



The 3-Step Artist Money Map

**How to start earning from your music without a label, millions of
streams or wasting years of your life.**

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The Music Mentor

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Introduction

Most artists think money comes later - after a deal, after playlists, after “making it.”

That mindset keeps them poor.

The Truth: You can start making money from your music right now.

This guide will show you the 3 essential steps every artist must follow to turn fans into income.

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Step 1:

Build Trust Before You Sell

(Root Cause of Failure: Impatience)

You can't skip straight to asking for money.

Fans invest in artists they trust.

That means creating connection before selling.

- **Share your story, not just your songs.**
- **Let fans see who you are as a person.**
- **Make them feel like part of your journey.**

 **Friendships before transactions.**

Quick Exercise:

Write down 3 ways you can give your audience value this week without asking them for anything in return.

- 1.**
- 2.**
- 3.**

Step 2: Create Your First Offer

(Root Cause of Failure: Fear of Selling)

Most artists are terrified to ask for money but...

...People actually like buying things.

You aren't scamming someone by selling them something they want and/or need.

Once trust is built, make a small ask.

It doesn't need to be complicated.

Examples:

- **£5 digital single sold direct to fans.**
- **£20 t-shirt or hat.**
- **£50 private livestream.**

The point isn't to get rich overnight.

It's to work out what your fans want.

Quick Exercise:

Pick one small offer you could create this month.

Outline how you'd promote it.

Step 3: Scale With Systems

(Root Cause of Failure: Lack of Structure)

One-off sales feel good but systems create careers.

You need a way to take someone from casual listener → loyal supporter → superfan.

That means:

- **Build an email list or fan community.**
- **Create repeatable offers (bundles, memberships, merch drops).**
- **Introduce upsells (song → merch → tickets → premium support).**

Quick Exercise: Sketch your “Money Ladder.”

What’s the cheapest way someone can support you right now?

What’s the most expensive?

Fill in the steps in between.

Recap

To turn your music into money, you need three steps:

- 1. Build trust before asking.**
- 2. Create a small first offer.**
- 3. Scale with systems.**

Don't wait for a label.

Don't rely on playlists.

Take control and build income directly with your fans.

Final Note

This isn't just theory.

The sooner you start, the sooner you'll see music pay you back.

Stop relying on streams.

Don't sit around waiting for a label.

Take control.

**Apply to work with me at
www.themusicmentor.co.uk**

