

The Indie Journey to Success

Resource List

Identity, Purpose, Mission and Talents:

Heart Compass and Process of Creation:

<https://www.mandybrooks.com/indie-journey-to-success-links>

Step 1:

Goals and System:

SMART GOALS (Setting Goals):

<https://www.mandybrooks.com/indie-journey-to-success-links>

Trello (Organizing Goals):

<https://trello.com/>

Google Suite/Google Drive (Storage and Organization For Assets)

<https://www.google.com/drive/>

Step 2:

Branding and ICA:

Canva:

<https://www.canva.com/>

Branding Board Template:

<https://www.canva.com/templates/EAFyACyOMuQ-black-minimalist-aesthetic-brand-board-style-guide-a4-document/>

Step 3:

Website and Socials:

<https://www.wix.com/>

<https://www.squarespace.com/>

<https://bandzoogle.com/>

<https://www.capcut.com/>

<https://www.loomly.com/>

Step 4:

Funnel and Audience Building:

<https://mailchimp.com/>

<https://flodesk.com/>

Step 5:

Streams of Income:

<https://www.printful.com/create>

<https://www.stickermule.com/>

<https://www.taxi.com/>

Step 6:

Community:

<https://www.mandybrooks.com/idlewild>

Step 7:

Marketing and Promotion

<https://www.cyberprmusic.com/>

<https://www.omarimc.com/>

Step 8:

Reassess and Build:

Spotify for Artists, Apple Music for Artists, and YouTube Analytics are great for tracking streaming and audience demographics. Tools like Hootsuite or Buffer can help track social media engagement. Google Analytics is useful for website traffic, and Chartmetric provides comprehensive industry analytics.

Misc:

<https://www.fiverr.com/>

<https://www.airgigs.com/>