

Adrian Grijalva

Lesson 2 - Self Promo

Defining My Brand - Before I even think of starting, I need to decide what my "Brand" stands for. What skills and values do I have that will be vital for my audience. Why are they going to buy my product. I strongly believe this is essential for any self promoter, it will guide me where I want to go as a professional producer. I and everyone needs to know what my brand is. I need to be unique and consistent.

Making a Web Site- Make a website that is easy to remember and find,use my website to blog about myself, and my brand even further. This is a great approach because it makes it a personal relationship with my audience.

Social Media- Make accounts in popular social media platforms to gain a bigger audience, provide videos that include tutorials, productions, how to's, and everything else. This is very important for here you can gain more fans or customers, if I am not in front of people how will they see me?

Networking- I must keep in touch with people I have worked with, engineers, musicians, managers, anyone who can help me find clients. I think this is important because getting involved may be one way to add names to my contact list.

Music Blogs- Reaching out to music bloggers and establishing a relationship would be a good idea, here I can gain more fans. Bloggers are always looking for fresh content and so does everyone else.