

Effective Marketing & Success Secrets For Creative
Entrepreneurs



GROWTH FARMING FOR MUSICIANS

FROM A CONVERSATION WITH



SETH GODIN

BY D GRANT SMITH, AUDIENCE GROWTH
FARMER

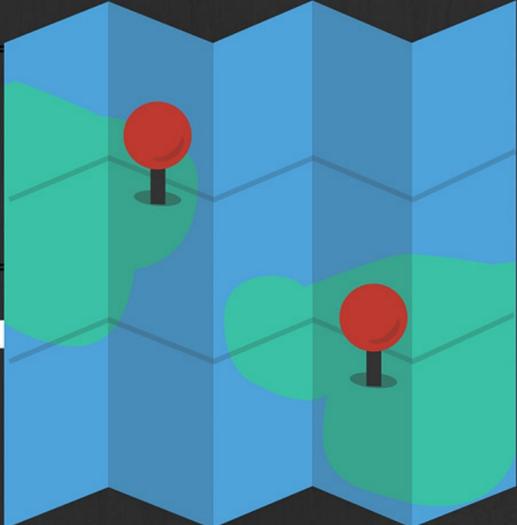
Farm Your Audience Growth: The Seth Godin Method

Compiled From A Podcast
Conversation On The DIY Artist
Route w/ D Grant Smith
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THE DIY
ARTIST ROUTE

P  DCAST



with
D Grant Smith

Musician, Entrepreneur,
& Community Growth Coach



How do you get someone you don't know, & highly value to notice you?

You may be wondering how I got a conversation with best-selling author and world-renowned marketing expert Seth Godin.

I was wondering how I did it too at one point. In a little bit I'll tell you the story of how it happened, but first off let's look at some important areas that will be addressed more in this EBook.

The first is the term "Growth Farming."

Truthfully, this term is the result of the conversation Seth and I had. When you listen to the podcast, the very end of our chat is a discussion on the idea that "the grass is always greener somewhere else." It's that classic notion that if we only had what someone else already has, then we'd be set.

For musicians, this is something we deal with all the time.

"If I just had a bigger following on Twitter then it'd be easy to get more people to my shows."

"If we could just get booked on this massive music festival then we'd finally get discovered."

"If we could just get a label to pick us up then we wouldn't have to market ourselves and we'd have media coverage."

Do any of these sound familiar?

If you've thought that you just need something else that someone else has to grow and build success, Seth Godin's wisdom is exactly what you need.

There isn't a one-size fits all answer to how to get someone of influence to notice you and give you attention. However, the power of intention can play a big role. You do have to be authentic, and have had some experience with the work of the person you are seeking the attention from.

That means that sending a cold email to someone you haven't read, listened to, or had an experience with through content isn't going to work for you.

One of the best things about relationship building in an organic way (hint: growth farming) is the opportunities to learn from people who have done what you want to do. Isn't this why we read so many books & blogs, attend webinars, and listen to podcasts?

I've been a long time reader of Seth Godin's work, both his daily blog and his many marketing books. I've felt for a long time like Seth's concise wisdom gives me the next step I can take to go a little bit further and a little bit further.

Kind of like a Modern Marketing Moses in the infinite desert of possibilities, leading us to the Promised Land.

One day I just wanted to say "Thank you!" for all of the ways his work has blessed me, so I did via a short, heart-felt email. Doing so created a conversation between us that led to a conversation and learning opportunity. It was here that I discovered Growth Farming, which is what I'll share with you here in this Ebook (and podcast).

I talk a lot about Being Uncommon. It's a subject Seth covers in detail in his book *Purple Cow*. I urge you as a creator, builder and member of humanity to be a positively uncommon person for the betterment of yourself and all of us.

Read Purple Cow to get a great understanding of how Being Uncommon is what creates the ability to Stand-Out in a crowded music marketplace.

This conversation, like any talk with someone you respect, shines a lot of light on ideologies you and I have both dealt with in our lives. A big one is **FEAR**, which is one of the subjects in Seth's book *What To Do When It's Your Turn*. Growth is scary, but it can be done when we have the right perspective.

Let's start with a few questions that come to mind when we look direction and a path forward in growth and success:

What does it really mean to grow in the creative space of music, art, and entrepreneurship?

How can we as creative people turn our work, and our passions, into something that other people will want?

What steps do we take to make this growth happen?

How can we ensure that what we do will be meaningful to the people we want most to connect with?

It's one thing to read a How-To blog article that promises to explain something but never actually delivers.

It's something else when you get to hear from a marketing and growth expert personally. Who tells you specifically what it means to be unique. To stand out. To gain more good attention.

And to be meaningful to the people you want to connect with most. That's what Growth Farming is, the Seth Godin way.

I mentioned earlier a thought I had regarding how valuable Seth's books and blog have been in helping me gain direction on a small scale, just a little each day. That direction is essential. What's more important though, is understanding where you are, what you feel in the place where you are, and what you want to do to change that.

Do you feel like you've been wandering in an unknown land, trying to navigate the course towards success and growth as an artist or creative entrepreneur?

I sure have. If you've left your job or what you were accustomed to doing, so you could build your own thing, you understand. All the choices, options, and things you're "supposed to do" to win in this game can easily consume your time each day. That's why Seth Godin has been like a Moses for a lot of people, including me.

Growth Farming The Seth Godin Method: Audience & Fan Growth

On the subject of audience building, in regards to Seth's work, it's important to point to a few specific reference points where his insights and direction comes from. Prerequisite reading (if this were a class or a course) would be the books Tribes, Purple Cow, and Ideavirus.

Tribes is all about how we are naturally drawn to groups of people based around our values, interests, fears, and hopes.

We are also looking for leaders to guide these tribes. In regards to audience growth, the Tribes concept is even more applicable because the digital revolution has changed so much of how we communicate and connect with each other.

Purple Cow is all about the art of standing out, how following the bandwagon (or doing what "everyone else" or the popular people are doing) is a sure-fire way to blend in and never be noticed. Instead, be the thing that people can't stop talking about.

Ideavirus is about getting people to spread the word about you. It's the concept of organic marketing, word-of-mouth buzz that causes the word about you to spread to places you didn't have connection to before.

These are great additions to your library and have a wealth of insights into the growth process, all in just a few short pages (another strength of Seth's).

Regarding audience growth, the term is framed around the idea that you're not just adding people to your fan base, or that you even have a fan base. Building your audience (aka fans) is about growing your tribe. It's about cultivating a connection with real people who are passionate about you, your art, and your story.

It's the story that matters most.

It's like Seth says, "The goal is not to have a fan base, though Kevin Kelly's 'Thousand Fans' is a critical idea. The goal of connecting with a tribe is to understand:

A). It's not for everyone and

B). The people who it is for are seeking connection and they're hoping to be seen."

There's an interesting point about distinguishing between people you make art and people who are artists. They're not one in the same.

Your audience tribe is seeking connection with artists, not people who just make art. There's a difference between a person who grabs an old lyric sheet of Bob Dylan's and plucks chords and someone who writes original music that inspires change.

One is a singer/player. The other is an artist. Tribes want to connect with true artists because art is inspirational. It creates change. It also requires risk.

"What we have to do first is commit to this idea that if we're going to make art we're going to be wrong, we're gonna be on the fringes, we're going to be rejected, we're going to do things that might not work.

"It's going to be personal. We're going to be vulnerable and we're going to connect it to other people. A lot of people aren't up for that."

It's a completely different discussion to have with an artist than it is for someone who copies someone else's work. This is why creating the connection with real people based on the experience you have with their work is so vital. Real artists have experiences that they share with others in their own unique way.

Experiences are stories. Stories create connection. They build interest. They get people talking, and relating, and sharing.

If you're up for being an artist instead of someone who makes art, if you're willing to test yourself and be vulnerable, to put your creativity and passion in a place where it can be celebrated, rejected, criticized and praised, read on.

Most artists don't have tribes. They aren't looking to build a connection with other people that fosters community and creates opportunities for everyone involved. Instead they want fame, and equate this notion of fame to success. Remember the list of "if only's" from earlier?

If only more people knew me or knew about me (fame) then I'd be successful.

Fame and success aren't one and the same. Often fame takes success from people more than it causes it. Regardless, the pursuit of connection with other people who share your values, stories, and perspective on the world links your art to those who need & want it most.

"Most artists don't have a tribe. Most artists connect to a tribe that already exists."

There's a good chance that your tribe has people who are members of other tribes, all intersecting with each other based on personal preferences, stories, and ideologies.

For musicians, this is why knowing who you sound like or which artists (who are known or in the mainstream) have songwriting dynamics similar to you. Or perhaps your shows are similar in production, pyrotechnics, or costumes. These similarities create the link that draw in new members to your audience group.

The purpose of building a connection with your tribe is not to become famous or gain such recognition that everyone in the world is celebrating you. The purpose of building this kind of community is to better connect with your SuperFans.

Your SuperFans are the passionate people who live and breath your art. What you do, your music and your songs, are a part of their lives. You have written the soundtrack to milestones in their journey to where they are now. They celebrate your work by owning your music (often both digital tracks/albums and CD or vinyl). They buy your merchandise, they attend your shows. Sometimes they get your branding tattooed on themselves, or make videos of themselves playing your songs.

In other places, your SuperFan might be called your Diehard fan, or core audience. These are the people who make careers for musicians because they not only fund the work of the artist, but they also spread the gospel of your songs to people they know. I call it gospel, because that's what brand/music evangelists do. Your music is so valuable and powerful to them that they market your music in ways you could never do yourself.

How do you make a stronger connection with your tribe that leads to having SuperFans? Seth says,

"Pay attention to other people's narrative, what it means to wear your T-Shirt. If someone goes to school wearing your T-Shirt, what are they saying about themselves? These are choices you get to make before you make the T-Shirt."

What connects people to your tribe to become SuperFans?

Think about the stories we tell as artists. It's everything we are and how we communicate that to others.

There's a very important thing that all of us as creative people have to wrap our heads around, and it seems easy on the surface but is also more complex as we dive deeper.

It's the aspect of storytelling. Everything we do tells a story. Our actions and our thoughts are linked. Our movements and our conversations are linked. What happens externally that we create is a product of the thoughts and inner contemplations we have as individuals.

What stories we tell ourselves become who we are.

From a growth standpoint, I've adopted a practice that I repeat every single day. It's become my story, and it's become something that is creating new opportunities for connections with people I've always wanted to connect with but never knew how.

It's simple, and it's Growth Farming at its most basic.

I go for a walk and do a series of affirmations where I plant positivity in my mind and heart. I say it outloud. I state it as fact. I tell my mind, psyche, and heart this story. Every day it comes more and more true.

That's a practical side of the coin, both from a practitioner aspect of this subject as well as tying in the principles of storytelling to create change. Our SuperFans are those who sync with the stories we tell. Those who create the best connection with real, passionate tribesmen and women are those who tell great stories and who do it consistently.

What makes for great stories and great story-tellers?

"Everything we do is designed to make someone else change. If you decide you want to change someone, you need to figure out who you want to change, because different people will be changed by different stories."

Knowing who you want to change has everything to do with identifying the types of people you want in your tribe.

It's about being specific. This is why artists who make fame their #1 priority spend much (if not all) of their careers struggling to make ends meet, and complain that it's unfair other people get opportunities they dream about.

The same is true when it comes to choosing the vehicles of spreading the word about your music. Radio, for instance, has hundreds of thousands of options for musicians and music fans.

Is every radio station, both those online and those on the FM/AM dial ideal targets for you to get your music heard?

Absolutely not. You being specific about which stations are telling stories similar to yours, or who share similar tribes people makes the difference in that music promotion opportunity being fruitful for you.

Take These Insights To The Next Level



Want to know how to apply
these Growth Farming
methods to your work?

I help musicians and creative
entrepreneurs like you build
strong connections with your
audience base.

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