

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

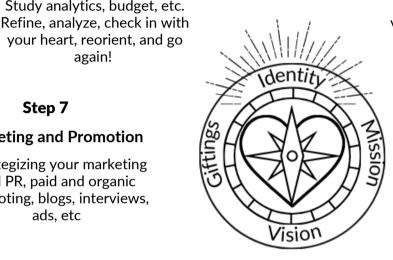
and PR, paid and organic

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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