



CAREER GUIDE

100

Golden Tips for Musicians

A practical, actionable checklist on personal branding, live performance, production, and career management.

100 Golden Tips

1 Don't Chase the Mainstream.

Don't compromise your style to win over the masses. A lasting career is built on authenticity, not imitation.

2 Following Your Niche Is the Right Strategy.

Instead of trying to appeal to everyone, define your niche and pursue it. The right strategy is reaching a narrow but truly your own audience, deeply.

3 Don't Fall for the Idea That Being a Good Musician Guarantees a Successful Career.

Being a good musician doesn't guarantee a successful career. Success is a puzzle made up of many pieces — talent, strategy, network, and timing.

4 But Don't Underestimate the Power of Being a Good Musician.

Don't neglect investing in yourself — art, like sport, needs regular practice. Being a good musician is the strongest foundation for your brand.

5 Success Is 1% Talent, 99% Sweat.

Even if you think you lack talent, you can develop yourself enormously through hard work. Believing "if you have talent you have it, if not you don't" will only mislead you.

6 Be Patient, Be Persistent, Repeat.

A career isn't built overnight — it takes patience and persistence, trying again and again. Keep moving toward the same goal without giving up.

7 See Yourself as a Start-up.

Approach your career like a venture — build a structure with a vision, a strategy, and a growth plan. This mindset pushes you to act more professionally and with more purpose.

8 Work on Your Personal Brand (Inside Out).

First get clear on who you are — your brand should take shape from that clarity outward. A brand built on your real identity is far stronger than a copied image.

9 Be Consistent.

Everything you do — your music, your visuals, your messaging — should align with your brand. Inconsistency erodes your audience's trust and perception of you.

10 Work on Your Musical Style.

Develop a musical style you love and that matches your brand identity. This clarity strengthens both your output and the bond you build with your audience.

11 Be Clear.

Your music, your stance, your messages should all be clear. Ambiguity makes it harder for your audience to recognize and remember you.

12 Own at Least One Topic Outside of Music.

Try to be known not just as a musician, but for another area you care about. This enriches your brand and sets you apart.

13 Choose the Social Media Platforms You're Active On to Match Your Brand.

Don't compromise yourself while using these platforms. Your identity should stay consistent everywhere you show up.

14 Be Stage-Ready.

The stage is your storefront — showing up unprepared damages your brand. Be fully ready, technically and mentally, before every performance.

15 Care About Your Visual Style.

Your visual identity should be consistent and well thought out. Visuals are one of the first things your audience notices and remembers about you.

16 Good Is the Enemy of Great.

Settling for "good enough" can hold you back from going further. Never stop developing yourself.

17 But Great Is Also the Enemy of Good.

Perfectionism can sometimes stop you from finishing or releasing your work. Sometimes "good enough" is far more valuable than something that never comes out at all.

18 Keep Up with New Technologies.

Follow new technologies closely, from production tools to AI. Mastering technology puts you ahead of your competitors.

19 Learn Music Production.

Production knowledge increases your creative independence and reduces your reliance on others. Being able to produce your own work saves you time and money.

20 Use the Power of Covers.

Using well-known songs' covers the right way can boost your visibility. It's an effective way to reach new listeners.

21 Advertise on Social Media.

Organic reach alone may not be enough — use targeted ads to reach the right audience. An ad budget, used well, is an important tool for growing your brand.

22 Build a Team.

Ask for more active support from the people who genuinely root for you. Trying to run everything alone wears you out and limits your growth.

23 Be Bold When Asking for What You Need.

Don't hesitate to ask for the support you need. Asking the right way keeps you from missing opportunities that could grow you.

24 Learn Copyright Law.

Have basic knowledge of copyright law so you can protect your own rights. This knowledge protects you from unfair agreements.

25 Never Get Involved in Fake Streams or Fake Followers.

It might inflate your numbers short-term, but it permanently damages your brand's credibility. Real growth is always worth more.

26 Don't Think About Money First.

Play for free if needed, on stages that genuinely contribute to your brand. The right visibility is worth more than money at this early stage.

27 Collect Material on Stage (Video, Photo).

Gather video and photo content from every performance. This material will come in handy later for marketing and content creation.

28 Don't Play a Venue That Doesn't Fit Your Brand Identity, Even for Good Money.

A wrong stage can hurt your brand more, in the long run, than any short-term payoff. Choose without compromising your identity.

29 Don't Appear in Press Outlets That Don't Reach Your Target Audience.

Direct your energy toward outlets that reach the right audience. The wrong visibility only delays finding the right crowd.

30 Don't Work with PR People Who Can't Make You a Concrete Promise.

Stay away from PR people who can't clearly outline how they'll deliver on what they're paid for. Clarify your expectations from the start.

31 If You're Going to Work with a Producer, They Must Add Real, Concrete Value.

Just lending their name isn't enough. Clarify upfront exactly what that contribution will be.

32 Learn How Digital Distribution Platforms Work.

It's actually very simple — don't let producers or middlemen take money and shares from you just because you don't know this. This knowledge protects you from unnecessary costs.

33 Don't Take On Production Costs Before Your Career Has Matured a Bit.

Solidify your foundation first, then grow your budget. Early, high-cost investments are risky.

34 Learn Where the People Who Could Help You Hang Out.

Go to those places, make friends. Building genuine relationships opens doors to opportunities.

35 Build Your Live Band from Experienced People.

A bad show is worse than no show at all. The quality of your team is your quality.

36 Choose Experienced Names for Session Musicians.

Work with experienced musicians in the studio too. Recording quality directly affects how professional your brand is perceived to be.

37 Don't Try to Be Liked by Everyone.

Don't be afraid to be edgy, as long as it fits your brand. Trying to please everyone dilutes your identity.

38 Exercise Regularly, Fitness Matters.

Pilates or yoga also help your posture. Fitness directly matters for your stage performance.

39 Watch What You Eat.

Healthy eating directly affects your energy and stage stamina. This makes a real difference on long tours and busy schedules.

40 Don't Smoke, Avoid Heavily Smoky Environments.

This is a simple but important way to protect your voice and overall health. A small habit can make a big difference long-term.

41 Choose Songs That Suit Your Voice.

Instead of struggling with songs that don't match your tone and character, choose a repertoire that reflects you best. The right choice strengthens both your performance and your image.

42 Be Genuine, Don't Be Fake.

Your audience notices insincerity right away. A real, warm presence builds a far stronger bond over time.

43 Don't Be Difficult — Don't Be the Artist Whose Backstage Diva Demands Make Organizers Dread Working with You.

Professionalism is a far more valuable brand asset than throwing tantrums. Protect your reputation this way.

44 But Don't Undervalue Yourself Through Excessive Modesty.

How you treat yourself sets the standard for how others treat you. Find the balance between confidence and humility.

45 If You Become Famous, Don't Let It Go to Your Head.

Don't get arrogant — support the young musicians coming up behind you. This attitude earns you respect and gives back to the industry.

46 Take Acting Classes.

Theatre training contributes greatly to your stage presence, expressions, and body language. It directly affects your stage charisma.

47 Take Dance Classes.

Consider dance training so you can move confidently and fluidly on stage. Body control boosts the overall impact of your performance.

48 Read Books, Feed Yourself Through Literature, Broaden Your General Culture.

A rich cultural foundation directly enriches your creativity. Your storytelling ability also grows stronger from it.

49 Be Honest.

Be honest both with yourself and with those around you. Honesty is the foundation of building a trustworthy, lasting brand.

50 Learn Finance.

Managing your career also means managing a business — get basic financial knowledge. This knowledge helps you manage your income and expenses properly.

51 Join Professional Associations, Use Your Vote.

This helps protect your rights and makes you more visible in the industry. Professional associations are part of your collective power.

52 Be Organized.

Plan weekly, monthly, and daily. Use a tool like Trello to avoid chaos and see your progress concretely.

53 Be Disciplined, Show Up on Time.

Arrive on time to appointments and rehearsals. Discipline builds trust with everyone you work with.

54 Be Respectful to Everyone You Work With.

Treat everyone respectfully, from the technician to the organizer. This directly shapes your reputation in the industry.

55 Get Feedback When You Make a Song.

Get feedback from people you trust. Different perspectives can strengthen your work.

56 Take Feedback, But Make the Final Call Yourself and Stay True to Your Line.

Remember, your target audience will be a niche one — even if some people don't like it, every piece of work has an audience. Stay true to your own vision.

57 Be Loyal.

If someone helped you at some point, pass work their way when you're in a position to make them money too. Loyalty is the foundation of long-lasting relationships in the industry.

58 Stay Positive.

Create a vision board in your mind and hold onto a positive outlook. Your motivation is what keeps you standing through hard times.

59 Pause From Time to Time to Reflect on Your Journey Toward Your Goals.

Update your goals if needed, but don't rush or change direction too often. Keep a steady pace.

60 Value Your Listeners, Build a Bond with Them Even When Their Numbers Are Small.

This early loyalty lays the foundation for your future growth. Every listener matters.

61 Be Active on Social Media.

Personally reply to messages and comments (at least while you're still able to keep up). This bond is the foundation of building a loyal audience.

62 Learn to Shoot Quality Video with Simple Equipment.

Produce plenty of content cheaply. You can get professional results without expensive gear.

63 Remember to Allocate as Much Budget to Marketing as You Do to Production.

Even the best song goes unheard without proper marketing. The two complete each other.

64 Keep Creating New Projects/Songs Often.

Consistency is critical for algorithms and audience loyalty. Regular output keeps you in the conversation.

65 Follow How the Algorithm Works on Each Platform.

Adjust your content strategy as trends shift. Understanding platforms directly affects your visibility.

66 Gain Experience.

Guest on other people's shows, play small events — ideally before you've built your brand, or at least at places that fit it. This applies not just to the stage, but to speaking in front of an audience, recording, anything at all.

67 Rehearse a Lot.

Your performance on stage tends to drop to half of what it is in rehearsal, so rehearse as much as you can to build a safe foundation. Preparation directly feeds your confidence on stage.

68 Analyze Your Competition.

Study what successful people are doing right. This analysis guides you as you shape your own strategy.

69 Luck Is Also Part of the Success Puzzle.

Don't deny it. But instead of waiting for luck to arrive, focus on creating it yourself.

70 But Don't Leave It to Luck.

Create your own luck — luck favors effort. The more you try, the higher the odds that opportunity finds you.

71 Prepare Your Elevator Pitch.

Prepare a short, effective "elevator pitch" you can use to introduce yourself and your project. That way you're never caught off guard when an opportunity comes up.

72 Design a One-of-a-Kind Show for the Stage.

Instead of a standard concert format, design a memorable stage experience unique to your brand. This is one of the strongest tools for setting you apart from other musicians.

73 Build Your Own Email List.

Social platforms can tank your reach overnight when the algorithm changes, but an email list is entirely under your control. Start building this channel early so you can reach your listeners directly, without interruption.

74 Have Your Own Website.

Your social accounts are bound by a platform's rules, but your own website is entirely yours. Build a platform-independent "home base" for your bio, your music, and your contact info.

75 Consider Going Live.

Go live on Instagram, YouTube, or Twitch to build an immediate, genuine bond with your listeners. This format creates a sense of closeness that polished content can't.

76 Explore Sync Licensing Opportunities.

Keep an eye out for opportunities to license your music for ads, TV shows, games, or brand films. This is a channel that can bring both visibility and direct income.

77 Build Brand Partnerships.

Consider sponsorship or collaboration opportunities with brands that fit your identity. The right brand partnership can bring both extra income and access to a new audience.

78 Analyze Your Listener Data.

Regularly review your listeners' age, location, and listening habits using tools like Spotify for Artists or Instagram Insights. This data sharpens many of your decisions, from tour planning to content strategy.

79 Protect Yourself from Burnout.

A long career is a marathon, not a string of constant sprints — give yourself room to rest and recover. A sustainable pace beats short-term intensity that leaves you burned out.

80 Understand That You Won't Make Money from Digital Music Alone.

That also means no producer is going to invest in you outright. If you do work with a producer, look for the real value in their network and PR power instead.

81 Get an Independent Opinion Before Signing.

Before signing with a producer, manager, or agency, show the agreement to someone independent who understands the field. This small step can prevent major loss of rights down the road over royalties or revenue splits.

82 If You Write Songs, Try to Get a Well-Known Artist to Record One — Without Expecting Payment for It.

These kinds of opportunities pay off in the long run. Don't let short-term expectations mislead you.

83 Look for Ways to Get Your Song Placed in a TV Series — Without Expecting Payment for It.

Visibility can be worth more than short-term income. Be patient, the payoff comes with time.

84 Give Yourself Room for Inspiration.

Instead of forcing an idea the moment you get stuck, step away for a while — take a walk, spend time in nature, or just rest. Your subconscious often produces its best ideas while you're busy with something else entirely.

85 Work on Your Storytelling.

Make sure there's strong storytelling behind your songs and your stage presentation. A good story deepens the bond you build with your listeners far more.

86 Set the Rules Very Clearly in Every Collaboration from the Start.

With musicians, arrangers, producers, managers, organizers, venue owners — whoever it is. Draft your contracts as if for an enemy, so your friendship doesn't break.

87 Try to Open for Popular Artists Who Match Your Style.

This is an effective way to reach a new, wider audience. The right pairing makes you visible fast.

88 Do Collaborations.

Try to develop duet projects and joint stage shows with artists at your level or more well-known than you. These collaborations let you reach both audiences.

89 Don't Judge Job Offers Purely on the Money.

If there's a chance to meet someone who could support you down the road, or some other benefit, don't miss the opportunity. Factor in the long-term value too.

90 Every Era Has Its Own Dynamics.

Don't compare yourself to people who succeeded under past conditions. That comparison can mislead you.

91 Know That No Success Comes Overnight.

Don't forget that the unseen parts of the iceberg can be very painful. Go in knowing this, so you don't lose your motivation.

92 Train with Proper Technique.

Make sure you're applying the right technique in your vocal, instrument, or stage training. Get professional support when you need it, so you don't progress with bad habits.

93 Listen to Music Outside What You'd Normally Listen to, to Feed Your Creativity.

Especially in different modal/tonal structures. If your ear is only used to certain modes, your own compositions will end up in that same mold — meaning your output becomes limited.

94 Be Prepared for Bad Surprises.

Don't lose your motivation when something unplanned comes up. There will always be setbacks you didn't account for — plans rarely survive contact with reality.

95 Be Solution-Focused, Not Problem-Focused.

Use your energy to move forward rather than to complain. This approach always keeps you one step ahead.

96 Focus on Your Target Audience.

For example, don't let just anyone listen to you on Spotify — feed the algorithm with the right data. Quality matters more than quantity.

97 Be Authentic, Be Original.

Show your own originality instead of imitating others. Authenticity is the strongest way to stand out in a crowd.

98 Being on Spotify and Similar Platforms Isn't That Critical Early in Your Career.

Don't spend money trying to get onto playlists that only get you played as background music. Remember, most of these playlists are fake anyway.

99 Be Open to Criticism.

Listen to constructive criticism without immediately getting defensive — take what's useful, leave the rest. This flexibility keeps you constantly improving.

100 Think Outside the Box.

Just because successful people do things a certain way doesn't mean you have to do the same. Once you're consistent and committed, don't be afraid to forget everything on this list and create a style entirely your own.

This list is a summary of ARTENPRENEUR's comprehensive career program for musicians.