



## **The 'Right' Moment.**

*Don't Wait, Execute Now*

In this industry, there are a million ways to do one thing. In a lot of cases though (and especially if you're prone to overthinking), it can seem like it is the exact opposite. That there is only one way to do a million things. And it's a confusing landscape to navigate for most artists.

A concept that we hear quite often in our discussions with developing artists, is that of the 'right' moment. The right moment to release a track, the right moment to connect with industry operators and media, the right moment to play a show, the right moment to do a collaboration - and the list goes on and on and on.

While each artist's journey is different, we usually find that the right moment is any moment that you choose. And if the situation or circumstance allows for it, our opinion is that the moment you choose should be as soon as possible. Take your opportunities as they come and if they aren't coming, CREATE them. You have all of this at your power, and the choice to create your moment is solely yours. The right moment is the moment that you decide to forget about what's 'right' in terms of a timeline or an idea and begin to put your art into practice.

In the last few years, our industry (and the world) has changed so much, there is always lingering uncertainty, and artists are exhausted from constantly adapting to the new. We understand that it's hard and we also understand the reasoning behind 'waiting' for the 'right time'. But again, that time will not come in the way that you think and it's up to you to find the strength to put processes into place to grow now. This life is our new normal and the best way to get back on track or move forward with your artist project is to RELEASE. CREATE. ENGAGE. Do the things that you do best.

Post-Covid, we've noticed that artists are taking it *back to basics*, as it were. They are releasing more frequently, they are creating more content, they're finding more ways to engage with their audiences. Social media has had such a big impact on the way that listeners consume music and connect culturally, so artists are focussing their energy on where the majority of that audience's attention is. And rightly so. Social media will allow you to grow your audience base while shows are still largely non-existent and even will assist when live events get back in motion.

We cannot stress enough how important it is to RELEASE MUSIC right now. Independent and developing artists are everywhere and because the accessibility of becoming an artist is primarily online (ie. distribution, music tutorials, emails, social media growth etc.) there are more artists competing for attention than ever before. And that will always be the case. So release music without overthinking about a strategy or trying to fit it in a plan that is so large that more likely than not, will not get completed. Put your actionable processes into place, release music, engage your audiences through social media, engage industry and media through consistently emailing and keep pushing.

The right moment is now. And you have everything at your fingertips. RELEASE. CREATE. ENGAGE in 2022.

