, lead/rhythm guitarist in a band, or an R&B singer, perfecting your craft is essential. This is probably the second most important point to carry with you throughout your career. Work at whatever it is you do non-stop. It is the only way to be the best at it. Even if you're a natural like I am, practice, practice, and practice some more. Hire a vocal coach, take guitar lessons, study the greats in Hip-Hop, yet make it all your own. I won't touch on this too long. We both know that this is part of your work ethic (how smart and often you practice to get better), and that it is vital to your success.

Finding a Producer

No brainer... (<https://fivestarbeats.net>)

Recording a Demo

For a demo, I would suggest recording 3-5 songs. Make sure you go to a trustworthy studio where you know the sound quality is going to be top notch, yet it fits your budget. If you don't know of any studios, check online in your area.

Make sure your songs are well crafted. This goes back to perfecting your craft. Had you perfected your craft before this point, you won't have much to worry about here. You should come out with 3-5 really good songs.

Objective Judgment of Material

Utilize objective judgment when piecing together a demo. Don't just finalize it because YOU think it sounds good. This goes back to making sure your material is marketable. I wouldn't even suggest asking friends or family to judge unless you KNOW for fact that they are going to

be completely honest with you, and not just tell you what you want to hear. What I suggest is for you to ask your friends to ask THEIR friends (non-mutual friends) what they think. And obviously, make sure they ask friends that actually listen to the style of music you're making. Tell your friend not to mention that you are their friend, but just ask for an honest opinion on the music.

Get your friends to do this with multiple friends so that you have at least 20 different opinions. If most of them (15/20) ask who it is and want to hear more, you're on the right path my friend! If most don't like it (11/20), you may have a little more work to do. Don't be discouraged, it happens to the best of us. That magic number you want to hit is 15! 15/20 is pretty solid. I know you can do it!

Sidenote: I said "friend" about 10 times, lol.

Let's move on to the next chapter.

Chapter 3: Professionalism

Now, you have your mindset intact and a handful of really good songs at your disposal. It's time to get some business about yourself so that others actually take you seriously and not think you're just one of those people begging for overnight success/hoping a miracle will just all of sudden come without putting in work. We all know those people. So let's get to it.

Mixing and Mastering

You want to make sure that your demo is properly mixed and mastered. If you are unsure what a properly mixed and mastered song should sound like, listen to Michael Jackson's singles, period. Moreover, just do a little research on it (specific to your genre) and make sure you choose the right engineers (with real experience) to take on the job. I won't harp on this too long. Just know that your demo material should be professionally mixed and mastered.

Get Your Own Website

Again, I won't go into too much detail because this e-book is about gaining fans and making money, but understand that you need your own website. GoDaddy.com is a great place to get your hosting and domain name. It's very affordable as well. Head to Odesk.com or Guru.com if you're unfamiliar with all of this. Those websites are freelance websites where you can find website creators, designers, and the whole nine. Get them to design your Twitter, Youtube, and

Facebook pages was well. On your website, you want to make sure you have your demo streaming for your audience to hear.

Make sure you have some quality photos taken of you for your photo gallery. This will be your main hub for your fans to connect with you. Having a website is **VERY** important as it will be needed to rake in lots of money, which I will touch on later. Here's an example of a great website to model after as far as content, not necessarily design, as that is completely unique to you: <http://www.rihannanow.com/>. Third-party websites such as Soundcloud and Reverbnation are cool in the beginning for immediate buzz purposes, but you definitely want to be in total control of your website and as mentioned before, this will be crucial to making money.

Legal Logistics

Be sure to get your copyrights and split sheets done with your producers and songwriters if you've worked with any. You definitely want to avoid any legal mishaps as they can cause a halt in your career out of nowhere. Take care of these early. Copyrights can be done online through copyright.gov, and split sheet samples can be found online. These basically state who owns how much of what song, and you sign off on it.

Make sure you're signed up with a Performing Rights Organization (ASCAP, SESAC, BMI are the ones here in the States). These are the people who pay you your royalties when you have your song played on the radio, T.V., at a venue, etc.

Lastly, you may want to invest in a manager. They will help make sure you have all of this in place, as well as open more doors outside of the ones I'm about to help you open. They generally seek 15-20% of your gross revenue. Choosing a manager is a very touchy game. I advise you do your research on this before signing anyone.

Social Networks

Any artist planning to attain fans and make money **NEEDS** to have their social networks setup. This goes without saying. Twitter, Facebook **Fan Page**, and YouTube accounts all need to be setup. Ideally, whatever your artist name is, you want to make sure that that username is open exactly as is. If not, you may want to consider changing your name (if you recently decided on it), or you can add "music" behind your name. You just don't want your twitter name to be @_NiaMaye4907845_. Nobody is going to remember that.

Chapter 4: Building Your Fan Base

We're finally to the meat of this whole e-book. There was no way I could have left out everything beforehand. If I did, I would have been doing you a disservice because without everything above, this wouldn't matter at all. Sure, you would probably get a little short-lived buzz, but your career would dwindle away very soon if you hadn't either read the above, or already embodied the above.

Now let's get to the meat of it all!

Viral Marketing

This is something everyone wishes that they could master, but only few actually do. You're lucky today because you're about to be exposed to the deepest viral marketing secrets out there. Some come from actual experience, and others come from common sense that ain't so common. Viral marketing is responsible for so many huge businesses, superstars, comedians, etc. It has the potential to get you millions of fans within the matter of months. Now I'm not saying this will happen with you, but that it is very possible with the methods I teach.

Let me backtrack and give you the definition of viral marketing.

Viral Marketing: Marketing designed to disseminate information (as about a new product) very rapidly by making it likely to be passed from person to person especially via electronic means. (Credit to Webster; <http://www.merriam-webster.com/dictionary/viral%20marketing>)

As you just read, this is serious marketing. **A solid online presence will make fans and labels chase you instead of you chasing them!** Let me start this off by listing these 7 keys to an effective viral marketing campaign:

1. Free and Valuable
2. Easy Transfer of Goods (whatever you're giving away, is it easy to give out?)
3. Scalability (can your idea last long with millions of followers)
4. Capitalize On Human Nature and Emotions
5. Incorporate Social Media
6. Use Others' Resources
7. Uniqueness

Those are the seven essentials to a viral marketing campaign. I want to just cut to the chase here and not draw it out, so here we go.

Here are the 3 means by which you are going to execute your viral marketing campaign:

1. Media Buys (anyone)

2. Collaborating (more Hip-Hop and R&B oriented)
3. Covers – *not just any run of the mill cover... will touch on it later* (more Rock, Pop, and R&B oriented)

Yes, performing is important, but it won't get you nearly as many fans (in the beginning at least) as marketing through the internet can.

Let me touch on each objective.

Media Buys

Without going into too much detail, media buys are basically ads bought over a directory of different vendors/publishers. When you purchase media buys, your ads will show up only in front of the types of people you choose. For instance, you're a pop star; you may only want your ad to show up in front of people ages 15-21 who love pop music, entertainment, and drama. With some ad agencies, you can even go as far as selecting gender, race, etc. This is some very powerful information that only gets out to few people. You're very lucky to be reading this if you haven't heard of it before.

There are many different ad agencies that have a hold of different ad networks. I personally like to use adperium.com. I've seen great results using them. Go to siteslike.com and type in adperium.com. There, you will see a list of dozens of other website like adperium.com. I highly suggest adperium.com though.

Creating an Ad

So how do I make an ad? It's really easy to do. Honestly, the only thing you have to do is think of what you want it to say and what picture you want to include, the rest of the work goes to 20dollarbanners.com. They are excellent at making very high quality banners. Once they make a banner of the size you specify, you can now upload that banner to your ad campaign and you're done. Be sure to pick a very professional picture if you plan to use one.

With your ad campaigns, along with setting your demographics, you get to set your daily spending limit, and trust me, I've put as little as \$50 total in an ad campaign and saw tremendous results from it. I would advise planning to put at least \$100 in to test the waters.

"What am I advertising?" you ask. Funny I just thought about this. I forgot to mention this earlier, but you want to advertise YOU as an artist. You can link the ad directly to your website, or if you don't have one, I suggest you link it to your cover, which I will touch on later. Another alternative would be to your Reverbnation, Soundcloud, Datpiff page. Somewhere where they can see you and hear your music.

When thinking of text for your ad, you don't want to mislead them at all. Don't say "Win \$1,000,000 if you click here". Sure, you may get a lot of clicks, but the clickers will be disappointed when they land on your website and see you're an artist that isn't giving away \$1,000,000. Make sure your text truly represents you, but at the same time, make sure it will make someone click.

Just as an example, you could say "Brand New R&B Artist: 'Your Artist Name'... With Sounds Like Sade, Adele, and Whitney Houston"... I know... you don't want to sound like anyone else, but you have to remember, this is marketing. Now, every viewer who likes 1, 2, or all 3 of those artists you mentioned and has an interest will click your ad. Of course, if you don't sound like Sade, Adele, and Whitney Houston, don't say that you sound like them. Maybe think of some artists that you do sound like. So once they click your ad, and you bring a fresh new sound to the table, they are immediately a fan. That's what you call targeted marketing, which was the opposite of attracting a viewer who may or may not have any interest in what you have to offer.

That's the basics of media buying:

1. Choose Ad Agency/Agencies (adperium.com is suggested as one)
2. Get Banner(s) Designed
3. Select Target Audience
4. Set Your Budget
5. Run The Ad

Run these at a rate of as little as \$100 a month ('per ad agency' [if you decide to use more than one ad agency]) and you will begin to see some fans being built. Next I'm going to talk about actually retaining the fans once they click your ad.

Securing Fans

Of course, if you're THAT good, and the fan likes you THAT much, they'll make it a priority to remember to come back to your website. But honestly, you don't want to rely solely on that. You want to make sure you have all of your fans on a list, literally. Now you can actually SEE who's becoming a fan, and not just hoping someone heard you.

With the advancement of technology, this is really easy to do. I'm not sure if you've noticed the popup when you came to Fivestarbeats.com, but I offer every new customer 5 free beats and an Artist Career Guide in exchange for their email. This way, it makes it easy for me to get in touch with them when I need to. Same goes for you; you can offer a free download to one of your songs in exchange for their email. Simple.

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Through a website called aweber.com, you can start your own mailing list. It's very easy. The best part is that it's only **\$1** for the first month! [Click here](#) to see what they can do for you at a glance. **I cannot stress enough how important retaining your fans is. There are millions of other artists out there trying to make it as well, so your fans have other options. Lock them in by adding them to your mailing list!**

Once you create an opt-in form, they give you the code (which you can give to your website designer), and they paste it in your website. Now, when anyone comes to your website, they have the option of the downloading your music in exchange for their email address, or exiting the window and continuing about your site. Once their email is logged, [Aweber](#) automatically saves it to your list of emails, which you can contact in bulk simultaneously whenever you have something to share, like a performance, new release, etc.

[Aweber](#) also gives you the ability to set follow-up emails. With this, you can make a series of emails and set them to send any number of days apart from each other. Every opt-in who signs up will start with the first email. It's amazing. So now, you're getting traffic, and securing your fan base.

Collaborating

Here's one that is common sense, but it isn't so common. I hear more rappers and singers complaining about someone wanting to collab with them. Here's the point, if you're still building your fan base, collaborating is essential. Guess what happens when you collab with someone (as long as you're good)? Their fans become your fans.

Now, just like that, you have a whole new array of fans. Now I'm not saying collab with the weakest rappers/singers, but use your judgment and collab with as many at least decent artists. Try to collab with ones that actually have a movement behind them. Stacking these up can work wonders!

Covers

I'm sure by now, you know what a cover is. They're rampant on YouTube. If you're unsure, it's when someone does their version of someone else's song.

I've found out a way to where you can get 1,000s of YouTube views (real people who actually **WATCH** the video, not fake bot) within a couple days. The secret is to get/listen to commercial albums from established artists in your genre **AS SOON** as they drop. What you want to do is analyze the album and try to pick which song you think will be their next single. Once you think you've made a solid choice, hurry up and do the best cover of your

life to that track and post it to YouTube. Even if your choice ended up to be the wrong pick, you should still get a lot of views if the artist is well known.

Important: Title, tag, and thumbnail your videos properly.

Example: **Title:** The Script – “Hall Of Fame” Cover by Don Jarvis

Tags: hall of fame, the script, don jarvis, cover, new the script, etc.

Thumbnail: Make sure your face can be seen in the thumbnail. When people scroll by the video and see an actual person, they are more inclined to click it.

Always have your title and tags relate directly to the cover you do, otherwise, when people search for them, you may never show up. The idea of being among the first is that those first few videos that get the initial hits are the ones that usually have the most in the end (with exceptions to people who are extraordinarily gifted). Now, if you made the right pick and that song becomes a single, that’s loads of more traffic for you!

Remember to link them to your website, twitter, Facebook account, and your subscription inside your videos and in the descriptions.

Do at least 10 of these a month, in the fashion that I presented, and I guarantee (if you’ve worked at your craft and are really good) you will see hundreds of thousands of views, and thousands of new fans. You have to stay consistent with this. And the longer you do it, the easier it becomes, and the more fans you gain.

Here’s another gem: Don’t just GIVE them the song, ask them to pay with a tweet or a like on your Facebook Fan Page in order to download the cover. There’s a program called “Pay With A Tweet” (www.paywithatweet.com) , which is free to use, and they basically have to tweet whatever tweet you preset in order to download the cover. For Facebook Fan Page likes, there’s an app on Facebook called “Like to Download”. Same here, in order for them to download the cover, they have to like your Fan Page. This is genius stuff. I advise you take full advantage of it.

Keep It Simple

That’s it for building your fan base: 3 very effective ways of gaining true fans! Truthfully, there are millions of different things you can do. I challenge you to figure out what works for you; however, I chose the 3 that I believe are the **MOST** effective ways of coming from the ground up in today’s music industry. Also, you never want to focus on TOO much because you’ll never get anything done.

So whichever route you chose to go, whether it's these 3 options (which I highly advise, and is the whole reason you bought this e-book, lol), or it's something else, always stay balanced and somewhat realistic. You don't want to set a goal to make \$100,000 in two days. Chances are, it may not happen, and then you'll just be disappointed and want to quit. Likewise, don't say you're going to get your fan base up in 431 different ways simultaneously. There's no way you can completely focus on one objective. Keep it simple, but go hard.

Chapter 5: Getting To the Money

This chapter will be brief. Clearly, since you got all of the fans in chapter 4, getting the money won't be that hard. However, there are still a few guidelines I suggest you follow in order to maximize your profits.

Give Away Something For Free

As we discussed, your fans are already there, but the last thing they want to see or hear from a fairly new artists that they barely know anything about, is a price tag. So what you want to do for you newly acclaimed fans is give them some new music to enjoy. I'm not saying shoot them 2 albums and a video, but a song or two will do. You can add this download link somewhere in your Aweber email follow-ups. This way, everyone get is no matter when they sign-up.

Also think about shooting a video for one of your songs if it's in your budget. That will work wonders. If not, you're still safe. Giving them free material gives them a chance to spread your name and get you even more fans, which will in turn make you even more money when the time comes to charge. Wait about 2-3 from your initial surge of fans before you start to charge for anything.

Receiving Money

I'm sure you've had this question: How do I get paid? Well, it is very easy. This method is much easier than iTunes, if you don't already have your music up there. *If you already have an iTunes account, doing it from there is perfectly fine.* For the easier method, all you need is a Paypal account, which can be setup rather quickly. There's a website called vibnation.com. Through this website, you can upload your songs, set your price, and sell them all through one platform. Everything is automated.

Once a fan buys one of your songs, the song is automatically sent to their email, and the money is instantly put in your account. The best part about it is that they give you the code

to your personal flash store, so you can put that flash store anywhere **on your website!** Once you go to vibenation.com, you'll see that it is very easy to navigate and all of the tools are laid out for you. This is where the bulk of your money will come from before you grow huge and start doing big shows: single and album sales.

Performance

After thoroughly going through chapter 4, you should have a good following. Trust me; people are going to want to book you for shows and everything. Once your name grows as an entertainer, you can become a hot commodity. Shows and radio-play can result from this. Consistent show money can even be enough to live off of alone, but that's if that's your thing. If not, no problem. It wouldn't hurt to hire a booking agent if you are a great performer. They will help find you shows, as well as organize them, and negotiate prices. They usually take commission on the backend.

Licensing Your Music

T.V. & film licensing is often overlooked. There is a lot of money in T.V. & film placements. After you've grown your awareness and fan base, it shouldn't be difficult at all to get in touch with some publishing companies to have them license your material for T.V.

Pricing Songs

I would keep it at the standard rate of \$0.99 per song, and for a 10-song album, \$7.99. For a 15-song album, I would charge \$11.99. Any variance from this would probably raise a few eyebrows. These prices are nice and conservative. Play around with them as you wish, but these are my suggestions.

How Frequently Should I Put Out New Songs?

My personal suggestion would be to NOT flood your fans with new music every week. You will run the well dry and your career will be very short-lived. Instead, give them QUALITY music every few months. I would do an EP/Demo, and let that last for about 5-6 months. Then come out with a new single. Then, maybe 3 months later, drop another single. Maybe 2-3 months after this you can probably give out a free EP of 5 songs. The key is moderation.

You don't want to wear yourself out with them. Keep them wanting more, and wondering when you're going to put something else out. If your music is REALLY good, these gaps won't even seem so long because if the song is that good, your fans will ride on that high for a while.

Chapter 6: Closing

You made it through! I congratulate you. You took the first step in advancing your career. As entailed in this product, you begin to see that it is all about your inner-drive. You have to stay motivated in the industry to stay alive. One great tip I use to stay motivated is visualization.

Visualize where you want to be in 3 years... Everything feels so right. Understand that THAT moment is possible. All it takes is for you to make the moves to get you there. I promise you the only way this e-book won't work for you, is if you don't do it. If you follow this e-book chapter for chapter, you will DEFINITELY see some extreme changes in your career. Thanks for your time. I wish you the best, and hope to make some music with you soon!

If you have any questions or concerns, please send me an email at support@fivestarbeats.net

Best Regards,

Donovan Jarvis