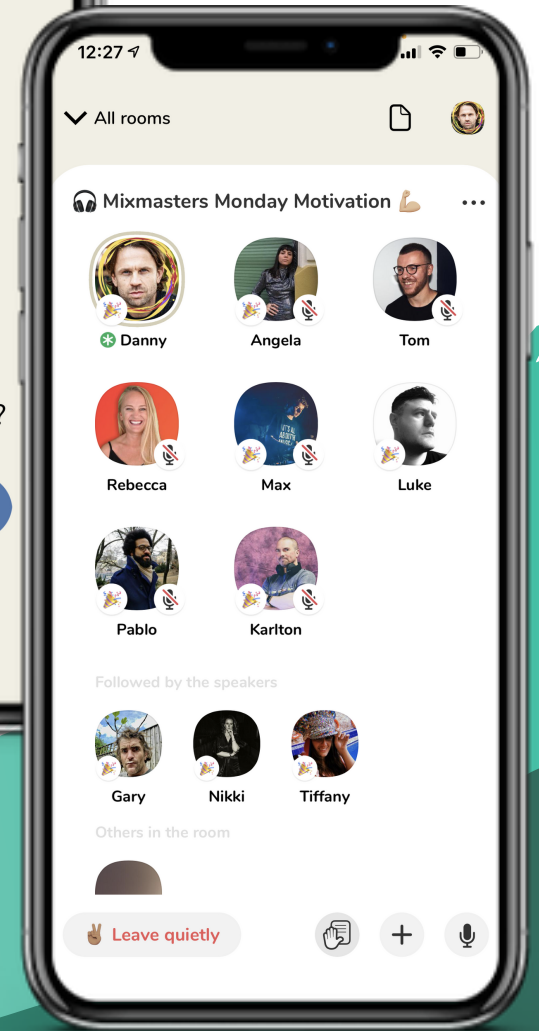
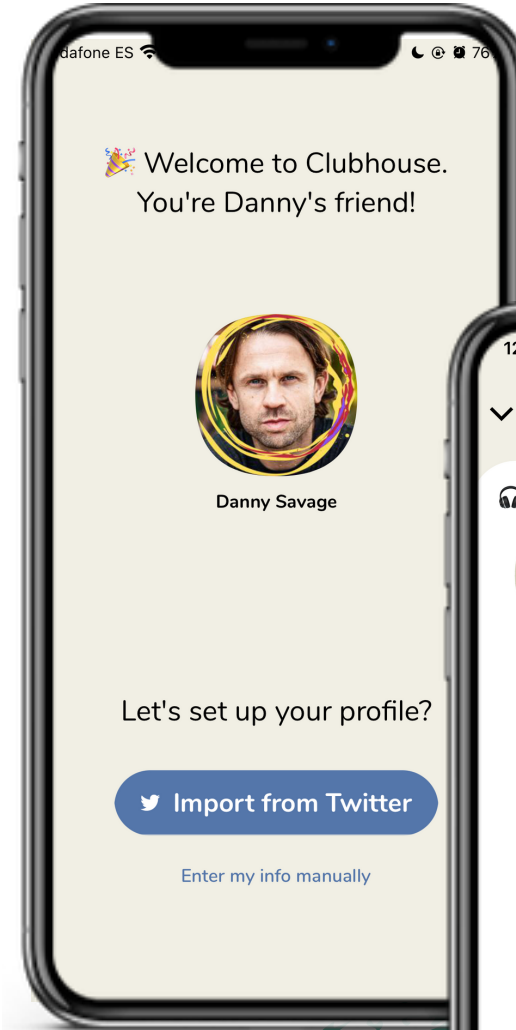


 MIXMASTERS

A DJ's GUIDE TO CLUBHOUSE

Version 2.0 (Feb 21)



Foreword by Danny Savage

In a time of lockdowns and COVID-19, never has there been such a need for social interaction and real conversation, but there has also never been a better time to learn new skills and grow as a human.

***Clubhouse** has come along at just the right time to engage in meaningful conversations with likeminded people and experts from around the world to learn, collaborate, share knowledge, and network with other industry professionals.*

*As Clubhouse is new and only a small group of people can actually access it at the time of writing, you have an amazing opportunity for you as an artist to stand out from the crowd, build a following and network with artists & industry professionals from around the world. I highly advice any DJs or electronic producers to jump on this **ASAP** and use this guide to get the most out of this phenomenal tool. This is what some of the biggest business leaders in the world are calling a "**once-in-a-decade opportunity**".*

But like anything, use Clubhouse in moderation. It's highly addictive. Trust me, I've been on 48 hour long marathon talks! 😊 I advise scheduling Clubhouse time in your diary each day and chose the events that are going to add massive value to your life and career.

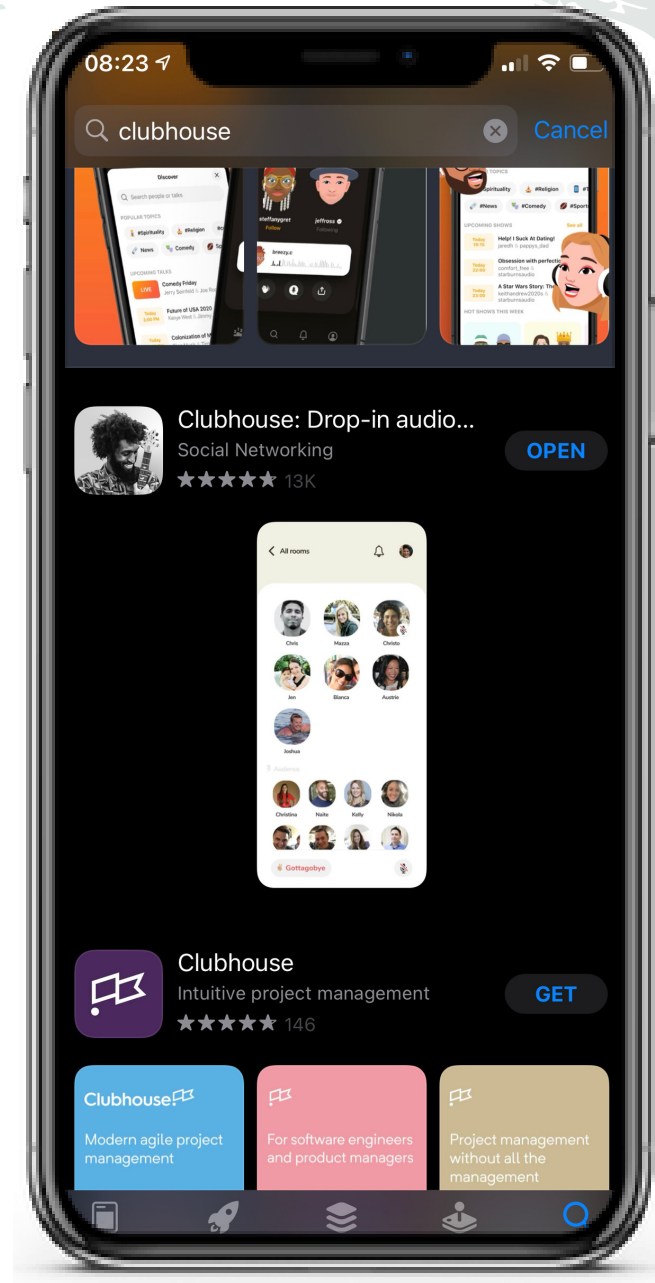


What is Clubhouse?

Clubhouse is a new type of social network app based on voice—where people around the world come together to talk, listen and learn from each other in real-time. If you've ever been on one of our live Mixmasters social events on Zoom, joining a clubhouse room is like this, but without video.

It's only accessible via an Apple mobile device (iPad, iPhone), you cannot access Clubhouse on your desktop, laptop or Android device at the time of writing this guide.

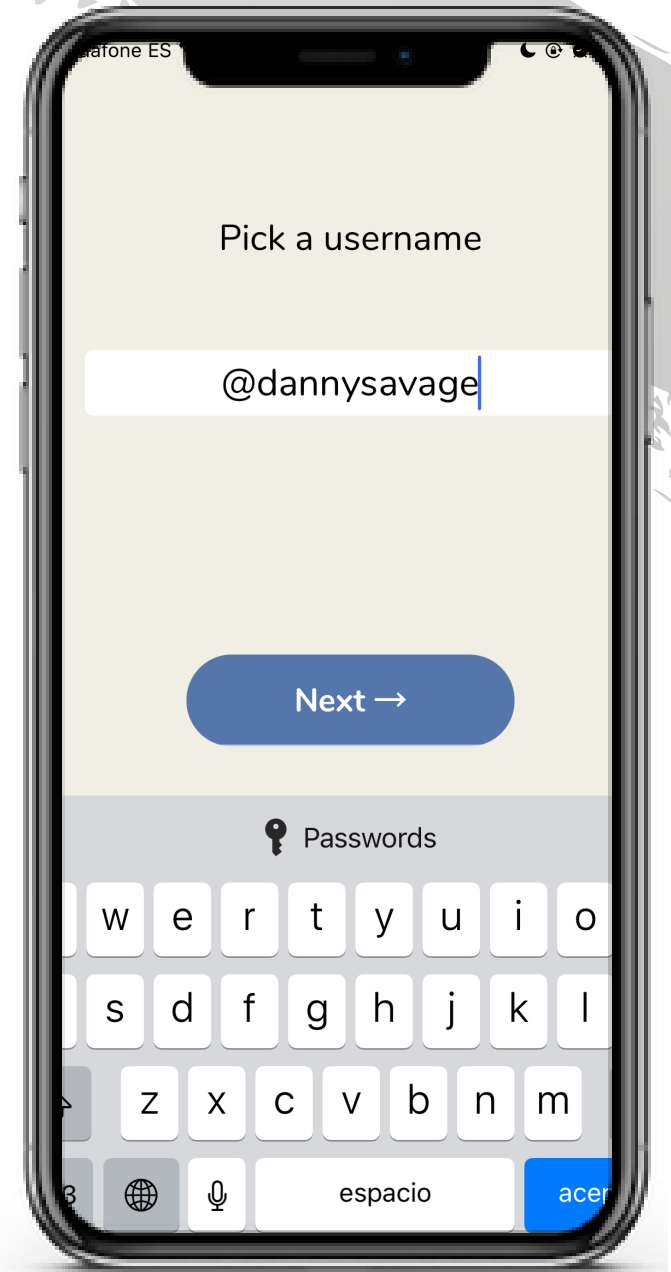
[Download it now](#)



How it works?

There is no video function on Clubhouse and you cannot type text or DM other members. It's like a live interactive Podcast discussion where you can ask questions or come on stage to talk (if you put your hand up).

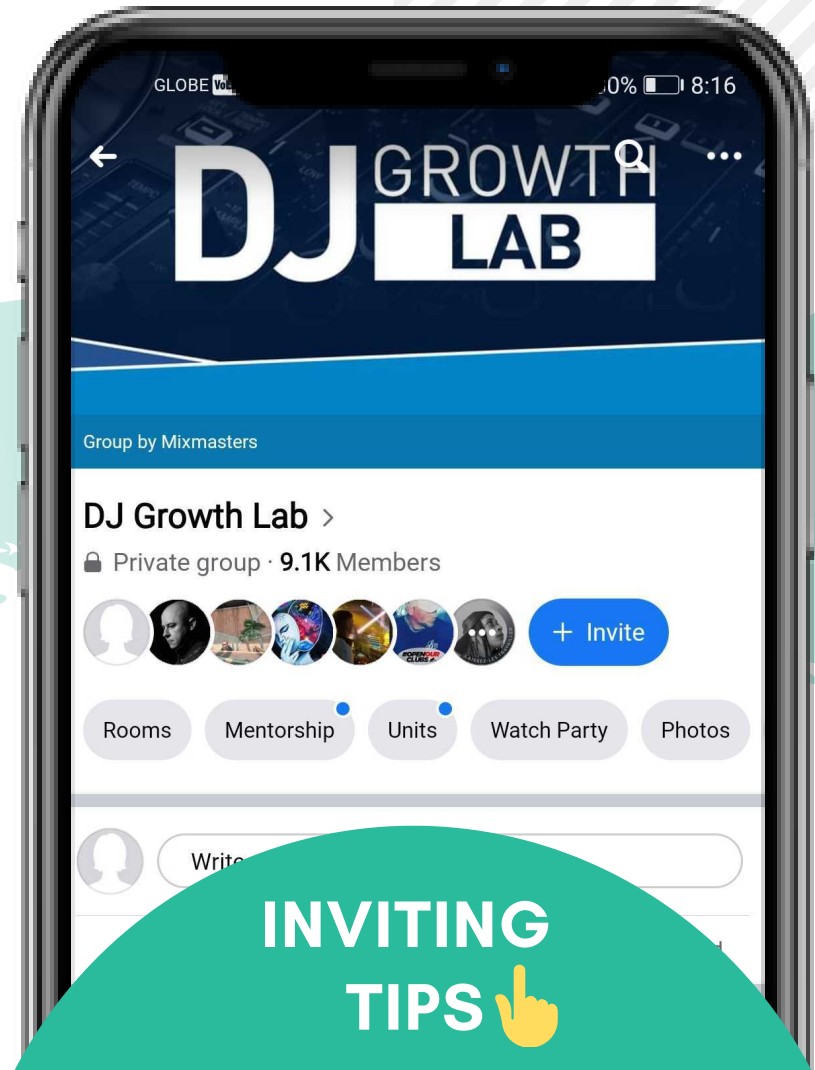
At the time of going to press, Clubhouse is **"invite only"** and only available on iPhone. The Android version of the app is apparently a few months away. When you join here, you can claim your username 'handle' straight away and join the waiting list until you get an invite from another member.



How can I join?

New members can invite 2 people straight away then they will get credited with more invites as time goes by. Once you get in, use your invites wisely.

If you need an invite for Clubhouse, I created [this thread](#) in the **DJ Growth Lab Facebook group** for you to get invites and for you to pay it forward and help other members by sharing your invites



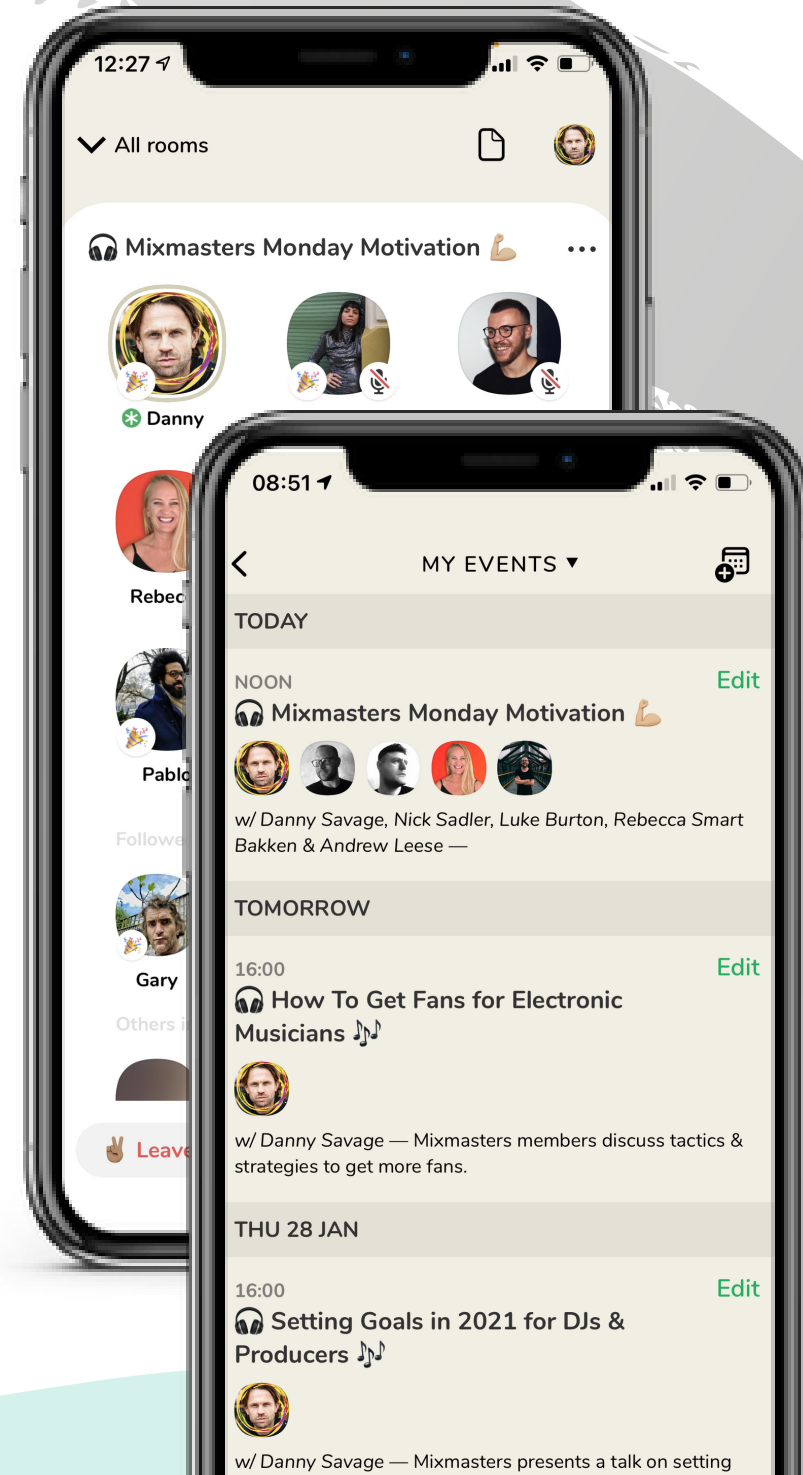
Invite friends who you think would benefit massively from the platform and/or friends who can add value to others on the platform.

Use your invites wisely!

My Dream Platform

Clubhouse was launched at the beginning of the pandemic in 2020 but has only started going viral at the beginning of 2021 with big business leaders and celebrities openly taking weeks out of their busy schedule to get in early and build a brand on the platform before everyone else does.

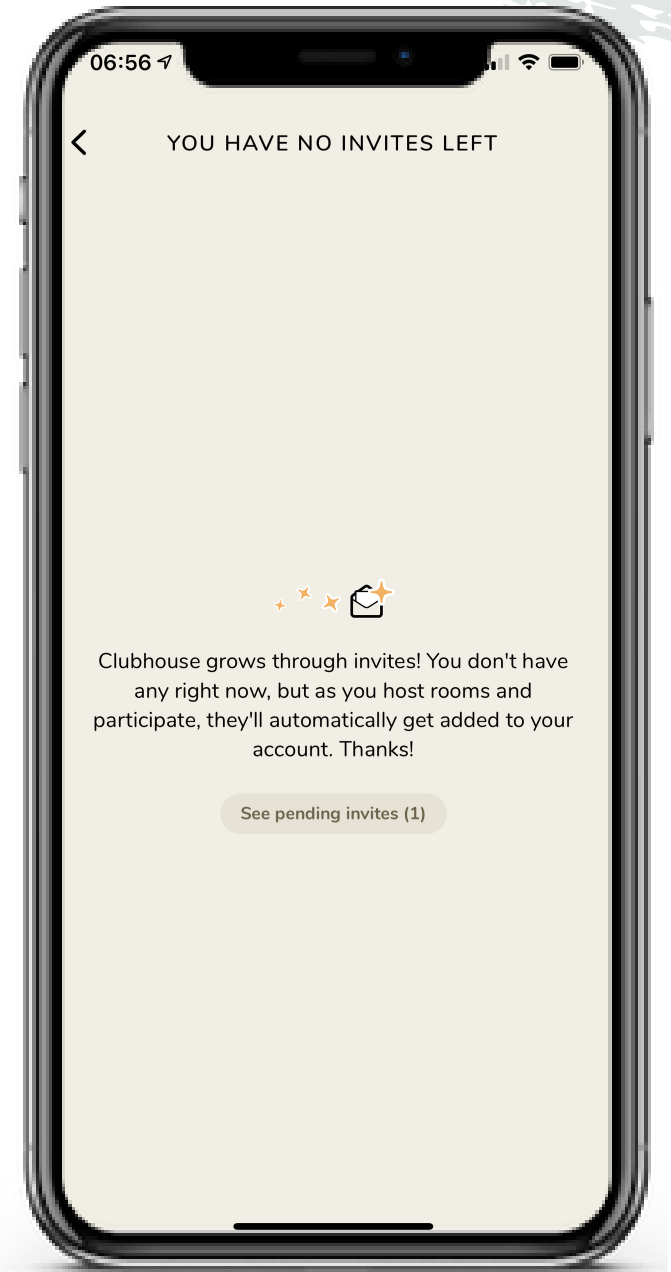
My personal view of Clubhouse is that it's the perfect platform for creatives like you and me who want to network & learn and grow as a human! If you know me you know that I hate the superficial B.S of Instagram & Tik Tok, so for me, this is my dream platform.



How can Clubhouse help me as an artist?

Like any new social media platform, early adopters can thrive and grow a big following before the platform gets saturated. Due to the **“invite-only”** nature and the exclusivity to iPhone users, Clubhouse is still in its infancy and with more funds needed to expand the platform, you should move quickly during this **“golden era”** and build your Clubhouse brand now!

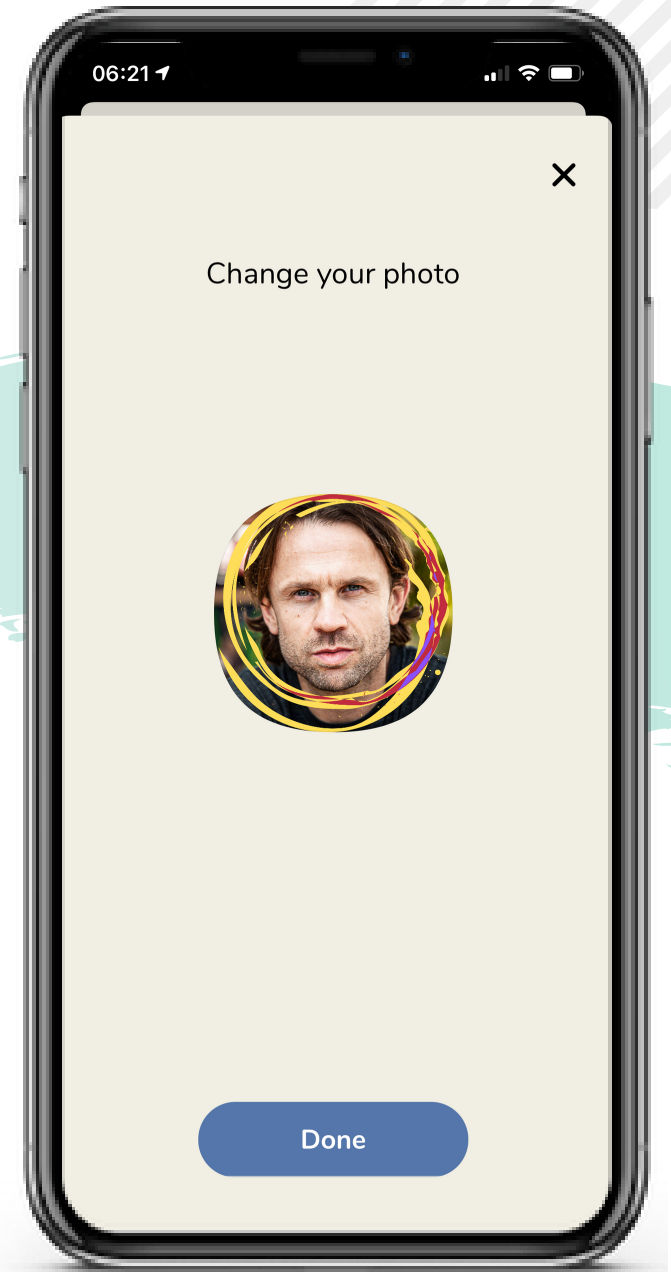
If you ever thought about launching your own Podcast, radio show or teaching videos, this is the perfect platform to get used to hosting conversations & interviews. You can also learn presenting tips from experts and build your confidence over time.



Your Profile Image

As always, you should use a professional headshot. Having professional press shots is essential as an electronic artist. Your image should be nice & clean and stand out from the crowd where possible.

If you have [Photoshop](#) or if you're a dab-hand with [Canva](#), try adding your logo or some kind of graphics to your image to make it pop! I have basic Canva skills and added a colourful swirl over my headshot to make it stand out. You will have more chance of being invited to speak on stage with a stand-out profile picture.

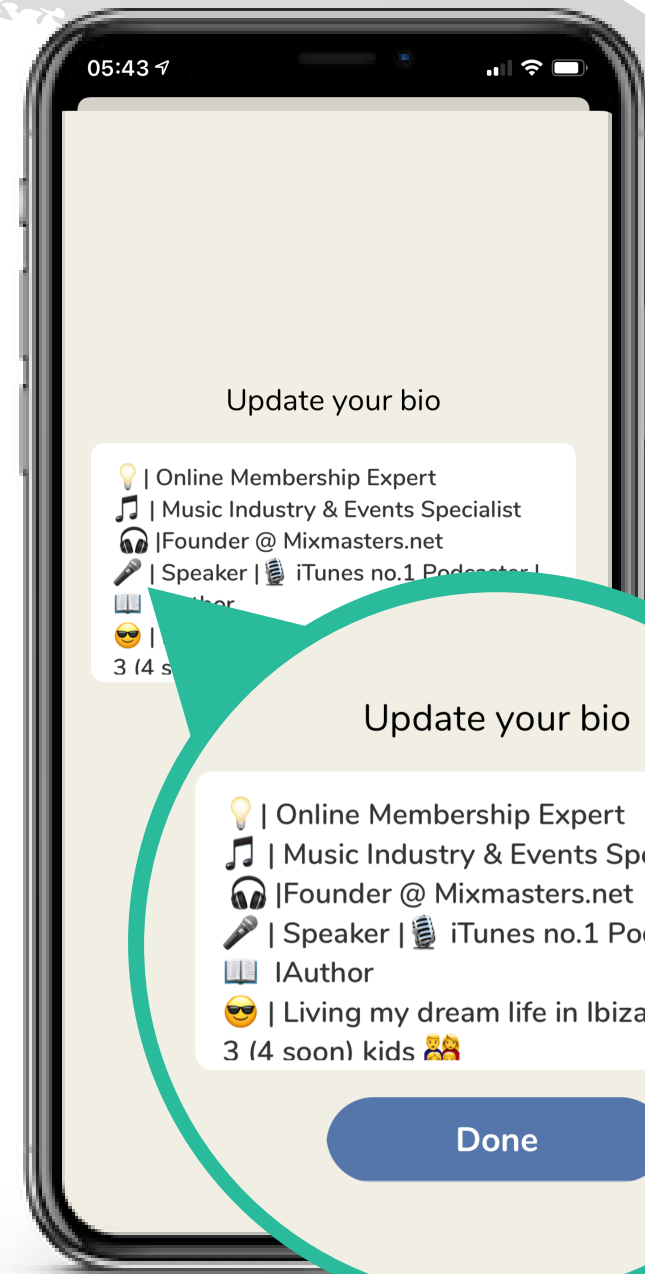


Your Profile bio

Make sure the first three lines of your bio describe exactly who you are and what you're about. The words you use are searchable and you should use **emojis** to make your bio pop out!

If you are speaking on stage, the first thing that the audience will do is click your profile and the first three lines are critical to gain you followers. The rest of your bio should go more in depth about who you are and some of your accomplishments and also include some kind of call to action or CTA as we say in the marketing world. This can be a link to a free Hypeddit download or your Podcast or something that gives free value. If you use [Linktree](#), you can add that too.

Links will not be clickable in your bio, so no need to add http:// just add the URL like: "mixmasters.net" and jazz up your CTA with some Emojis to make it pop.

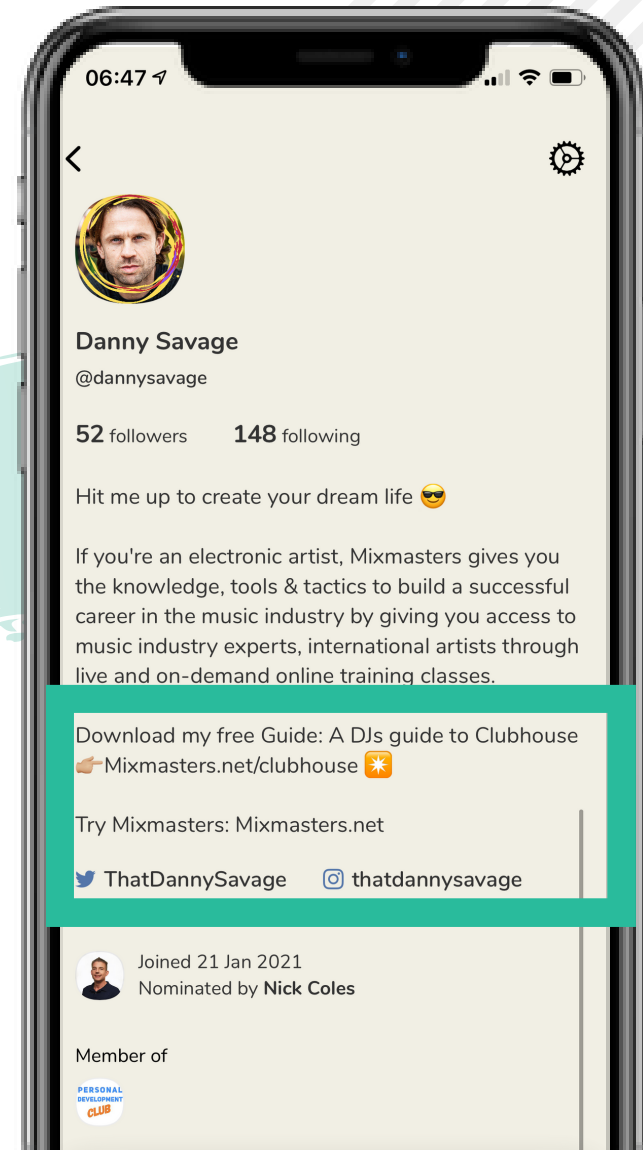


Connect your Instagram & Twitter accounts

There is no feature for messaging on clubhouse so you want your followers to connect with you on your **Instagram** or **Twitter**. From experience, most DJs don't use Twitter so if that's you, don't link your Twitter account if you don't use it. Don't feel obliged to add both.

It's essential that you link your Instagram account and that your Instagram is up to date and your bio & profile matches up with your Clubhouse bio. Consistency is key when building your brand as an artist.

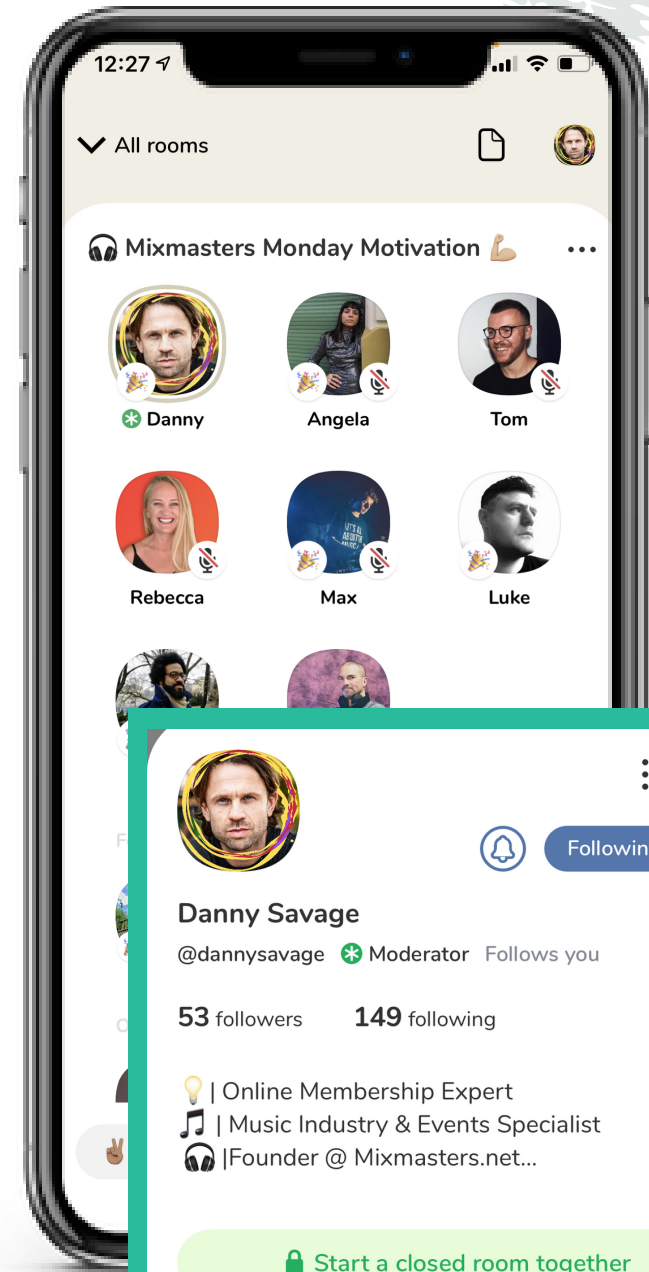
On my first weekend on Clubhouse, I gained 30+ new followers on Instagram, when usually I get 1 or 2 per day. These all came from Clubhouse profile clicks.



Build Your Tribe

Follow, follow, follow! In this early stage of Clubhouse, it's essential that you build your following quickly. The key to building a following and to get the best content from Clubhouse creators is to follow everyone that interests you and switch on the notifications, so you know when they are speaking or hosting a room.

When you follow someone, they get a notification, and they should, in turn, follow you back if you relate to them. **This is why it's essential to have a great bio.** You can quickly grow your following in just a few days by following others, compared to Instagram, it's **rocket fuel for fan-growth!**

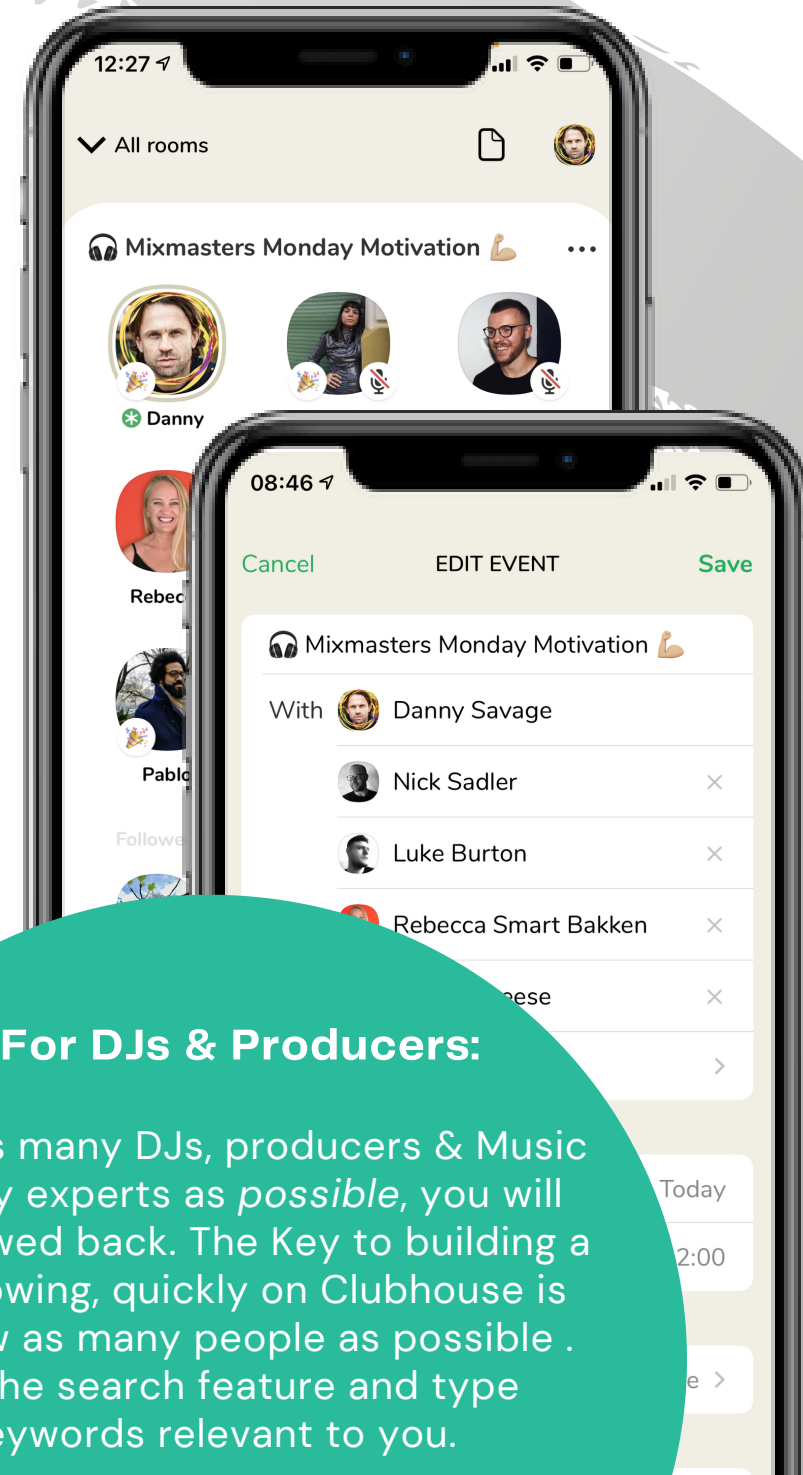


Build Your Tribe

Follow all creators.. When you're in a room listening to a talk, it's good practice to follow all the speakers on stage and follow them on their social media platforms (links in their bio) — these are the kinds of people that you want in your social circle, connect with them, download their free guides (like the one you're reading) and thank them if you've gotten value from their contribution.

Clubhouse is free and these people are dedicating their time to help others, show them support.

Make sure when you follow a speaker, you also click the bell next to the follow button and select **"always"** to get notifications on rooms they organise or rooms they are speaking in.



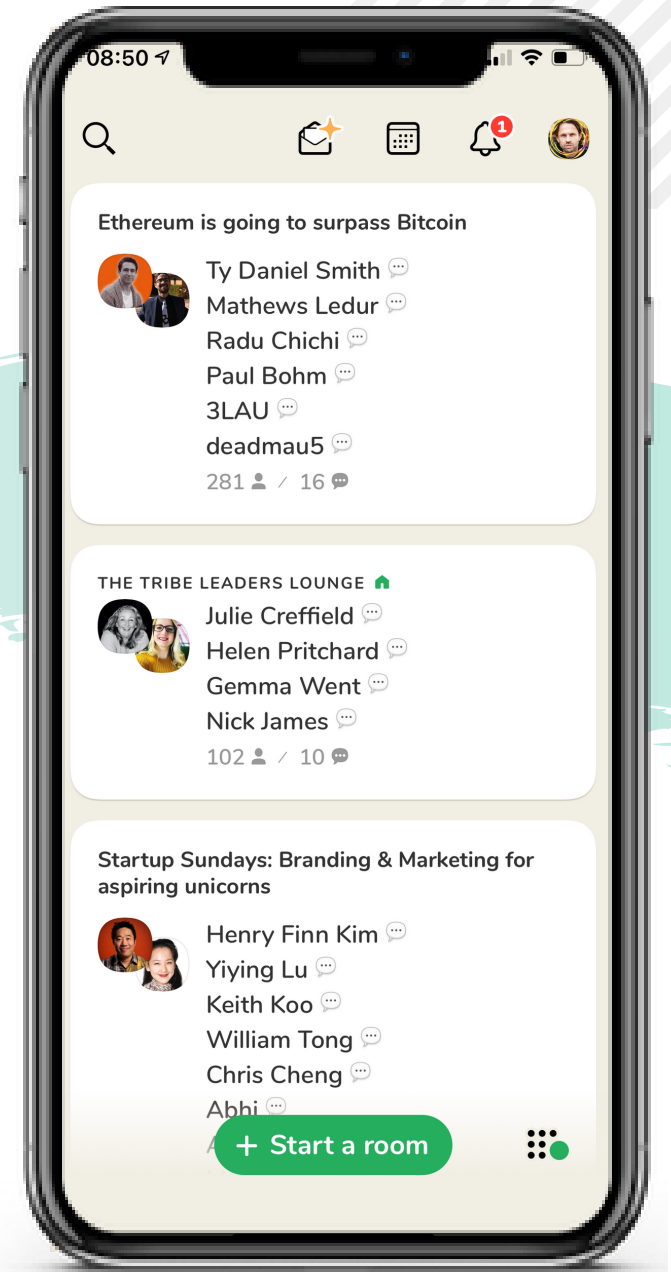
Tip For DJs & Producers:

Follow as many DJs, producers & Music industry experts as *possible*, you will get followed back. The Key to building a big following, quickly on Clubhouse is to follow as many people as possible . Use the search feature and type keywords relevant to you.

Navigating Clubhouse

The homepage is called **“The Corridor”**
This is where you see all the available rooms that you can join.

This is populated by the people you follow who are hosting events. You can join any room at any time.



Navigating Clubhouse

To check what's coming up or to access and create events, click the schedule button at the top of the app and view all the upcoming events.

You can select other hosted events and all your own upcoming events by using the dropdown menu.

When you enter a room, you will be part of the audience unless you have been invited as a speaker/guest. You will not be able to speak unless you are on the stage, so don't worry! I shit myself at first thinking that everyone could hear me.



Navigating Clubhouse

When a speaker requests it, they can ask the audience to raise their hand to come on stage. You need to click the hand button and you will then get promoted to stage if the speaker allows you. You're mic will be muted upon entry, you need to unmute yourself to speak. Then wait for a speaker to introduce you.

When you're speaking for the first time in a room, it's good to have a short introduction pre-planned. What we call an elevator pitch, who you are and what you do in 30-60 seconds. Don't worry if you don't have one ready, but it's always good to have this in your networking toolkit.

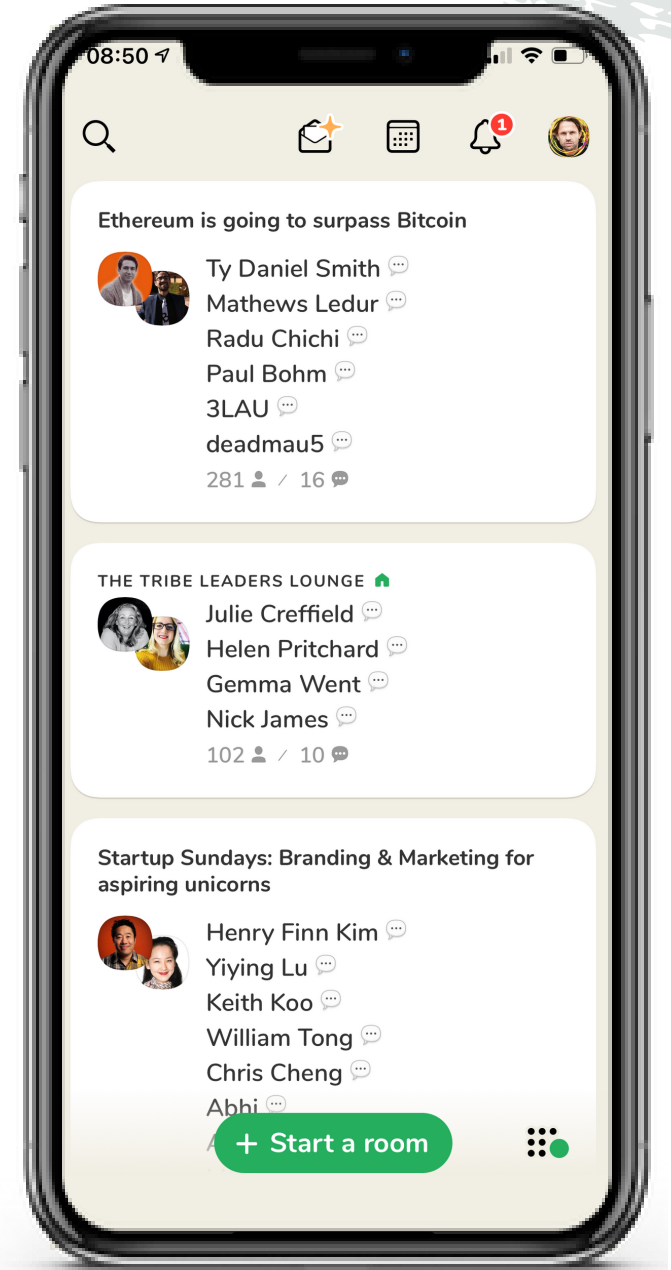


Navigating Clubhouse

If you need help. We have training courses in [Mixmasters Membership](#) on networking and pitching.

Top Tip for DJs & Producers!

Go into smaller rooms instead of the big rooms with hundreds of people. I have been in a few rooms chatting with Deamau5 recently with only 10-15 attendees and everyone was getting a chance to talk and join the conversation. Look out for these small rooms to engage on a more personal level with the speakers.

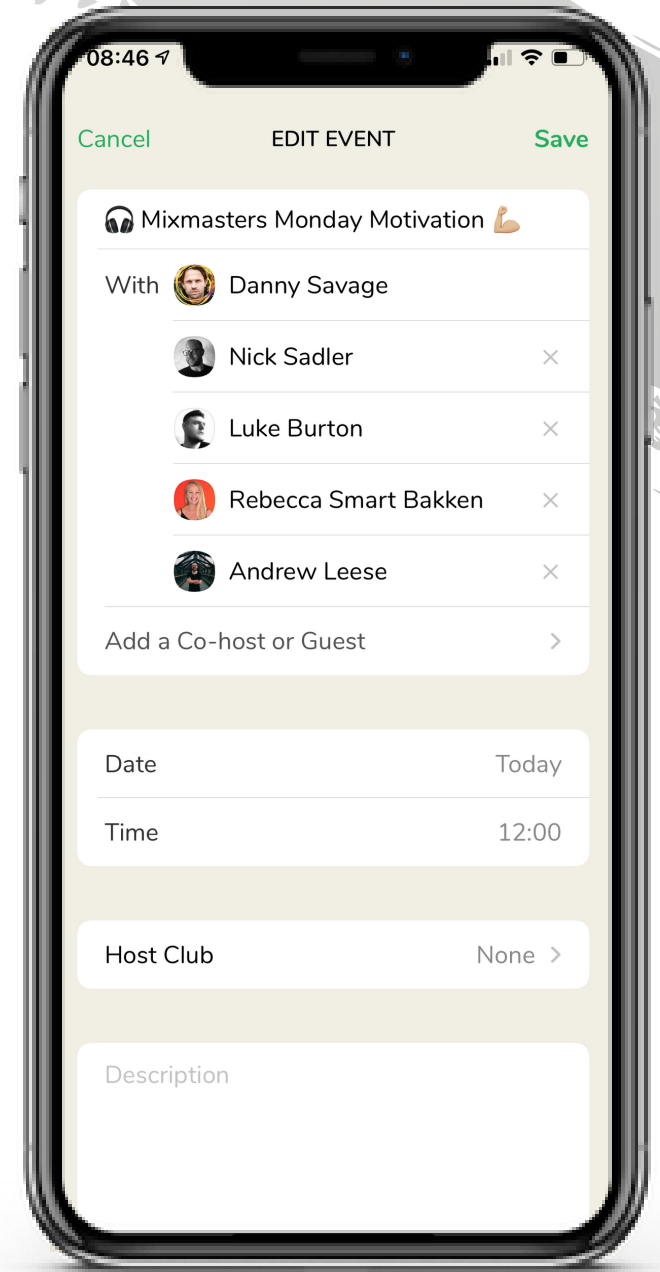


Schedule your own Clubhouse events

To start building a huge following, you need to start hosting your own events. Events are hosted in rooms. In the schedule setting, click the + icon in the top right and add your event.

Use relevant keywords in the title and make sure your event title attracts your ideal audience. It needs to explain exactly what attendees will get if they attend your event. Use emoji's to make it pop and relevant.

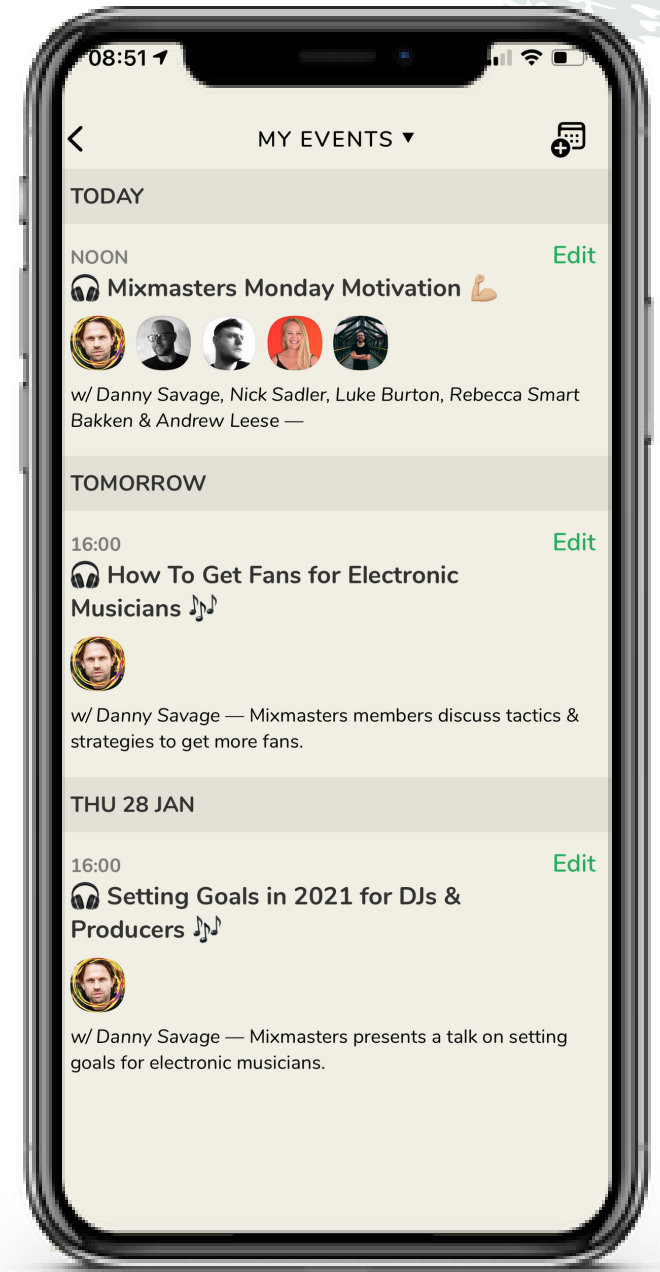
Add a full description of your event again with relevant keywords and go more in-depth with a schedule, guests, topics etc.



Schedule your own Clubhouse events

On hosting your Clubhouse event, whenever you schedule an event, everyone who follows you will be notified. After speaking with various Clubhouse experts who are hosting rooms with 1000+, the Clubhouse algorithm will favour promoting your live event more if you have 5-10 people in your room from the start. So try and coordinate your guests and attendees to be in the room from the start, if you can.

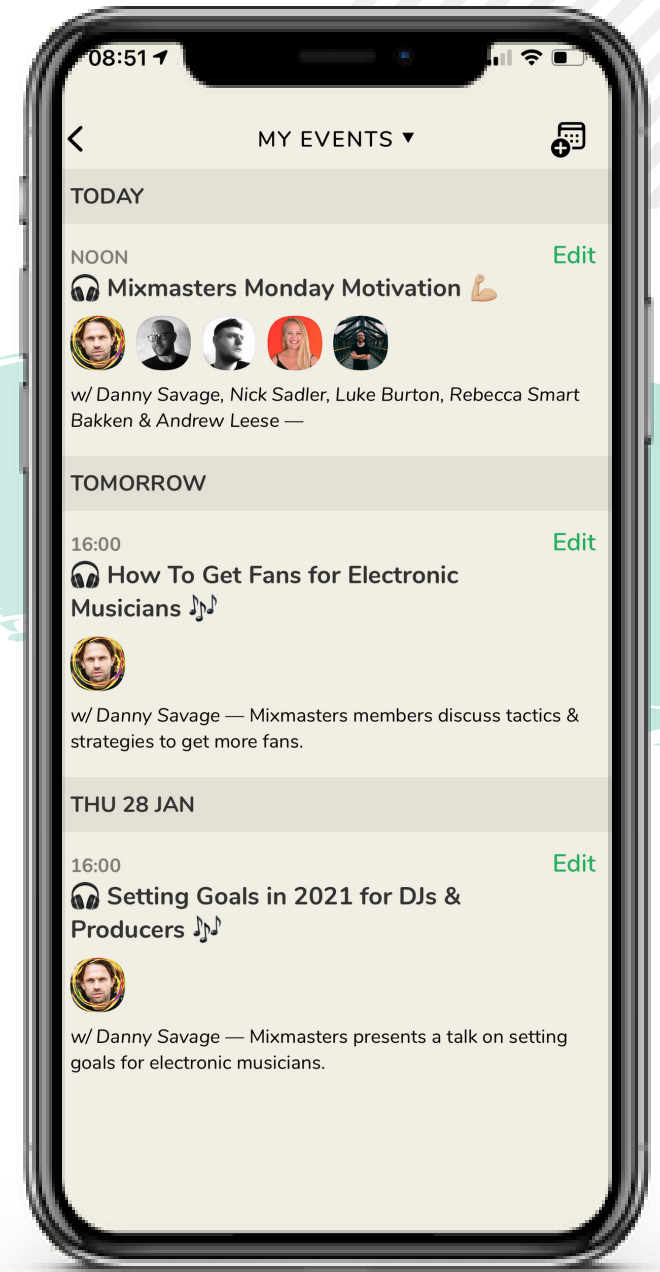
When you go live, your co-hosts and guests will appear on the stage, you can then add them as moderators if you want by clicking on your guests profile image to upgrade or downgrade them.



Schedule your own Clubhouse events

You can also bring attendees from the audience up on stage by clicking on their profile.

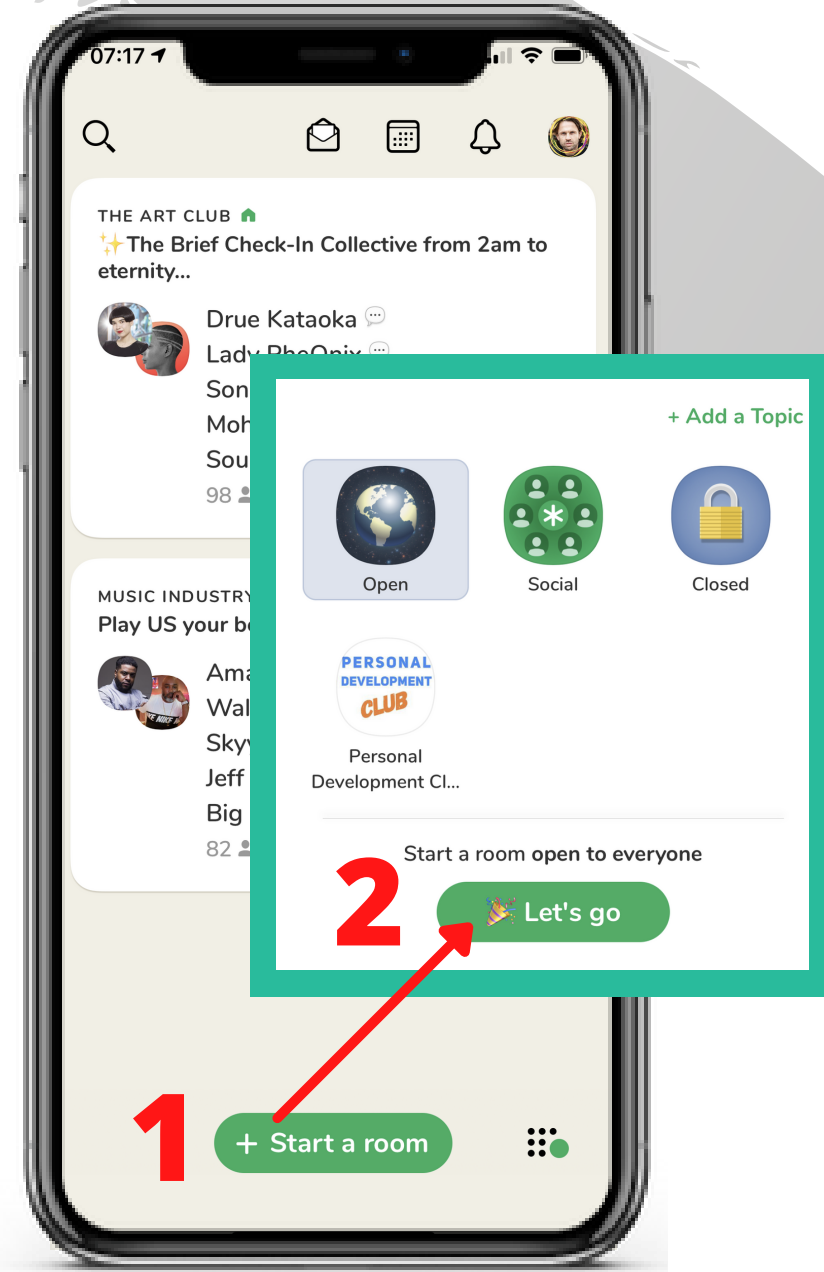
When new speakers appear on stage, remind them to mute their mic before they come up or when they come up. Try and engage with your attendees as much as possible and offer to bring them up on stage to speak by raising their hand.



Schedule your own Clubhouse events

There are 2 ways to schedule events in Clubhouse. You can click the **"start room"** button at the bottom of your corridor.

Decide if you want an open room (anyone can join), a social room (only your followers can join), or a closed room (only people you invite can join).

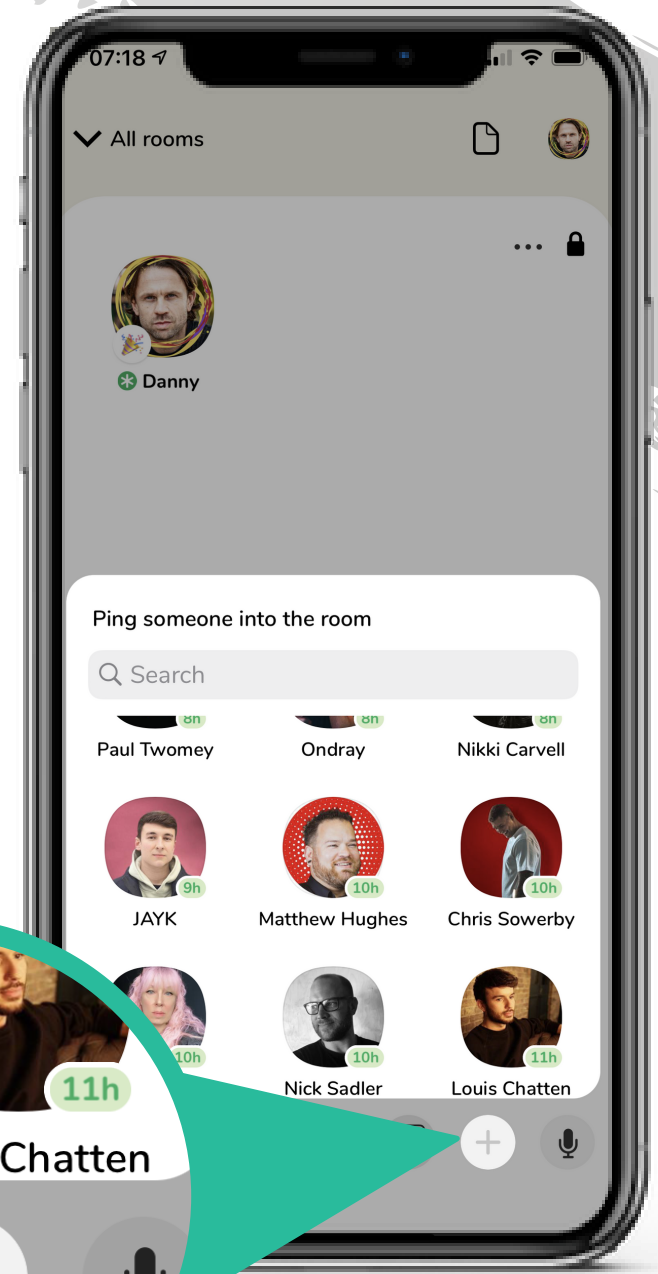


Schedule your own Clubhouse events

Ping your followers in: When you're in any room, you can "ping" in your followers to that room by clicking the "+" button at the bottom of the room. This is especially useful if you are hosting your own room to build up a quick audience.

TOP TIP:

When hosting your own room, regularly ask your speakers and the audience to ping in their friends



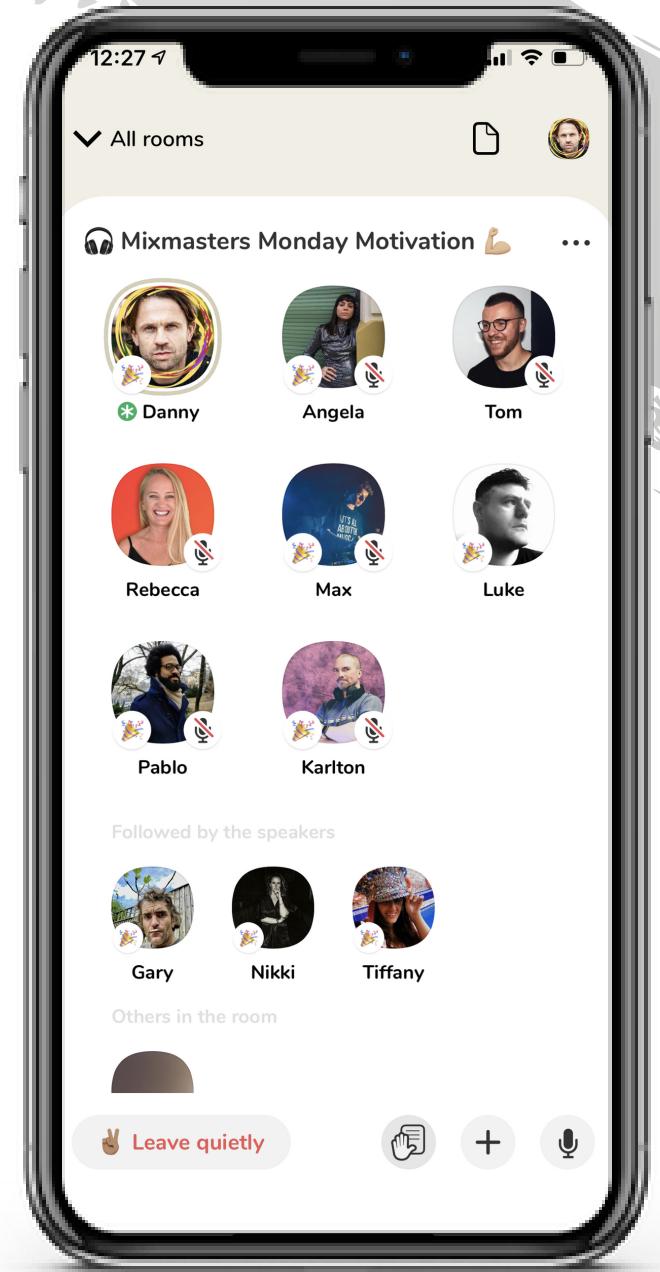
Start your own Club

Clubs are a way to host your own conversations with your tribe. You can meet lots of similar thinkers to you and network around the world. Clubs are supposed to grow into communities of people who have shared interests, business acumen and goals, all coming together to share ideas and develop one another.

Club founders should commit to hosting regular meetups within the app.

Clubs are still being set up manually, due to the rising popularity of the Clubhouse app, everyone is looking to start their own and there is a limit to 1 club per user.

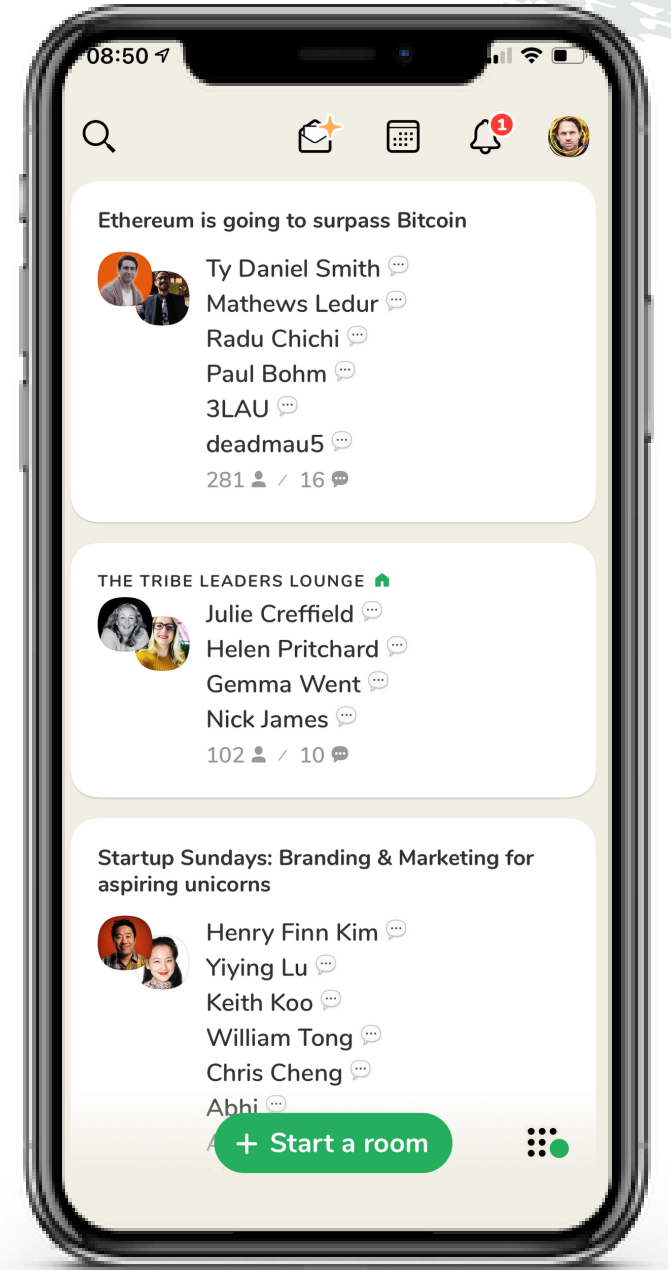
You can apply for your own club [HERE](#)



Start your own Club

Before doing this, you will need to know the following:

- **Club Name** – A catchy, descriptive name can go a long way.
- **Club Category** (choose between Wellness, Life, Faith, World Affairs, Art, Sports, Entertainment, Places, Languages, Tech, Identity, Knowledge, Hustle, Hanging Out).
- **Description of the club** – Make this relevant to what your idea of the club will be, and use keywords and emojis to attract other members.
- **Title of regular club-meet**



Start your own Club

It's important to think about a **good concept** for a Club, one that is not easily found on the app and is based on a topic you have good knowledge of or would seriously like to learn.

Your club can become your tribe, by attracting similar thinkers from every corner of the globe, it can be a valuable tool for sharing music ideas, marketing concepts and brand building (to name a few).

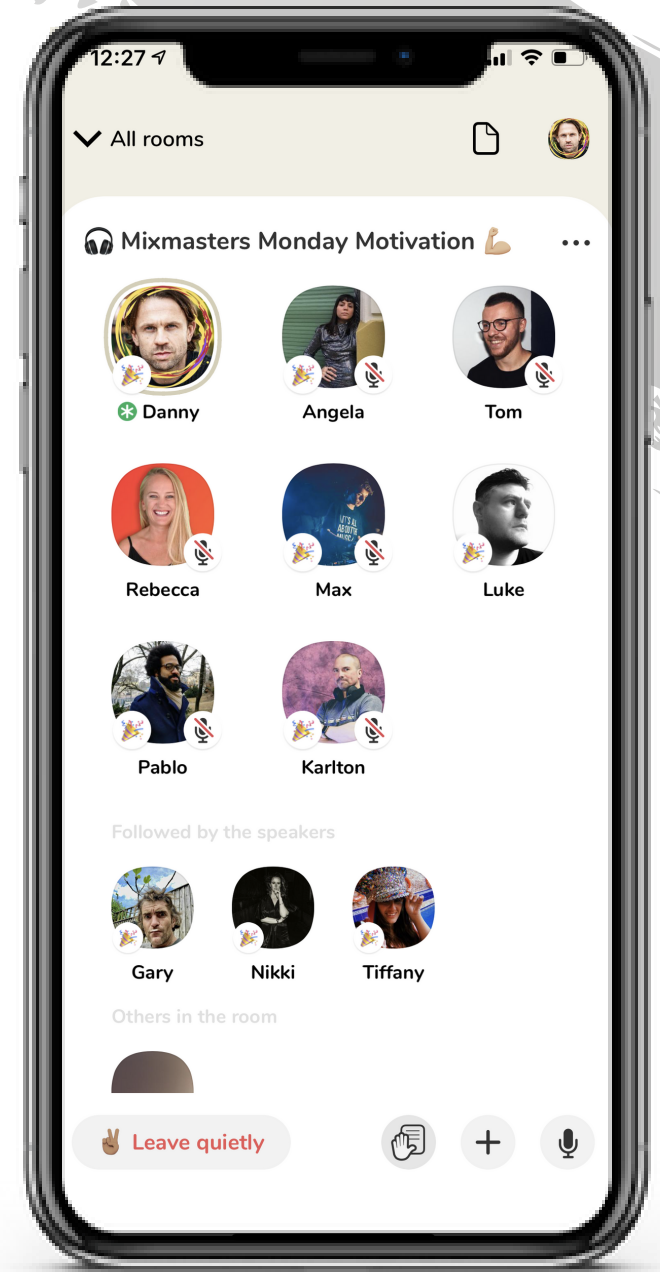


Getting Audio Into Clubhouse

You can stream HQ audio onto Clubhouse via your iPhone and play DJ sets, live instruments and/or vocal channels. This can be done using an iRig device or similar and your phones headphone jack (AUX). Users with a newer iPhone model will need a 'Lightning to 3.5mm' headphone jack adapter.

Below are the various methods of doing this with a range of affordable equipment.

- IK iRig 2
- Movo MC3 3.5mm TRS to TRRS Adapter
- BandLab Link Analog Mini



Getting Audio Into Clubhouse

IK iRig 2 – An iRig can be used for multiple streaming and recording options from your phone. You can connect a set of headphones to it to listen to Clubhouse rooms. To stream your music, you can connect your laptop to one input on the iRig. Using an AUX (3.5mm male) to a stereo TRS (1/4") cable, the AUX plugs into your computer and the TRS plugs into the iRig,

This will stream HQ audio from your source directly through the iRig and onto the Clubhouse app.



IK iRig 2

AUX to TRS



Getting Audio Into Clubhouse

You can connect your mixer using whichever output source your mixer offers (TRS, XLR, RCA), your cable needs to be dual stereo out into a single stereo TRS male end, this end plugs into the iRig. Using a mixer can be useful for speaking over songs and interacting with people in your room because you can use a mic with it.

Sound levels – Set your sound output between 20% and 50% to avoid distortion when streaming. The iRig 2 has an input volume dial which you can tweak as well.

2XLR to TRS



AUX Cable



Getting Audio Into Clubhouse

Movo MC3 3.5mm TRS to TRRS

Adapter—You can get a clear sound using this device, however there is no way to hear people talking in a Clubhouse room while it's plugged in. You need to unplug to speak to or hear the room. To use this device with a computer, you need an AUX to AUX cable and a splitter.

Plug the splitter into your AUX port on your computer, the AUX cable goes from the splitter to the Movo Adapter and into your phone. The other input on the splitter is for your headphones so you can hear what you are playing.

MOVO MC3



AUX Splitter

Getting Audio Into Clubhouse

BandLab Link Analog Mini – Similar to the Movo MC3, this device will give you good sound but you will be unable to hear people talk while this device is plugged in. To use this with your computer, you need an AUX male to stereo TRS. Run your cable from AUX out of the computer into the TRS jack on the Bandlab. Then plug the BandLabs TRRS (3.5mm) cable from the BandLab into your iPhone's headphone jack or lightning convertor.

To use this with a mixer, you need a dual cable from your Mixer OUT to a single stereo TRS ¼" male end. The TRS plugs into the Bandlab & the Bandlab plugs into your phone.



BandLab
Link Analog



Lighting to 3.5
(AUX)

Getting Audio Into Clubhouse

TEST YOUR AUDIO FIRST!

Using the **Voice Memos App** on the iPhone, you can do a 'dry run' of your stream prior to going live on Clubhouse. This is highly recommended because the quality is crucial when you are going live, you want people to have the best experience when listening to you. Avoid distorted levels and use input gains on the iRig and output gains if using the other devices.

Once you have connected your device and BEFORE opening the Clubhouse app, open Voice Memos and hit record.

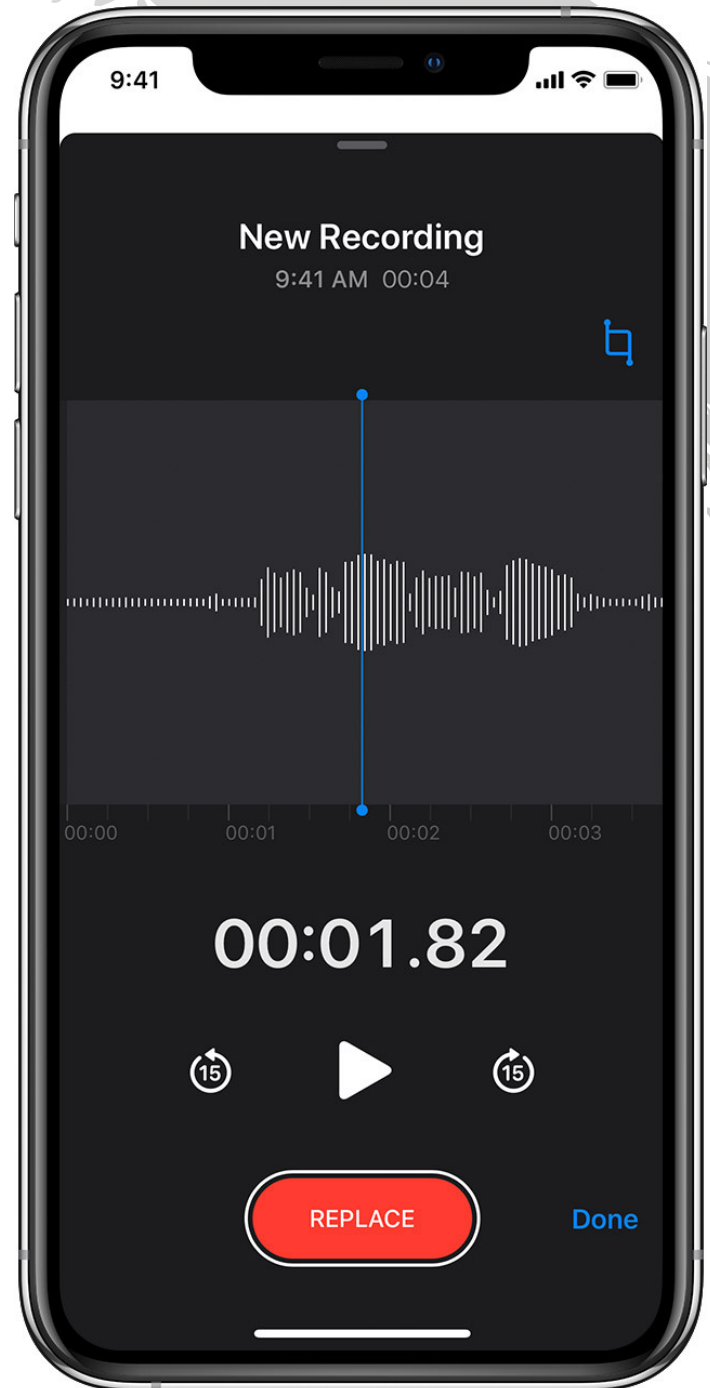


Getting Audio Into Clubhouse

TEST YOUR AUDIO FIRST!

Record the input for at least 30 seconds to look out for spikes and lulls throughout the recording.

The Voice Memos app shows you the waveform and this can be a valuable graphical tool to look out for any harsh transients, then listen back and make sure the volume is loud enough and there is no distortion.

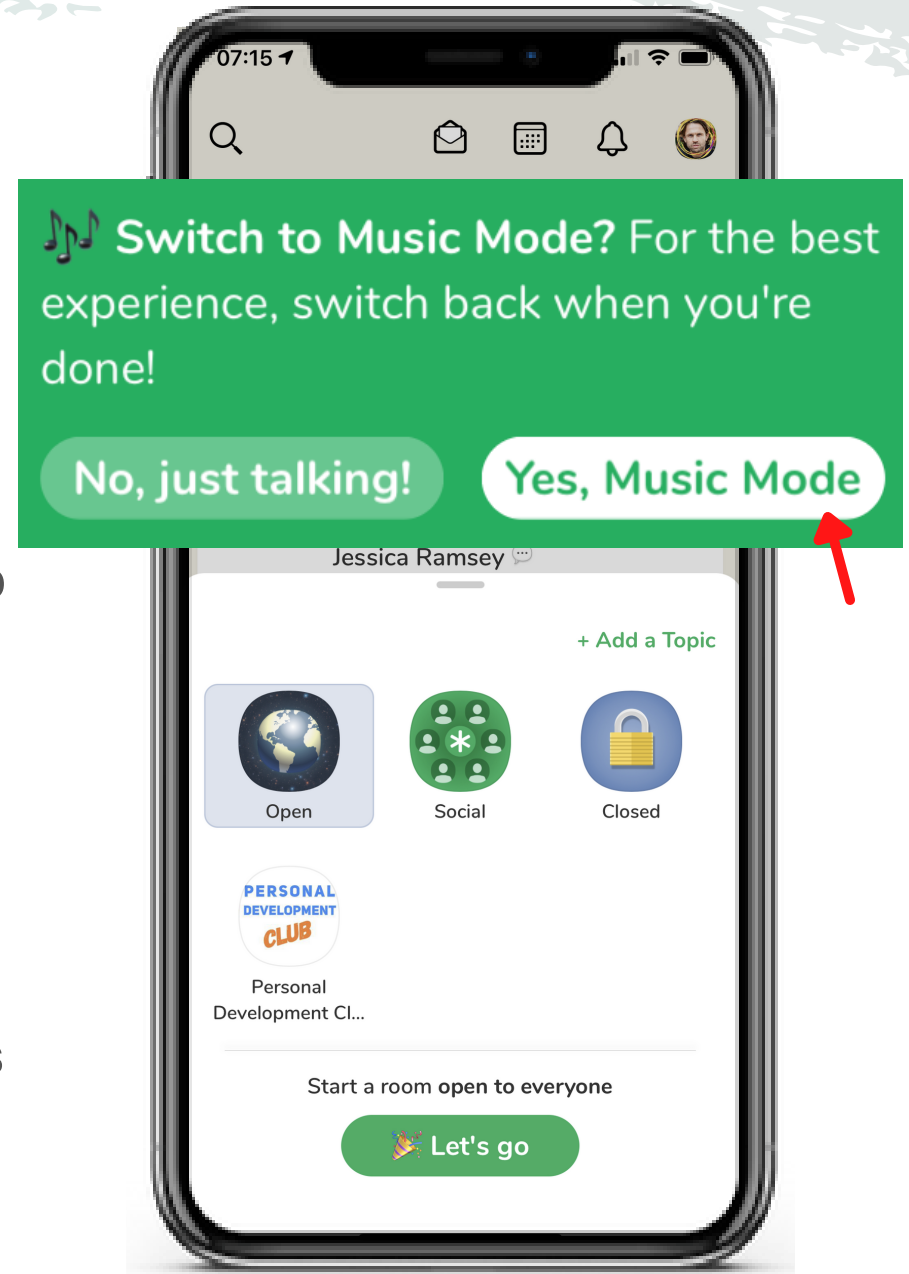


Getting Audio Into Clubhouse

Go live in a room on Clubhouse

Once you have done this and checked your signal is good, you are ready to go live on Clubhouse! Open up the app and choose to start a room from the hallway, or schedule a room for the future.

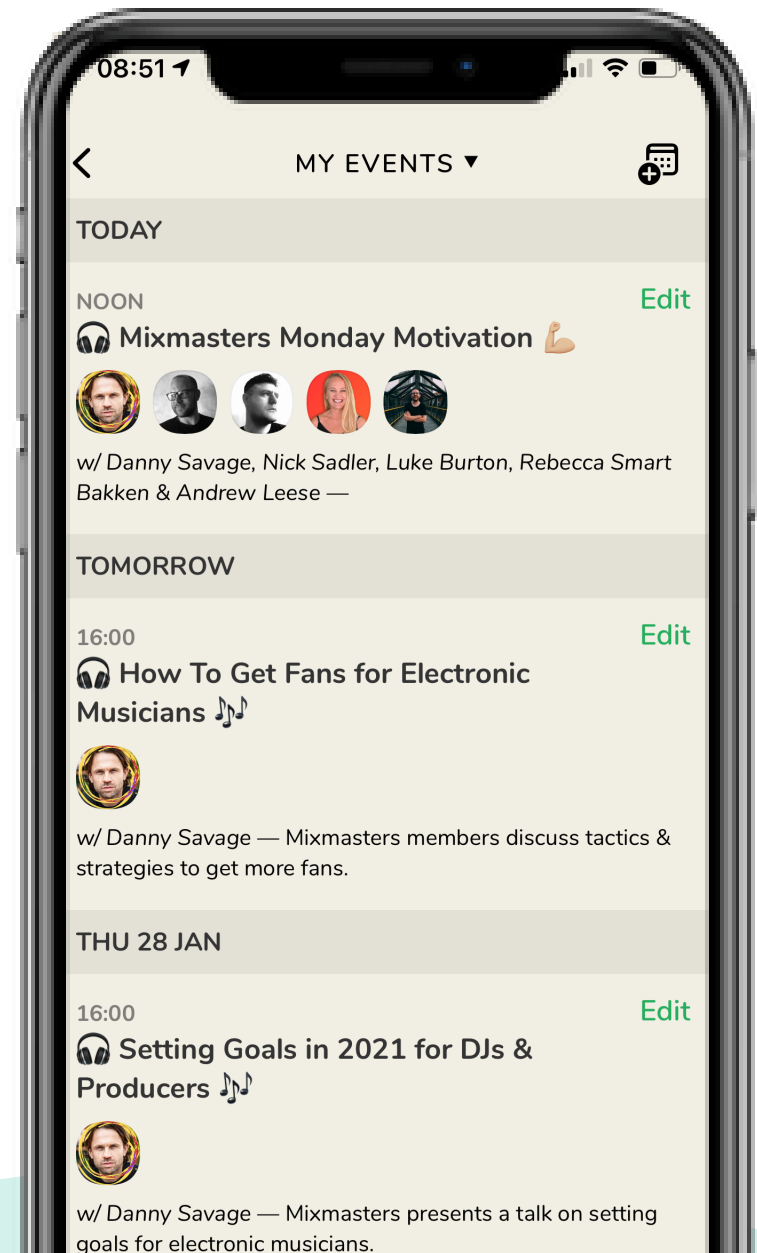
Once you press **“Let’s go”** on your room, you will be prompted with a **“Switch to Music Mode”**, this mode is better for music, press **“Yes, Music Mode”**, now you are ready to perform.



What events can I host as a DJ/Producer?

I really encourage you to start engaging in conversation instead of looking at Clubhouse as another music platform, instead, get involved and people will find your music from your profile.

If you do want to play music, although Clubhouse is not designed for live streaming, I've seen quite a few quiet rooms with DJs playing live. You will need to route your music into your phone or have it playing in the background. You will need to talk over your music and maybe ask for requests from your audience.



What events can I host as a DJ/Producer?

Making your event interactive and engaging is essential on Clubhouse so ask attendees to raise their hand for requests or DM you on Instagram.

Some of our Mixmasters members have created rooms already on Clubhouse to discuss music and the scene in general. These are the kinds of events I recommend you host.

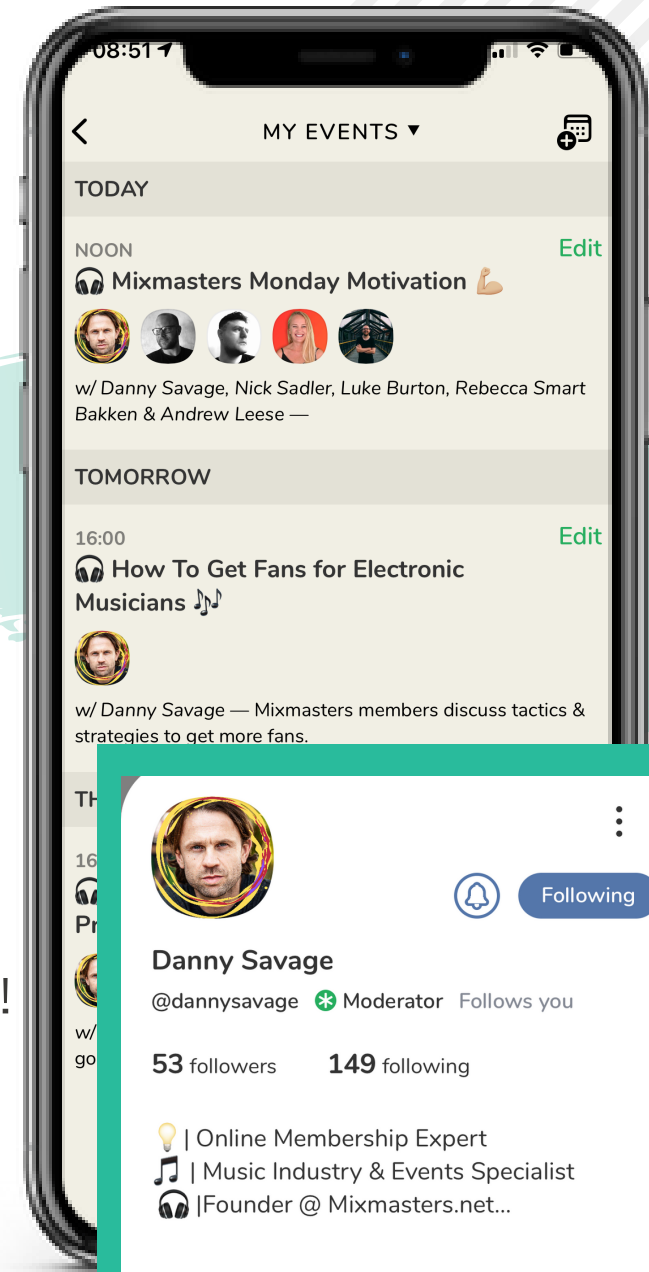
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