

**THE SECRET
TO ATTRACTING
THE RIGHT ARTIST
TO YOUR
BEATS!**

WRITTEN BY

CRAS

EXCLUSIVE PREMIUM E-BOOK

THE SECRET BEHIND FINDING THE "RIGHT" ARTISTS

BOTTOM LINE: THE KIND
OF ARTISTS YOU ATTRACT
WILL DEFINE YOUR
SUCCESS AS A PRODUCER.

I USED TO STRUGGLE WITH
FINDING THE RIGHT
ARTISTS TO LOCK IN WITH.

IT SEEMED LIKE IF I
SPOTTED AN ARTIST WITH
TALENT, THEIR
COMMITMENT DIDN'T SEEM
TO MATCH MINE.

WE AS PRODUCERS KNOW
IT TAKES HOURS OF
GRINDING TO GET TO THE
GOAL.

WE KNOW IT CAN BE
HOURS UPON HOURS IN
THE LAB, WITH NOTHING
TO SHOW FOR IT....

THAT'S PART OF THE
PROCESS....

ARE YOU THE ONLY ONE WHO "GETS" IT?

WE ALSO KNOW THAT NOT
EVERYONE SHARES THIS
SAME UNDERSTANDING
AND PERSPECTIVE.

IF YOU ARE ATTRACTING
AN ARTIST THAT IS ONLY
FOCUSED ON MAKING 1 HIT

AND THEN HAVING ALL OF
THEIR DREAMS TAKEN
CARE OF

THEN THEY PROBABLY
AREN'T GOING TO LAST.

AND THEIR MINDSET IS
MOST LIKELY GEARED FOR

A SHORT SPRINT VS A
MARATHON.

ITS VITALLY IMPORTANT
FOR YOU START TO
ATTRACT

HIGH QUALITY ARTISTS....

THE 4 REQUIREMENTS!

FOR EVERY PRODUCER ITS DIFFERENT BUT HERE'S A SAMPLE OF WHAT A HIGH QUALITY ARTIST MIGHT LOOK LIKE TO YOU:

1. AN ARTIST THAT'S SERIOUS ABOUT THEIR MUSIC

2. AN ARTIST THAT UNDERSTANDS THEY HAVE TO INVEST INTO THEIR OWN CAREER AT A MAXIMUM IN ORDER TO MAKE IT.

3. AN ARTIST THAT UNDERSTANDS IT TYPICALLY TAKES ABOUT 5-6 YEARS OF SUPER HARD WORK TO "BLOW".

4. AN ARTIST THAT VALUES A PRODUCER THAT CAN CONSISTENTLY MAKE THE TYPE OF BEATS THAT GET THEM INSPIRED TO WRITE GOOD MUSIC.

THOSE ARE 4 QUICK CRITERIA WE CAN START WITH.

WHICH IS EASIER TO GET?

YOUR OBJECTIVE AS A PRODUCER SHOULD NOT BE TO SELL 100 BEATS A MONTH FOR 10 A PIECE TO MAKE \$1,000 A MONTH.

YOUR OBJECTIVE IS BEST ACHIEVED FINDING 10 PEOPLE TO SELL YOUR BEATS TO FOR \$100 A PIECE.

DO YOU THINK ITS EASIER TO FIND 10 PAYING ARTISTS OR 100 PAYING ARTISTS?

I'LL GIVE YOU A HINT....FINDING 10 IS EASIER.

MARKETING YOURSELF HAS A LOT TO DO WITH YOU UNDERSTANDING ONE THING.

YOU'RE NOT ONLY A PRODUCER. YOU'RE ALSO A MARKETER OF YOUR BEATS.

WHAT'S THE BOTTOM LINE?

WHEN YOU UNDERSTAND
YOUR SUCCESS IS
DIRECTLY TIED TO YOUR
ABILITY TO MARKET YOUR
BEATS, YOUR WORLD WILL
OPEN AND PROFITS WILL
START FLOWING IN.

YOUR HOMEWORK
ASSIGNMENT IS TO CREATE
YOUR OWN LIST OF
CRITERIA FOR THE
“PERFECT” ARTIST FOR
YOU!

WHAT IS A HIGH VALUE
ARTIST FOR YOU?

BEFORE YOU CAN MASTER
SELLING YOUR BEATS AND
MARKETING YOURSELF,

YOU HAVE TO FIRST
DEFINE THE TYPE OF
ARTIST THAT ALIGNS BEST
WITH YOUR SPECIFIC
STYLE OF BEATS.

THIS EXERCISE IS
VITALLY IMPORTANT ON
YOUR ROAD TO PRODUCER
SUCCESS!