

# THE INDIE JOURNEY TO SUCCESS

## Step 1

#### **Goals and Systems** Goals, objectives, organizational systems, and budgets

## Step 2

# **Branding and ICA**

Developing your logo, values, archetype, fonts, colors, brand voice, etc Identifying your ICA

# Step 3

## Website and Socials

Establishing and designing your website, SEO, update soicals, develop posting schedule, etc

# Step 6

Step 8

**Reassess and Build** 

Study analytics, budget, etc.

your heart, reorient, and go

again!

Step 7

**Marketing and Promotion** 

Strategizing your marketing

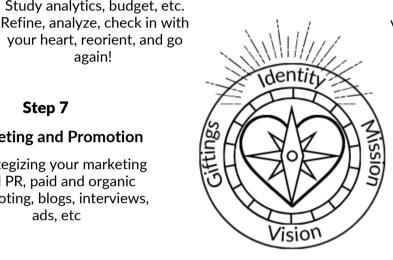
and PR, paid and organic

promoting, blogs, interviews,

ads, etc

## Community

Connecting into community, an accountability team, a supportive community of like-minded people, etc



## Step 4

### **Funnel and Audience Building**

Creating a funnel, designing your customer journey, building your audience

#### Step 5 Streams of Income

Developing your various streams of income: merch, sync, streaming, gigging, songwriting, touring, etc

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