



**Second Edition**

**Written by:**

[www.SmartRapper.com](http://www.SmartRapper.com)

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# INTRODUCTION

Through my years of building my music career I never had money like the big rappers. I never had major labels giving me money to push my music. So in order to gain a fanbase I had to find ways to gain fans using out of the box techniques and tricks.

In that journey I came up with a lot of ideas that can all be applied as marketing tricks and ideas to use for building a fanbase. In this e-book I provide all of the out of the box ideas I have used over the years.

Some are really sneaky and smart and some may seem pretty obvious. They all add up and combine to bring you fans 1 by 1 to build your fan base up so you can start making a living from your music career like I do.

I also provide mindset ideas and tricks that you really need to apply to everything you do. This will help you avoid all of the mistakes I made.

This e-book is intended to help you grow with little to no money at a consistent pace so you can grow into a big artist over time or possibly what may seem overnight if you are lucky enough.

If you are even gaining 100 fans a month you need to stay humble and understand you are competing with 50 million other rappers right now.

If 100 people are giving you their time and a listen, you need to be happy and keep that attitude until it's 100,000 people.

With that said let's get into the most effective ideas that will work and gain you fans faster than anything else.

You'll notice below that the ones that cost the most money will gain you the most exposure. Invest in yourself and reap the benefits.

# DISCLAIMER

Do all of the following ideas, tips and sneaky tricks at your own risk. Some are a bit out of the box and I don't want you going too crazy with them and blaming me if you build so much buzz the cops get involved haha.

Please understand I don't do the work for you. I provide the creative and smart ideas and it is up to you to apply the ideas to you career. One idea at a time or all of the ideas at once. Whatever you can do that makes the most sense for whatever project you are doing.

# THE MOST EFFECTIVE IDEAS

These are the ideas that will cost small amounts of money but will get you the most fans per month. Obviously you are investing in yourself and that is going to go a long way in the long run. Spend \$20 gain 20 fans and those 20 fans potentially spend \$100 a year on your music.

Definitely worth the trade off. You just need to understand that there is a reason a major record label picks up a talented person and still has to dump half a million to a million dollars into that person for their career to bloom.

## 1) Instagram Automation (Low Cost - \$15 Per Month)

There is a software you can find by going here:

[www.SmartRapper.com/FA](http://www.SmartRapper.com/FA)

It automatically uses your Instagram profile to promote your music in a safe and smart manner. It goes out and likes pictures, comments on pictures, follows and unfollows people and automatically DMs people however you customize it to set up.

This way you are gaining attention to your profile all day everyday even when you're sleeping. It is all automated.

**Amount of exposure and potential fan gain a month: 51,600 People A Month**

Likes - It will like 1,000 pictures per day

Comments - It will comment on 200 pictures a day

Follows - It will follow 500 people a day

DMs - It will DM 20 people a day

In total daily you can reach 1,720 people. Over 30 days that is 51,600 potential eyeballs on your music, brand and Instagram profile.

NOTE: Those numbers above are what I recommend you set it at. It can be pushed harder than that but those are the safe numbers. Going over those will be a bit fishy to Instagram. Play it safe and it be patient.

Every time the software likes or comments on a picture that person is going to go to your profile and say "Who the fuck is this guy that just liked my picture?" Now that they are on your profile they may click your bio link that you have lead to your latest music video.

Now you are getting exposure, potential new fans + views.

[www.SmartRapper.com/FA](http://www.SmartRapper.com/FA)

## **2) Twitter Automation (Low Cost/Free)**

**Amount of exposure and potential fan gain a month: 6,000+ People A Month**

You can use something like SocialOomph.com Or HootSuite for super cheap.

It will automatically follow people for you and when they follow back it will automatically DM them whatever you set up the software to say.

You typically would set it up to link to your latest music video. So not only are you getting their attention from following them but they get a message that can gain you a view and a new fan.

Let's say you have it set up to follow 200 people a day. 200 over the course of a month is 6000 new potential fans.

Even if they don't follow you back, they have now seen your artist name that will be in their head next time they see or hear your name. They may also click your bio link that leads to your latest music video.

## **3) YouTube Automation (Low Cost \$15-\$20 Per Month)**

**Amount of exposure and potential fan gain a month: 18,750 People A Month**

**Please note that YouTube recently changed their API so the automation product I recommend is slowly becoming incapable of being used. I have been using it since 2010.**

**Hopefully another one comes on the market that YouTube allows to be used.**

There is a software I used that you can find here:

[www.SmartRapper.com/TA](http://www.SmartRapper.com/TA)

It goes out and it:

Comments on videos - 50 Per Day

Comments on channels - 25 Per Day

Sends Messages To People - 50 Per Day

Shares Your Music Videos With People - 250 Per Day

Subscribes To Channels - 250 Per Day

You may have seen the video I have on Smart Rapper where I show that I have been using this for the longest time. If you have it all set up properly it will slowly but surely gain you fans 1 by 1. It will bring people to your channel on a site where  $\frac{1}{3}$  of the internet goes to every single day.

YouTube is a top 10 biggest website in the world because everyone on the planet uses it. Grow your fan base here on a site that is bound to be around for a very very very very very long time.

#### **4) Advertise On DatPiff And Other Mixtape Sites (\$300-\$500)**

**Amount of exposure and potential fan gain a month: Let's just say 225,000**

You can easily contact Datpiff and get the information on their marketing promo packages. You can get a spot in their slider for like \$300-\$500 for a few days. It can link to your Mixtape and get you some eyeballs to get heard and seen.

Just e-mail Datpiff and ask for their brochure for advertising on their site. They have packages all the way up to \$30,000 where you are plastered all over the front page for an entire week.

Datpiff gets 225,000 daily unique visitors to their site. That means everyday you are on their main page you potentially get 225,000 eyeballs on your brand and music.

Most people don't think about it like this but this is why they can charge \$30,000 for someone to have their face plastered all over the front page of their site for a few days. It's easily worth it. Imagine 225,000 people seeing you for 4 days straight on the frontpage of datpiff. That's nearly a million people that ask themselves "Who the fuck is this guy?!" and possibly click the sidebar that goes straight to your new mixtape.

Even if you only buy a slider spot for a few hundred bucks you still potentially get 225,000 people to see you everyday you are in it.

## 5) Pay For A Collab With A Bigger Artist (Their Going Rate \$500-\$5000)

**Amount of exposure and potential fan gain a month: 50,000 since they will have a fanbase.**

Not only does this give you credibility but if you make a deal for the collab plus promotion, you are being promoted to all of their fans. This type of cosign will gain you 1,000s of fans instantly but be seen by their entire fan base.

What most people don't realize is that everyone has their price.

You can reach out to any rappers booking or management e-mail and ask them how much for a collab. For instance when I just wanted to know how much certain people charge I reached out to rappers like Game and found out that their price is \$5,000. For a bit more money you could probably get a shout out for the song you make as well.

## 6) Create Controversy (Free)

**Amount of exposure and potential fan gain a month: Depends How Controversial You Are**

Eminem's entire career was built on controversy. Actually Dr. Dre's career was too. And just about every major rap artist out there who is massive.

50 Cent = Shot 9 Times

Eminem = Dissing His Mother, Baby Momma, Every Celeb and more

Dr. Dre = Fuck The Police made N.W.A. a household name

Why does controversy work? Because it makes people talk about you. If you aren't doing something that makes people talk about you, then why the hell are you even doing it? You need people talking about you so your music and name spreads. It's really common sense.

Why do you think rappers start putting illuminatic symbols in their videos after they get in the game even though they are literally nothing near illuminati related (if you only knew haha.) It's all so people talk about them.

Look at how illuminatically based every Lady Gaga action just to be talked about from 2010 at the start of her career on. Or how sexually charged every single other artist was when they came out. Why do you think the media is always talking about people? It's because they purposefully create controversy.

Go look at anything Stitches has ever done. Why does he even get talked about? Because he creates fake rumors and controversy around himself. The list goes on to any artist you know of today in a major way.

Kanye's entire career is controversial. His outburst, his mic stealing, his comments, all promoted intensely after he does them. This keeps more eyeballs on him and it is a major reason he is as big as he is.

If he was just a nice humble guy, he would only get talked about when an album released. Instead he gets talked about all year long, something new every quarter.

I once created controversy and got 10 Million Eyeballs On me instantly. It works. A bit too well sometimes.

### **7) Beef With Another Rapper Even If It's Fake (Free)**

Just like I mentioned in the last tip people love drama. Most of it is fabricated anyways so why not choose a friend who is a rapper and start a beef with them so everyone in the neighborhood starts talking about you.

Same reason people love watching rap battles between two friends even if it's friendly. Just don't let them know it's not real. It's entertainment that the people want, give it to them.

### **8) Open Shows For Major Artist... But Be Unforgettable (Free)**

**Amount of exposure and potential fan gain a month: Venue Size (Assume 2,000)**

Seems obvious right? But the real trick is this.... BE MEMORABLE!

Most openers aren't memorable. They suck or just don't leave a lasting impression when they aren't around. When you get to open for an artist, you need to do something so outlandish that when the people go home they are talking about what you did because it was so crazy. That is what will make a room full of 1,000 people go home and Google you. That is what will lead to 1,000 new fans in 1 night.

### **9) Join Music Contest (Free)**

**Amount of exposure and potential fan gain a month: 20,000 People**

When major sites hold contest, you need to enter them.



If you are good and you win you are being exposed to the other 20,000 artist who enter as well as everyone they promote you to after you entered! That is a ton of people to get your music exposed to plus you get the prize!

Sites hold contest all the time just be on the lookout for them.

### **10) Pay For YouTube Ads (Your Budget \$10-\$500)**

You can get some serious views to your YouTube videos by paying for YouTube ads to display on other artist's videos.

It's really not that expensive either!!!

### **11) Pay For Facebook Ads (Your Budget \$10-\$500)**

**Amount of exposure and potential fan gain a month: 50,000 People**

I'm not a huge fan of this but you DO reach people when you pay for Facebook ads. You can target fans of artist you sound like and really start gaining fans like this.

Facebook is set up where it knows information about every user. Everything they like, their age, their pay, etc etc. So when you are marketing on Facebook you can literally specify EXACTLY who you want to target with your music.

You simply promote to fans of other artist who you sound similar to.

For \$500 you can reach about 50,000+ people.

### **12) Advertise On Music Blogs (\$50-\$1,000)**

**Amount of exposure and potential fan gain a month: 50,000-5,000,000 People**

Similar to DatPiff but on actually blogs instead of mixtape sites. People are on music blogs looking for new music, right?

You can get your video posted on sites like World Star for \$500-\$1000 and they have a ton of traffic that will get your music seen.

Their daily traffic is 4.7 MILLION people. You stay in the blog roll forever so you can assume you are getting eyeballs for at least 3 days which is nearly 15 million people who can possibly click your music video.

Yes, nearly 15 million people in 3 days. Here is a snippet of their traffic.

Daily Unique Visitors:	4,797,454
Monthly Unique Visitors:	146,019,387
Yearly Unique Visitors:	1,751,070,710

Most hip hop blogs are happy to accept money for a paid placement.

SmartRapper.com even offers paid spots in the side bar that will get you seen by about 10,000 people a week. Hopefully I can get to World Star's size one day haha.

E-mail me at [therapperguide@gmail.com](mailto:therapperguide@gmail.com) for more information. Because I'm still growing the site I don't charge much. \$50 per week will get you a spot in the sidebar to get seen by 10,000 people.

There are also a bunch of other sites that offer advertising options. Sites such as HipHopEarly, HotNewHipHop etc.

### **13) Take Out A Page In XXL Or Another Magazine (\$1000+)**

**Amount of exposure and potential fan gain a month: 50,000 People**

XXL Magazine has so so so so many subscribers and readers it's ridiculous. Getting your picture in their magazine and also their digital magazine is eyeballs for your music brand that is promoting your new song or project.

Depending on who they have on the cover that month probably determines how much a spot in the magazine will be.

Reach out to them to ask how much a page would be. You can reach at least 50,000 eyeballs with this strategy.

And the best part is that it is right where all of the hip hop fans are looking at the new news and information. You'll be right there next to the biggest rappers just pages over.

#### **14) Shout For Shout Out (FREE)**

Find rappers or social media profiles with a similar size following and ask them if they want to trade a shout out for a shout out. This is a way to literally DOUBLE your fan base following.

#### **15) Start A Discussion Group On Yahoo (FREE)**

Start a discussion about an artist you sound like and then when people get involved start promoting your music.

Yahoo gets millions of people to their site everyday. People stumble onto random threads and may become a fan of you there.

#### **16) Pay For Advertisement On Music Podcasts (\$100+)**

Music lovers sometimes listen to podcasts to get their knowledge up. You can pay a couple hundred bucks to get your music promoted in the middle of those podcasts.

#### **17) Pay for a Shout Out From A Celeb Or Music Artist (\$500+)**

**Amount of exposure and potential fan gain a month: 100,000**

Everyone has their price. For a certain amount of money you can get rappers like 50 Cent to Tweet about you. Yes it will cost you a couple grand for a tweet, but the reach is massive! Plus you get the bragging right that the artist mentioned you.

You have to go find the sites that are really connected with the artist. Do your background research and make sure you have the rapper promote your best song that would match something their fanbase would like. This way you gain as many fans as possible.

This can get your seen by MILLIONS of Twitter followers. Just because people aren't favoriting or retweeting tweets doesn't mean they didn't see a tweet. It's still brand awareness.

#### **18) Collab With Anyone Who Has Anyone Listening To Them (FREE OR LOW COST)**

If you have friends that have 100 fans, collaborate with them. Now you can have another 100 fans. Repeat this process 10 times and you'll have 1,000 fans! It's really that simple.

Just make sure that you kill everything you make so that the person hears you and loves it.

**Amount of exposure and potential fan gain a month: 1,000 In Most Cases**



### **19) Add Every Person You Come Across On Facebook (FREE)**

**Amount of exposure and potential fan gain a month: 5,000 People One Time**

You can have 5,000 friends on Facebook. If you aren't near 5,000 friends then you are wasting valuable space on your Facebook. The more people you are friends with the more people that will see your Facebook statuses that are promoting your music.

### **20) Say Happy Birthday To Everyone On Facebook (FREE)**

**Amount of exposure and potential fan gain a month: 100+ People PER DAY**

I say happy birthday to everyone on Facebook. It's about 10-20 people a day. In between the message I also mention to check out my new album and link to my Sound Cloud. :)

They always say "Thank you! I'll check it out now!" :)

You also get the exposure of everyone going to their Facebook profile to say Happy Birthday.

### **21) Go To Facebook Fan Pages And Promote Yourself (FREE)**

Make a list of rappers Facebook pages you sound like and promote your new music on their pages.

Also talk to everyone who is already commenting on their pages. Everyone adds up.

### **21) Follow For Follow On Instagram (FREE)**

**Amount of exposure and potential fan gain a month: 7,500**

Even if you don't use the software I recommended earlier in this E-book you can still manually follow people on Instagram yourself.

When you follow someone they ask "Who the hell is this?" and they look at your profile. In your profile you have your music and they might just check it out.

For tricks on how to automate this process check out the Instagram software section of this e-book.

You can follow up to 7,500 people on Instagram. If they are all following you back you have 7,500 potential fans of your music!

## **22) Follow For Follow On Twitter (FREE)**

**Amount of exposure and potential fan gain a month: 6,000+**

Same rule applies for Twitter that applies for Instagram.

On Twitter it is a ratio though. So if you have 1,000 people following you, you can only be following 2,000 or something similar to that. This is why the software is best because it unfollows the people who aren't following you back and allows you to grow your Twitter much faster.

## **23) Make Yourself A Website (Start Up Costs)**

Not only to sell merch and look more professional and legit, but to come up first in search engine when people type in your name.

You don't want someone else coming up before you do when they type in your name.

I wrote an entire full depth article along with instructions on how to do this here:

<http://smartrapper.com/how-to-make-your-own-website-as-a-rapper/>

## **24) Make Yourself A Blog That Offers Valuable Content (Start Up Costs)**

**Amount of exposure and potential fan gain a month: Over Time - Millions**

Look at Smart Rapper. Everytime someone comes across Smart Rapper they learn about me as well. What a great way to gain trust, respect and new fans.

I'm not saying compete with me, but if there is a unique approach you have to delivering content that is music related you can really start gaining some exposure.

## **25) Start A YouTube Channel That Offers Valuable Content (FREE)**

**Amount of exposure and potential fan gain a month: Over Time - Millions**

It will take a lot of hard work to grow a YouTube channel in a similar way that it takes a lot of hard work to start a blog and gain exposure like I did with Smart Rapper.

There is a lot of YouTube channels that simply provide hip hop and music news that they get from other sources then simply make videos talking about it that have nearly half a million subscribers.

If I wasn't so busy with my music career I'd definitely start a channel like this. All they are doing is going to the bigger sites and grabbing brand new news and then regurgitating it in their own unique way. Then they gain fans slowly but surely because they title it something that is highly clickable that has the name of another big artist on it.

These YouTube channels grow way faster than our music channels will because they consistently have big names in the titles and also come up in search engines since it is news people are searching for.

## **26) Join Music Forums And Get Involved (FREE)**

Join music forums and promote yourself on them.

There are a TON of rap music forums. Tons of people sit on these forums all day just looking to talk and converse with people about stuff and give their opinion. Let them become a new fan and let others join in on the conversation.

## **27) Join Rap Artist Websites And Forums (FREE)**

Join a rapper's website who you sound similar to and promote yourself on there. Since you sound similar there is a higher chance the people will latch onto you simply because it is familiar to them.

## **28) Talk To Every Single Person One By One (FREE)**

### **Amount of exposure and potential fan gain a month: Unlimited**

This may seem obvious but it is actually THE MOST EFFECTIVE way to grow a loyal fan base. It is what I am well known for. It brings people closer to you because it shows you are down to earth and willing to interact with them.

## **29) Tweet To People Who Follow Someone You Sound Similar To (FREE)**

### **Amount of exposure and potential fan gain a month: Unlimited**

Type in a hashtag on Twitter for an artist your music sounds similar to. It will bring up a list of people using those hashtags. That means that those people probably like that artist's music and chances are that they will also enjoy your music.

So you simply Tweet @ them and say "Hey I saw you like #ArtistName so I really think you will like my stuff!" Then link to your music. Chances are that they will check it out since you directly tweeted at them.

## **30) Hit Up People 1 by 1 On Instagram (Aside From The Automation) (FREE)**

### **Amount of exposure and potential fan gain a month: Unlimited**

Do the same thing on Instagram I had you do on Twitter.

Search for a hashtag of an artist you sound similar to and contact the people who are using that hash tag. Tell them to check you out because you sound similar to an artist that they obviously like.

## **31) Tweet Your Music 1 by 1 To Major Media People Who Matter (FREE)**

Go through the following of major sites and Tweet at them saying hello and build a relationship with them. Plant a seed that will grow and blossom.

These people are power players that you will need in order to help you get placements and post ups later.

### **32) Collect E-mails From Major Publication People And E-mail Them (FREE)**

While you are going through the Twitters and Tweeting at people there are major media people who have their E-mails in their bio. Collect these e-mails and consistently e-mail them building the relationship. E-mails are much more personal than just a tweet.

### **33) Go To Shows Of Artist You Sound Similar To (FREE)**

If you go to a show, you are already at a place where everyone there is paying to hear an artist you sound like perform live. What better place to promote yourself?

You are in an environment where people clearly pay for music they like and they are in a music listening mood. After the show promote yourself harder than you ever have before.

### **34) Use Hot Girls To Promote You In Their Daily Lives (Cost Of T Shirt \$8)**

**Amount of exposure and potential fan gain a month: Depends How Much She Goes Out**

Sex Sells! Find the hottest girls you know. Give them T Shirts with your music artist name on it and everyone will look at them.

Give them a cool shirt and they will gladly wear it.

### **34) Use Hot Girls Pictures To Promote Your Music Online (FREE)**

Get the hot girls to take a picture holding your mixtape/album or a sign that has your Instagram/Twitter handle on it.

Use that as your main picture.

When hot girls back anything it makes the 'thing' seem more serious and big.

Why do you think companies pay hot chicks on Instagram \$1,000+ to hold up a bag of Skinny Tea.... Yea.....



### **35) Have A Memorized Freestyle Ready To Spit (FREE)**

If you're smart - which I know you are - you probably already do this.

You can kick this memorized sick freestyle out at parties and suddenly gain 20 new fans instantly! They never know how sick you are until you show them right to their face.

### **35) Do A Video Testimonial For A Music Service People Use (FREE)**

**Amount of exposure and potential fan gain a month: 100,000+ People Over The Lifetime of SmartRapper.com existence. Years of people going to the products and checking out the reviews before they buy. Hearing your name and possibly checking you out. Same goes for any other review you do for other websites.**

For instance, if you bought this E-book, you can take 2 minutes to do a video review of it saying how it was really really helpful for 99 cents.

Make sure to be nice in reviews (not just Smart Rapper reviews)

Why? Because it is common knowledge that when you are negative or say bad things, people immediately associate you with the same kind of words. This is extremely true, feel free to Google it for yourself.

Just like when you are happy, upbeat and bright people assume you are the same way.

In the video review say your artist name and why you bought the E-book. Then post the review on your website, or send it to me (or whoever you reviewed it for) and I'll get posted it on the product page.

That's free promo for you to A LOT of people who go to the websites everyday.

I will never turn down a great review of any Smart Rapper product. So feel free to choose one, do a review and I'll post the video up if it's genuine.

Please don't review something you have not experienced or learned from.

You are then being seen by 1,000s of people a month on the Smart Rapper site or site you did a review for.

### **36) Ask Friends And Family To Promote Your New Song On Their Page (FREE)**

**Amount of exposure and potential fan gain a month: However many friends they have**

They won't do it unless you ask. So ask! Worst they can say is no. :)

### **37) Ask Your Famous Friends To Shout You Out (FREE)**

If you know any other rappers or people who have a solid fan base you can ask them to shout you out. This is immediate growth for you.

When I had a famous rapper shout me out once I gained 4,000 Facebook fans the same day.

### **38) Go To Open Mics (FREE)**

Most bars and clubs have open mic nights where people are already going to be drinking and having fun. This is a great way to gain 50-500 fans if you have some stage ability and talent.

Look online for a list of clubs, bars and venues in your town. You can contact them by E-mail or phone and ask them if they have open mic nights.

There are also websites that list all events going on in your city every night. Use those to find the open mics.

Some places may not even have open mics but you can contact them and get them to set them up. Tell them it will bring foot traffic into their business. They aren't going to say no if you can legit get people in there.

### **39) Make Friends With DJs (FREE)**

DJs make a living spinning music to people all day everyday as a job. So who is a better person to be friends with as an up and coming music artist?

If you have good music they will spin your stuff to help you out. Every time they spin you, you can gain a potential room full of fans.

### **40) Give Friends Merchandise (Cost Of Merch)**

If you give a friend a cool T Shirt with your logo and artist name on it they will wear it. When people ask them what the shirt is they will be telling them all about you.

These people are walking advertisements!

#### **41) Wear Your Own Merchandise (Cost Of Merch)**

Common sense right? But you can be a walking billboard for yourself as well.

I constantly wear my own stuff and promote myself. Why wouldn't you?

#### **42) Get Your Own Business Cards (\$10-\$20)**

Don't just leave a conversation as the last thing that people have to remember you. Give them a cool business card. The card needs to have all of your social media and contact information.

You look much more professional when you actually carry a business card.

The reason this is under the promotion part of this book is because you can just leave your business card anywhere you want and it is free advertisement to anyone who sees it.

#### **43) Make Your Wikipedia (FREE)**

People always look for Wikipedias of artist. It also makes you look more official. So make sure you have your Wikipedia set-up and all properly made if you are at a place where that is possible.

I personally prefer people coming directly to my website because that is where my merchandise is and where my story is. So I delete any Wikipedia made about me. Later I'll allow a wikipedia when the time is right.

#### **44) Insert Yourself Into The Proper Wikipedias (FREE)**

Enter yourself into the right wikipedias. Such as your famous people from your hometown, artist from your hometown or anything else that has a wikipedia that has to do with you. Make sure you link to your own Wikipedia. When people see you in there they will click over to your Wikipedia.

#### **45) Get Involved In Charities (FREE)**

People love people who are humble enough to help other people. So get involved and make a good name for yourself. Promote yourself to the people at the charity. They work with a lot of good people and people they can spread you around to.

#### **46) Build A Street Team (FREE)**

Take fans, friends and family and build them into a team of people you administer tasks too that slowly help you grow.

If they are doing the tasks on a daily basis, you have more time to focus on the more important stuff. At the same time you know your fan base is growing.

#### **47) Build A Facebook Group (FREE)**

Take your street team and invite them all to a Facebook group where you can reach everyone in the same place. Smart right ;)

Then get your fans to invite their friends to the Facebook group.

#### **47) Create Facebook Events For New Releases (FREE)**

Every time you have a new song come out or new album make a Facebook event that you invite all of your FB friends too.

This reminds people that you exist and that a new project is coming out.

You can also have your fans invite their own friends to join that event and know your new music is coming out.

#### **48) Pay For Google AdSense Ads (Budget)**

You pay per click through to your video, song or website. When someone types in a search term you can potentially gain a fan for X amount of money. I don't recommend this for artist but it is a way to gain fans so I had to mention it for you.

#### **49) Run Contest For Fans To Spread Your Music (Cost Of Prize \$10-\$100)**

Offer giveaways to get fans to promote your music.

Be creative and come up with ways to get them to do things in return for entries for a \$50 giftcard to a store like Amazon.com or even a place to eat like Red Lobster.

A lot of people will spread the shit out of your music for a \$50 Starbucks card haha. Shit, I can name 10 people right now that would join your contest and they don't even know you.

### **50) Get Free Artwork By Holding Artwork Contests (FREE)**

My first mixtape's artwork was made for free because I created a contest that got fans involved in making my mixtape's artwork. Then I picked my favorite one of all of the entries and used that as the mixtape's artwork. That person gets free promotion and you get free artwork.

Then that person goes around telling all of their friends that they entered your contest and won.

Smart move is to allow a voting system so that the graphic creators tell all of their friends to go vote on the artwork. It brings them to your music page and you can gain potential fans.

If you have 100 people enter your artwork contest for free or for a prize and they tell 20 friends to go to your page and vote. That is 2,000 people going to your page and wondering who the artwork is for.

### **51) Start A Podcast (FREE)**

Create a podcast that gives new information to music fans. Then promote your music in the beginning and end of the podcast.

### **52) Be The Theme Song For A Big YouTube Channel Or Show (FREE)**

If you have a song that is amazing you can tell a relevant YouTube channel, website, podcast or other site that you have a song they can use FREE that fits their brand perfectly.

If they use your song you are getting exposure to every single fan they have every time they do a show.

Genius right. Because this is potentially millions of people being exposed to your music.

A great alternative is to CUSTOM make a song specifically for a bigger brand. If it is great, they will definitely notice the gesture and have a much higher chance of using it.

### **53) Fly A Plane Banner Over A Massive Event (\$500)**

Crazy Idea but hey it works for promotion!

You can get a plane to fly and ad over a HUGE event in your city for a couple grand! May be worth it if you plan it out right. Shoot video of it happening or use it in a music video you are shooting.

#### **54) Get Your Car Covered In A Graphic (\$200-\$1500)**

**Amount of exposure and potential fan gain a month: 1,000+ People**

If you pay \$1,000 to get your car covered in a graphic banner your car is a moving billboard promoting you everywhere you go.

When you are sitting in traffic surrounded by cars you are being stared at and promoted. Quite genius!

You can imagine there is probably 10 people at every stop light every time you stop in your town. They are sitting there with nothing to do but look at their phone or look around and possibly see your promo. This will add up to at least 1,000 people a month even if you just drive to work and back every day.

Remember you don't have to get the ENTIRE car. You can just get the back window if you'd like.

#### **55) Pay A Willing Friend To Get THEIR Car Covered In A Graphic (\$200+)**

If you have some money you can pay a friend \$100 a month or whatever you agree on to have them get their car covered in a graphic promoting you. Because they are being paid it really won't be an issue to them.

Again they can just get their back window.

#### **56) Get Friends And Fans To Put Bumper Stickers On Their Car Promoting You (FREE)**

A ton of my fans have actually done this on their own. They get bumper stickers made to promote my music and it always helps getting your name seen as they drive around in their city.

You can get them made for like \$2 each and sell them or give them away with T shirts you sell.

#### **57) Buy A Billboard In Your City (\$1,000+)**

I know a guy in Charleston, South Carolina that has a billboard that says “Welcome to my city.” when you drive into the city that has his picture on it and rapper name. It clearly works, he is really well known there.

This is a ton of eyeballs on you and you actually look even more famous locally. It’s pretty great actually.

### **58) Hand Out Flyers Promoting Yourself At Live Shows (FREE)**

You can hand out flyers promoting yourself where people are already there to hear music.

### **59) Post Ads On Craigslist (FREE)**

There is a ton of sections on Craigslist for music artist. Get on there and promote yourself.

It’s FREE 99!

### **60) Create A Website About Your City (FREE)**

Create a website about your city and make yourself the primary thing promoted on the website. You can also be the guy who controls what’s talked about in town if you are dishing out the information. Be honest though! Slander is illegal.

### **61) When Someone Buys Merch Give Them 1 Extra Along With It (\$1-\$6)**

If they buy 1 CD, send them an extra CD and request they give it to 1 friend who has never heard your music before. BAM! New fan who has a hard copy of your music in their car! :)

### **62) Buy A Car Magnet To Promote Yourself (\$40-\$50)**

For \$40 you can get one of those custom made magnets that sticks to the side of your car that you can put on in 2 seconds and take off in 2 seconds.

When you’re in traffic just driving around you can potentially gain new fans and exposure just from living your everyday life. Similar to getting your car wrapped or graphics put on except this goes on and comes off in an instant.

I used to deliver pizzas and I wasn’t required to have the car topper on, so I had a magnetic sign on the side of my car as promo for my music haha.

### **63) Find Another Rapper With An E-mail List (FREE)**

If someone else doesn't want to collab but you have a similar sized e-mail list to blast your music to e-mail inboxes, do this unique kind of shout for shout and gain fans. It will take 30 seconds to do once you and another person agree. Unlike writing and recording a verse and mixing and promoting a song :)

### **65) Get Interviewed By A Major Music Site (FREE)**

If you have an interesting story, try to get yourself interviewed by a music site. A great story is more effective in making people like you and your brand than a good song sometimes.

This would be just as good as them posting up your music. Everyone is trying to get their music posted though, approach with a fun music story.

### **66) Ask Local Stores If You Can Promote In Their Store (FREE)**

If you can put a flyer up in the window at the store you get seen by every single person who goes in that store everyday. Maybe they will let you put your business cards on their counter? I used to put my business cards on the counter at the gyms I went to. Works great

Coffee shops, food joints, ice cream places. All places where people go and you may gain a new fan.

### **67) Post Flyers Up Everywhere (\$10 For Flyers)**

When I was at SXSW (music festival) this year. All people were doing was posting flyers everywhere to get their face seen and their name heard.

### **68) Post Stickers Up Everywhere (\$20 For Stickers)**

Get stickers with your name and social media made and post them up in bus stops where people sit and are bored. The Subway etc.

Disclaimer: Do this at your own risk. I'm not responsible for what you do. Be careful about graffiti and litter laws but this works.

### **69) Get On College Radio (FREE)**



Honestly you won't get on mainstream radio without jumping through A LOT of hoops. But college radio is a bit different! Search up college radio and start contacting those people and building relationships with the DJs.

### **70) Get On Internet Radio (FREE)**

These don't get a ton of listeners like mainstream radio but gaining 20 -100 fans is still 20 -100 fans!

Get on 10 radio shows and gain 1,000 fans.

Just find the contact e-mail of whoever runs it and contact them.

### **71) Partner With A Charity (FREE)**

Do free shows for a charity. It's great karma plus the people will appreciate and respect you just a bit more because you are so generous.

### **72) Actors And Athletes And Music (FREE)**

Actors and athletes want to be rappers and musicians. Find a unique way to cross promote with these people by offering them an experience in your world. Let them tour with you, collab with you or even shout for shout.

### **73) Always Do Meet And Greets At Shows (FREE)**

People want to meet the people they love listening to. ALWAYS DO MEET AND GREETINGS! If you have too many fans where that isn't possible, well then charge \$5 a head. Make some money but also know who is willing to pay to meet you. They want it more and clearly deserve more of your time since they are TRUE supporting fans, right? :)

### **74) Take Pictures With Every Fan And Person You Can (FREE)**

This goes back to the meet and greets. Every Time someone takes a picture with someone they like, what do they do? They post it on their Facebook and other social media and people then go to your profiles because of it.

This is an incredible way to promote yourself!

I often jump into picture of people I don't know if I see them taking a picture. It's a fun way to make friends if you have the balls to do it.

### **75) Create Your Own Online Radio Station (FREE)**

Make it play your music all day long. You never know who is going to tune in.

### **76) Find DJs Who Can Mix You In (FREE)**

If you can get local DJs to add your music into their mixes that people are listening to, that is free promotion!

Why not?

### **77) Do A Remix To A Popular Song (FREE)**

You see a lot of people getting a lot of views from doing remixes of songs.

This is because the major record label is putting the money behind promoting the original song and you get to experience a piece of that action by people stumbling onto your song. It's really that simple!

I literally wrote and recorded one this morning and I released 2 remixes the last two days.

### **78) Put Your Music On iTunes And Other Sites (\$30 Per Album)**

Just put it up there so it's there if people want to buy it.

It could also come up as a related result to something popular and you can gain a new fan.

You can put your music on iTunes, Amazon MP3, Spotify, Tidal and others by going here <http://www.SmartRapper.com/TC>

### **79) Use Your Signature To Promote Yourself (FREE)**

There is always extra space at the end of an e-mail and even text message on your phone.

Add a signature to your E-mail that gives a link to your latest work. Every time you e-mail someone you could be increasing the views and growth of your fanbase.

### **80) Give Free Downloads (FREE)**

We are in a world where you are lucky people are even listening to you. If they want your song, just give it to them. This way they can show other people and they can listen to your music anytime they want.

Don't force them to buy a song! You could be losing a longtime fan and free promotion because of that BS.



## **Basic Ideas That You Need To Know And Need To Use**

### **81) Respond Back To Everyone On Your Youtube Videos (FREE)**

This does numerous things for you

- 1) It makes you closer with your fan
- 2) It brings them back to your video getting you more views
- 3) It gets others involved in the conversation
- 4) It adds to the comment count on your video

Do the same on your Instagram pictures

### **82) Never Leave Promotion To Someone Else (FREE)**

If you want things done you need to do them yourself. This is a huge lesson I have learned over the years. You need to put in the work yourself.

### **83) Set up shop on every major media site out there (FREE)**

You don't have to use them, but you do want to lock down the screen names. Last thing you want is someone imitating you and giving you a bad name.

You also want to be able to promote on those sites if the day comes where that site is somehow relevant.

### **84) Use Catchy Subject Lines When You Send E-mails (FREE)**

If your e-mail's subject line doesn't catch people's attention then they might not even open it to see what you say!

So make sure when you send it, it entices them to open it. Or sending the email was completely useless.

### **85) No Matter What You Do, Provide Value. (FREE) This Is Essential In Life, Here's why:**

If you don't explain to people that THEY are getting something out of what YOU are offering then they will show less interest. This is human nature.

But if you can make them feel like what they are getting is providing something of value to them, it builds trust and a relationship that can grow into something more.

Don't you like people who go above and beyond for you where you barely have to offer anything in return? I know I do.

This e-book right here I was originally going to sell for \$15 but I said to myself "I want to have a 99 cent product on Smart Rapper that everyone can afford. Something that will help everyone who gets their hands on it. Something that will show that Smart Rapper products provide great value in order to gain trust and respect of Smart Rapper visitors."

So I created this. This e-book took me weeks to put together and find time to create. I know it provides VALUE because I even learned some cool ideas as I created this e-book because I brain stormed like crazy to think of a ton of great ideas to share our music.

P.S. Thank you for buying this E-book :) I hope you learn a lot from it and realize I put my all into creating these products to help you grow as an artist. If you want to check out the rest of my products you can visit

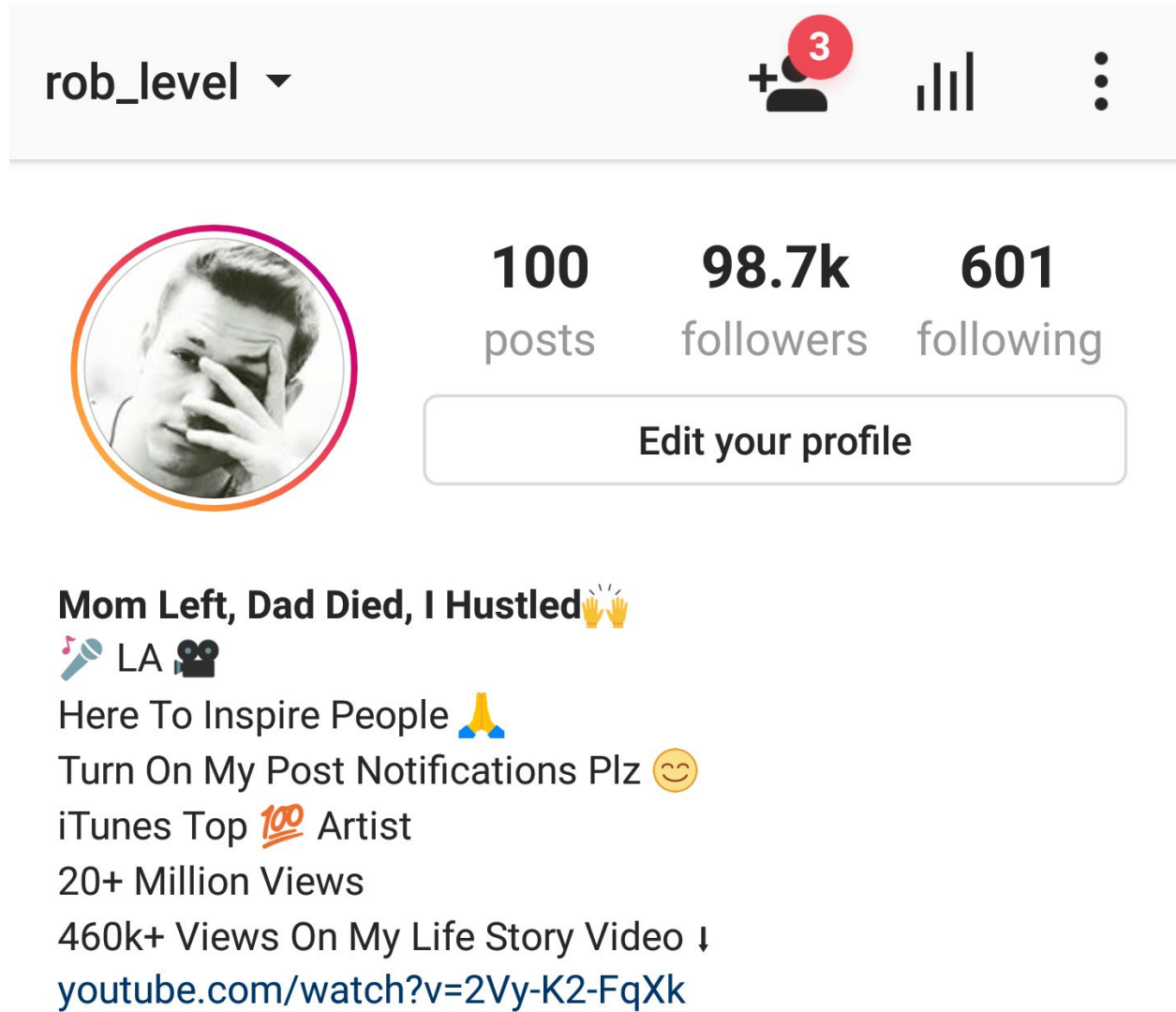
[www.SmartRapper.com/Products](http://www.SmartRapper.com/Products)

### **86) Market Your Accomplishments In Your Social Media Bios (FREE)**

This let's people know you have worked your ass off and you deserve at least a second of their time for a listen.

If you have no accomplishments it's a bit harder to gain someone's attention.

Here is an example using my Instagram Bio



### 87) Market Your Other Social Media In Your Bios To Gain Fans On Other Sites (FREE)

When you get fans on one site, you want to make sure they are on ALL of your other sites as well incase you release something and they don't see it on the one site.

This also helps if a site is starting to get used less. You have everyone migrated over and you can reach them there.

The last thing you want to do is to have 100,000 fans you can't reach anymore because Instagram dies or Facebook starts charging you reach them ;)

Notice I put my SnapChat right at the top of the profile so everyone can immediately add me on there.

I moved it to the top of my profile a few weeks ago when I was out and a girl asked me what my SnapChat was. I said “You just added me on Instagram but you didn’t see my SnapChat at the bottom of the bio?” She said “No, I only saw where you were from and I saw a link.”

This told me that most people read the top of the bio and scan to the bottom fast. So I instantly moved the SnapChat to the top. Since then I have had shit loads of people add me out of nowhere.

I’d pay 99 cents for that knowledge alone, let alone all of the other tips in this book! :)

### **88) Put Links That Lead Directly To Your Music In Your Bios (FREE)**

Some artist make the mistake of not providing a link directly to their music on their social media. Literally today a person who asked me to collab didn’t even have a link in his bio.

That’s a huge mistake, what If I could have checked him out, loved his stuff and actually collabbed? I couldn’t though because he didn’t utilize the link spot on his Instagram bio.

Notice at the bottom of my bio there is a CTA (Call To Action) telling people they can see my latest music video in that link.

It let’s them know that a link directly to my music is right in front of them and also it is the latest up to date stuff so it’s even more worth checking out.

### **89) Get A Legit Email (FREE)**

You don’t want to look amateur when sending those E-mails. Don’t send e-mails from [Bigrapper81745@gmail.com](mailto:Bigrapper81745@gmail.com)

Make sure it makes sense to you. [TheRapperGuide@gmail.com](mailto:TheRapperGuide@gmail.com) lets you know exactly what it is. :)

### **90) Don’t be Pushy! (FREE)**

No one likes pushy people. Be humble and down to earth. You can be in control without being pushy. You can be bold without being pushy.

You gotta finesse your way to things in life or no one will like you. Pushy is rude and arrogant. Remember, humble.

### **91) Be Charming And Charismatic (FREE)**

Make people love you! Never be cocky or condescending. Finesse! Have some charisma. There is a reason I named one of my albums 'The Charisma' because that charisma is what has gotten me where I am today.

### **92) Contact Info (FREE)**

List your PR contacts, booking, management, and label (if you are really signed) on your social media if you have the space to do so.

Make sure Bloggers and media can reach you for interviews and other stuff.

If your contact info can't be found, you may potentially get skipped.

I personally use all of the characters in my social media bios explaining credentials. If you have space provide your contact info.

### **93) Send More Than Just An E-mail (FREE)**

Most people just send an Email to music blogs and major media people that have their music in it. You don't realize that that isn't enough! In order to stand out you need to attach a picture of the song's artwork, a short bio about yourself detailing your story, the soundcloud link for the download as well as the YouTube link to the music video.

This shows a lot more effort than just sending an email that says "Check out my song here is the link."

That kind of E-mail shows absolutely no effort and no respect to the person you want to check your music out.

Would you click that? When I'm sent those heartless Facebook messages and E-mails, I sure as hell don't click them.

But when they have a little bit of effort and emotion in them, I sometimes check them out. Honestly.

### **94) Get Professional Pictures Taken Of Yourself (FREE - \$50-\$100)**

When you can attach professional pictures to your E-mails you look more professional.

When professional pictures are your social media bio pictures you look more professional. It's really quite simple!

You don't want to be out there using amateur pictures and being seen as an amateur. You can also put your social media on top of the picture. If you're attractive or look unique some people will add you just because of that.

### **95) Learn The Industry, The Game And Other Rappers (FREE)**

Learn the game and everything there is to know about it by watching interviews and studying the moves of other artist. This will help you avoid their mistakes and also help you navigate the game much easier.

### **96) Think Of Fans In Every Decision (FREE)**

Always consider if your fans would appreciate or like whatever you are doing. You are doing it all for them right? So consider them in all your decisions as well as in your creation of music.

### **97) Ask Fans What They Like (FREE)**

If you follow me on any social media you will see me make a post every few months that asks fans what they would like to hear more of and what they like. What songs they liked off the new project etc.

This lets me know what my fans like and what I should make more of.

It's common sense for you to do this but a lot of music artist get an ego and just think everything they are making is great and anything will work. That isn't the case.

You never REALLY know what is going to stick to people.

I have seen numerous interviews from major songwriters who have number 1 Billboard singles and they say that the songs they really thought would be the biggest are the ones that sometimes don't even blow up and the songs that they thought were just extra songs sometimes just explode and are the biggest hits on albums.

Your fans make the decision of what is great, not you. They are the ones listening and buying and spreading your music. Increase your chances of having a hit and making your fans happy by listening to what they say.



### **97) Start Promoting Early (FREE)**

Get people hyped up about your upcoming project. Consider that the excitement of Christmas is always just as exciting as Christmas actually is. So always pre promote the presents you have for your fans.

If you start too late you lose valuable buzz building time that could help you improve album sales and more. Trust me I have made this mistake before.

### **98) Don't Waste Money On Publicist (FREE)**

Low level publicist are just a waste of money. They will take anyones money and say they can get you placed. That right there lets you know it's a rip off. They take money from people who suck and guarantee placement? How is someone who sucks going to get placed anywhere? They suck!

A real music blog wouldn't post them! Get serious.

If you are going to get a publicist, get a SERIOUS PUBLICIST and make sure you are serious so they have something to work with.

### **99) Create Good Album Artwork (\$50-\$100)**

Don't use garbage artwork for your mixtape/album cover.

That artwork is promoting your entire project every time it is mentioned. Every single song that you poured your heart and soul into is being promoted by that artwork.

The last thing you want is people seeing a generic cover that makes you look like a complete amateur. I wouldn't even take the time to listen to someone's music who isn't professional enough to get good artwork made for their project. It shows they aren't serious and everyone will assume you don't take your music serious either.

### **100) Add Polls To Your Social Media And Ask Fans (FREE)**

Aside from just asking fans what they like in a status, you can do a really cool thing and add polls to your Facebook posts, Twitter Posts and Website asking fans what songs of yours they like best, where they heard of you and any other information you can use to understand more about your fan base and how and why they like you.

You can do more of that stuff to grow faster.

### **101) Seek Sponsorships (FREE)**

You can find a company or person to back your music and brand. This way you have finances for that next tour, project or whatever you need cash flow for to grow your music career.

Look for companies that would be interested in your kind of music and reach out to them telling them how you and them would be able to grow together.

### **102) Get Free Clothing To Save You Money (FREE)**

I get offered so much free clothing it is ridiculous. Why do I get offered free clothing?

Because clothing companies grow by having artist wear their clothes in videos and pictures.

If they give you a bunch of free t shirts that only costed them \$20 to make and you wear it in a music video that gets 1,000 views and a couple Instagram pictures that gets 2,000 likes in total. They just reached 4,000 eyeballs for \$20.

Plus they get to say you rep/wear their clothing. Of course they are going to hook your ass up with free clothes!

Anytime you see a clothing company, ask for free gear, you'll probably get it if you let them know you'll wear it in a music video and X amount of pictures.

### **103) Always Think Like A Business Because You Are A Business (FREE)**

You are a brand that needs to be marketed, grown, planned, built and protected. Realize that you are an actual walking company. Treat everything you do like a business would, not like a person.

Like Jay Z said "I'm not a businessman, I'm a business.... man."

### **104) Make Everything An Event (FREE)**

Make everything bigger than it is.

Make it exciting and fun. Is it your birthday? Make it an event for fans by releasing a new song or album.

People are always excited by holidays, birthdays, anniversaries and more. Take something normal and bland and make it extravagant.

### **105) Get Creative With Merchandise (FREE)**

Don't just make T Shirts, make mugs, bracelets, necklaces, flip books, notebooks, pens and more!

Get a box of pens made with your name on it and give them away for free. Every time people use the pen they will think of you.

Everyone has T shirts, think outside of the box.

### **106) Keep Your Content Consistent On Social Media (FREE)**

Always be taking pictures and shooting videos wherever you are in order to have more content to give to fans.

If you are always getting new content you have a better chance of getting more great footage to keep your fans entertained and paying attention to you.

### **107) Ask Fans To Buy Your Merch (FREE)**

You are in sales. If you don't ask, they may not even be thinking about doing it.

Let them know you want them to buy your CDs and T Shirts.

I hated doing this at first too, but I learned that it wouldn't happen unless I asked. They don't even think about it unless you make them aware it exist.

### **108) Use Signs When You Perform (\$50-\$100)**

When you come out on stage even if you announce yourself the crowd may not have heard you. If at any point in your set they suddenly start liking you and want to know what song you are playing, they need a way to instantly know who you are so they can search it in their phone or at least remember you.

So use a sign that has your artist name on it and your logo when you perform. This will help you retain fans easier!

After you buys the signs once you have them forever.

### **109) Create An “Insider” E-mail list (FREE)**

You can have more than 1 e-mail list. Adding people to an “insider” e-mail list will make being on that list even more special to them. Just give them an extra unreleased song when they sign up for it, or only allow people on the insider list who have bought merch from you. This way you know they are your hardcore fans who actually support you.

### **110) Communicate With EVERY SINGLE FAN (FREE)**

Yes this goes back to the talking to people 1 by 1 to make them a fan. But now I want you to realize you need to speak with them AFTER they are already a fan.

Every time you send a message back to a fan you create a stronger bond with that person to like you and want to support you.

Imagine right now how you would feel if your favorite rapper talked to you. Exhilarating isn't it!

### **111) Do Bundles/Combos When Selling Your Merch (FREE)**

When you combo things people feel like they are getting a better deal, so you will have a lot more merch!

Start comboing T Shirts with CDs and other items to increase sales.

### **112) Throw In Extra Free Stuff When People Buy Your Merch (\$1-\$3)**

When a hardcore fan buys a T Shirt or Autographed CD throw in something like a wristband or stickers that only cost you 50 cents. They will receive their merch and love you even more.

### **113) If you can't Afford To Add Extra Free Stuff (FREE)**

Write them a handwritten note that tells them thank you and you appreciate them. That makes it all even more special and that is how you create a hard core fan for life.

They may even frame it.

### **114) Hire A Smart Friend (Bribe Them With Pizza - \$10)**

If you want to make sure your SEO (Search Engine Optimization) is right and music is getting heard, hire someone who knows a ton about technology and who can offer advice and help on getting things fixed digitally or offer their skillsets that you don't have.

You do the music, they do the technology. You learn from them and eventually you can do it yourself.

#### **115) When You An Opener For A Big Artist Here Is A Cool Trick (FREE)**

The venue will give you tickets to sell. If you can't get the tickets all sold, try posting them on E-bay. You never know if someone will purchase the ticket just to purchase the ticket.

I mean, people have paid a lot of money for Brittany Spear's hair on E-bay haha

#### **116) Make It As Easy For People To Buy Your Tickets To Shows Online (FREE)**

This one is self explanatory. Make sure that people can get their hands on your tickets with no problem. Sometimes there is back end issues you will need to deal with. Help them out.

#### **117) When Selling CDs And Merch Offer Special Discounts (FREE)**

Offer discounts to military in your country, student discounts for people who can't afford stuff and even senior discounts if you got the oldies fans haha.

#### **118) List Your Shows On ALL Show Websites (FREE)**

You never know who is looking at what website. Make sure you go find all of the current show websites and you list your show on there.

#### **119) Create Vlogs (FREE)**

Create something other than music for your fans to get to know you and start to like you more. This increases loyalty! People love when I do live streams and get on webcam to talk to them.

#### **120) Make A Release Schedule (FREE)**

People like consistency. If you are releasing 1 vlog a week or even 1 vlog a month on the same day people will start to expect it and they will subscribe and check back.

#### **121) Release Your SnapChats As Vlogs (FREE)**

Don't have a vlog to release? Do what I do and combine all of your SnapChats into one video to upload to your social media channels.

This also promotes your SnapChat in a genius way. Everyone will want to add you and you will get more eyes on you.

### **122) Create A Google Voice Number And Communicate With Fans (FREE)**

This way you don't have to give your real phone number out like Mike Jones. Fans can text you feeling like they have your REAL NUMBER and feel connected to you and you can text them back if you want or when you get freetime.

This will make them even more loyal and hardcore.

### **123) Do Live Video Streams (FREE)**

I used to sit on Stickam.com for hours with fans and 1,000+ people would be sitting there with me just talking.

It is a great way to interact with your fanbase. Nowadays there are other sites like tinychat that you can use. Just look for free live streaming sites.

### **124) Tell Fans To Promote Your Music (FREE)**

If you don't ask them, they may not think to do it. Similar to them buying merchandise.

People want to help though if they are fans! So be proactive and ask your fans to promote your new single, your new album and your new shows.

A good example is a post I made on my Facebook page. 5 people had shared it until I asked them to share the last post. BAM 188 shares. Before it had 5 shares... come on!

Ever heard the saying ask and you shall receive? :)

### **125) Stay Up On Music News And The Growing Industry (FREE)**

You want to be great then you need to be informed and ahead of the curve. Read sites like Hypebot.com DigitalMusicNews.com MusicThinkTank.com and others.

I've written articles for HypeBot.com that's how you know they post good stuff haha ;)

### **126) Do A Virtual Show And Charge Or Don't Charge (FREE)**

There are websites online where you can do a livestream of you performing for your fans and they can pay you, tip you and other things. Pretty cool right! Google and find the best site you would like to use.

### **127) Add Local Rappers And Musicians On Facebook (FREE)**

This way you can connect with them and network for later collaboration or even getting more people to your shows or doing a show together with them to cross promote each other.

Like their page and inbox them. It's that easy.

### **128) Go to Big Music Festivals (Gas Money)**

Everyone who is somebody will be at these music festivals and you need to be there too!

The best part is these festivals are fun as f\*\*\*!

### **129) Give Your Music Away FREE On Torrent Sites (FREE)**

Just put it up there! Never know who may stumble across it.

### **130) Tag People On Facebook When You Release A New Song (FREE)**

Yes, it's annoying, but you never know who will actually listen when you release that song!

This will get you your first 50 -100 views on every new song and it will snowball from there!

### **131) Tag Your MP3s Properly (FREE)**

Most people don't think about this but when someone has your song in their car or computer make sure that the MP3 is tagged right so a friend listening can see on the display screen who and what they are listening to.

You can also put your website in the tags. I personally put a little "Thank you for listening :)"  
Note. :) I don't know how many people have seen that, but I'm sure it makes them smile at least a little bit.

### **132) Create An E-mail List For Your Fans (FREE)**

On your website you need to be collecting emails. Collecting emails allows you to contact your fans anytime you want by sending an email out to them.

You can use E-mail service providers such as the one found here [www.SmartRapper.com/AW](http://www.SmartRapper.com/AW)

### **133) Set Up Google Alerts For Your Artist Name (FREE)**

Everytime someone mentions you anywhere on the internet you will get an e-mail linking you to where they are talking about you. Then you go to the website and you talk to the people there to let them know more about you and gain more fans.

### **134) Catalog Your Google Alerts (FREE)**

Anytime a website mentions you or features you keep track of it. Take screenshots of it and put it all into a folder or make a PDF file that you can use for media coverage later. Showing that you have been posted by a lot of websites will add to your credibility.

### **135) Do At Least One Thing A Day To Move Forward (FREE)**

Don't let a single day pass without doing at least one thing that will get you closer to your music superstar goals.

Write lyrics, come up with song ideas, record a song, shoot a video, market your music, ANYTHING! The more the better!!!!!!!

If you can say you have done at least one thing TODAY to move yourself forward as a music artist, then today was a good day.

Every single day you are getting closer to your goals and dreams.

### **136) Grow 10 Times Faster By Learning From Someone Else (Invest In Yourself)**

If you can find a way to learn how to write songs better, write lyrics faster, market yourself way better and every other aspect of a music career than you are going to grow 10 times faster than you would by having to make those mistakes and failing 100 times.

That is acutally the primary reason I created SmartRapper.com so you could learn from my mistakes and avoid the learning curve.

I wished I had something like Smart Rapper when I was starting because It would have saved me years of trying and failing at things. It would have saved me from mistakes that took a very



long time to recover from. It would have saved me money. It would have saved me time researching what gear I needed. It would have made me better faster.

This part may seem like self promotion but I'm just being completely transparent and honest. The courses I created on [SmartRapper.com/Products](#) are there so that you can immediately learn techniques that took me 10+ years to learn.

Instead of sitting around trying to figure out the methods, why not just find them out instantly and watch me do them right in front of you in studio?

That is how you grow 10 times faster. By letting someone show you.

Mozart didn't become amazing at piano on his own, he had a teacher for YEARS. Ben Franklin worked many apprenticeships to learn his skills. Everyone grows to become great by learning from someone.

Again, it seems like self promotion (and it is) but it's also incredibly honest and true.

Here are a list of things I have created to help you out a side from this E-book.

You can tell from the quality of this entire thing that took me weeks to put together that I put my all into everything I create. You will see the same with every other Smart Rapper course.

#### [The 200+ Best Hip Hop Blog's E-mail Contact List](#)

This will help you immensely. I took 7 days of my life to hand pick each and every e-mail across the internet. I just saved you an entire week of life on this planet with this. Enjoy those hours by writing lyrics in what we went over in this book.

#### [The Ultimate Guide To Finding Your Coolest Rap Voice In 15 Minutes](#)

Find your best rap voice using scientific mind hack tips. Super easy and super fast. Remember, I teach from a unique angle. Having sold thousands of copies so far with nothing but thank you e-mails, It must be working.

#### [How To Write Song Choruses Like The Pros](#)

I have a full songwriting course from A-Z. It includes 6 hours of real footage of me in the studio writing lyrics and writing songs then bringing them into pro tools and organizing them.

This course includes the course below. It also includes all of the other Smart Rapper products free since this is the top package.

### [How To Write Rap Lyrics Like A Genius \(Punchlines And Wordplay Explained\)](#)

This is a 3 hour on screen demonstration of me actually doing my daily 1 hour writing session. Then I take an 8 bar verse and rewrite it using punchlines and metaphors then again using multis. It is all right there to teach you how to write witty lines and how a professional artist does it.

This course is included in the course above.



If you combine every single strategy in this book in a way that fits your daily and monthly goals, you will be able to reach 100s of thousands of potential fans. Be creative, invest some money into your marketing and get your music heard and grow.

As always, I believe in you. Keep pushing forward.

## **SPECIAL THANKS**

I'd like to thank my fans for the inspiration to push through everything and get here today. I'd like to thank them for asking for help and it driving me to make the highest quality content I can on SmartRapper.com (like this E-book) to help them.

## **DISCLAIMER**

This book is designed to provide information on music marketing and career building. It is sold with the understanding that the publisher and author are not engaged in rendering legal, accounting, or other professional services. If legal or other expert assistance is required, the services of a competent professional should be sought.

The ideas provided inside are showing creative ideas that you can use to further your music career.

**Written by:**

[www.SmartRapper.com](http://www.SmartRapper.com)

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