

THE MUSIC MENTOR

THE VISIBILITY GUIDE

How to Go From Hidden Talent to a Growing Fanbase (Without Wasting Years on Guesswork)

The Honest Truth

If you've ever caught yourself thinking:

"I just need people to find me," then this is exactly for you.

You don't have a music problem - you have a visibility problem.

The truth is, there are thousands of talented artists who never get heard - not because they aren't good enough but because no one ever showed them how to build demand for their music before trying to promote it.

You don't need luck.

You need a plan.

This short guide will show you the exact path I use with my clients to help them grow a real audience - without ads, fake followers or endless waiting.

By the end, you'll know what stage you're at, what's holding you back and what to do next to start building a fanbase that actually cares.

If, after this, you want me to audit your social media and personally map out your next 30 days, you can book a Social Media Audit for just £67 (Links Below)

The 3 Stages of Visibility

STAGE 1: The Anonymous Artist

You've got good songs, maybe even great ones but no one's hearing them.

You post occasionally, maybe a cover here, a clip there... but there's no system, no pattern your audience can latch onto.

You're in "Hope Mode" - hoping someone discovers you.

That's not strategy. That's roulette.

The Fix:

Before you post anything else, get clarity.

Who are you?

What's your story?

What's your lane?

We don't have to build a brand - we can uncover one!

STAGE 2: The Recognisable Voice

You've stopped chasing trends and started building themes.

Your audience begins to expect a certain vibe or tone.

People start recognising you before they even check your username.

You've found your thing but you're inconsistent or unsure what to post next.

The Fix:

You need structure - a weekly content rhythm and clear calls-to-action that drive engagement and growth.

We build this together inside my 3-Month Social Media Mentorship, where we design your entire ecosystem (content → engagement → monetisation).

STAGE 3: The Magnetic Artist

You're not chasing visibility anymore - it's chasing you.

Your posts generate conversations, duets, fan art, or local demand for gigs.

You're starting to see results: ticket sales, streaming growth, collaborations, or sync interest.

The Fix:

This stage is about refinement, scaling, and maintaining momentum.

That's where I stay by your side week-by-week - refining your tone, campaigns, and conversions so your growth becomes inevitable.

Identify your current stage and write it down.

That awareness alone will change how you approach everything you do from here.

Quick Wins You Can Do This Week

These are three low-effort, high-impact actions you can do today to start shifting your visibility:

Repost your best performer

Scroll back and find your most viewed or most commented video.

Repost it with a new caption or title.

People forget - algorithms don't.

If it worked once, it'll likely work again.

Analyse what worked about it and recreate it from different angles.

Post and observe.

Start a micro-story

Instead of saying “New song out soon!” - start a conversation:

“I wrote this after someone told me I’d never make it out of my hometown.”

Stories convert strangers into fans.

Create connection, not just “content”.

Comment back, ask your followers questions, and reply to DMs.

Most artists post and vanish - the winners engage like humans.

If you do these for 7 days straight, you’ll start seeing signs of life.

Do you want The Music Mentor to give you a guide on what to post, when, and why - based on your current pages?

That’s what the Social Media Audit is for.

He’ll pinpoint what’s holding you back and how to turn your audience into real fans.

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Personal Note from Paul McBride

The Music Mentor

I’ve worked with hundreds of artists who were in the same position - stuck between passion and paralysis.

They were able to take positive steps with these types of ebooks but ultimately needed a system and a mentor who actually gets it.

I’m not here to make you “go viral” once and move on.

I’m here to make you visible consistently, authentically, and profitably.

You can keep working alone or we can map out your next 90 days together - properly.

Here are two ways I can help:

The £67 Social Media Audit - quick, specific, and actionable (A written guide based on where you are now)

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or

The 3-Month **Social Media Method** Mentorship - full transformation, built around your goals, voice and lifestyle.

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Whichever feels right - start now.

Momentum loves action.

See you inside,

Paul McBride

The Music Mentor

www.themusicmentor.co.uk