



Don't shy away from the camera

Two rules. 1. Quality over quantity. 2. Make sure those photos are as interesting and exciting as they can be.

Get involved

To no surprise, people are usually more receptive to familiar faces.

Start talking

This goes for on and offline. You can join conversations or be the one starting them. Drop comments, share your thoughts, whatever. People take notice of those who are outspoken.

Headline bait

Don't sleep on this. It's always a good idea to use irresistible titles that pull people in.

Work on your timing

If you know ABC will become a hot topic in the near future it might be wise to release ABC content around the same time. Strike when the moment is right.

Find your niche

Be different. Do something no one else is really doing and own it.

Follow-up game

There's no point in making connections if you don't set up a good way to keep them. An email list is a good way to start.

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Cut your costs

Focus on the necessities, do it yourself, exchange services, get donations, make friends etc. You don't always have to exhaust your funds to make it happen.

Get out more

Show up to blow up. There's nothing like establishing physical presence.

Group up

It's easier to cover more ground when you work together. You don't even have to have the same end goals. Just share resources or help each other out.

Use evergreen content

Try to include content that's timeless. Share something that people will always look for like tips and tutorials for example.

Help people find you

It's called search engine optimization. If you aren't using the most used keywords and phrases, avoiding flash pages that hurt your page rank, captioning/tagging all your photos and videos then...yeah, start.

Co-op mode

When you collaborate it's a win-win. Your fans become their fans and guess what..their fans become yours.

Make your own version

Cover or remix something that's already getting attention to show people how you throw your spin on it. Chances are those fans will spill over.

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Publications

Having someone write about you is another way to get yourself out there.

Ride the wave

Know what the trends are and use them to your advantage.

Don't show up empty handed

It's good to have some kind of merchandise that represents you. Give me something I can hold. Even if it's as simple as a pins and buttons.

Freebies

You'll be surprised what people are willing to do when you give them something free in return ;)

Seeing is believing

Videos are just as important as photos if not more. Music videos, live streams, interviews...it all counts.

Make it easy on yourself

Be easy to love, easy to understand, easy to get in contact with...just, easy.

Switch it up

Unless the goal is to be boring, be less predictable and come up with new creative ways to keep em' busy.

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Give people direction

Whenever you perform don't just walk off without giving people a call to action. For example: "make sure to follow me on social media" or "download my new single".
This applies on and off stage.

Winner circle's

Think about it. If you surround yourself with people who are winning then others will perceive you as a winner too. Do it right and you'll actually become one.

Consistency is your friend

Self explainable. Whatever you do, please...don't overdo it.

Give yourself a deadline

Timelines help you stay on schedule and make sense of your actions.

Don't quit

Don't give up just because one thing didn't work or it's not moving as fast as you hoped. If nothing else, keep your eye on the prize. You gotta realize that the strong survive.