



# How To Find Your Audience

A guide for recording artists

Victor Smith,  
Artist Mentor



# Locating Your Ideal Audience

*As musicians, we want our music to be loved by everyone. Well, maybe not everyone in the world, but at least everyone who hears it (or everyone we know). We make up reasons why everyone we talk to will love our songs:*

“If you like good music, you’ll like my music.”

“My songs transcend musical tastes, so just listen and you’ll love it.”

“Our band plays songs that appeal across generations and to every culture.”

This is the problem. We think that we should describe our music as having this “Universal Appeal”. What we end up doing is overselling ourselves.

Fact is, there is no music that exists that everyone likes. Tons of people love Kendrick Lamar, but even they can’t say that everyone who hears his music will love his songs. Even if you think your music has crossover appeal, there is a key step when promoting your music: **Find Your Niche Group, and Stick with It.**



## **What Is a Niche Group?**

Ok, let me back up, because I know some people are asking, “What is a Niche Group?” A niche group is simply a specific or 'specialized' market. For example, it's not the “Whole World” or “All Pop or Rap Fans”. A niche is a very detailed, smaller section of a bigger market. This is the most important thing when it comes to business and your musical exposure. Fans in a specific niche group are more loyal than fans of a more generalized market. Simply put, the more specific your niche group, the more dedicated the people within it will be, and vice versa, the broader a market becomes, the less dedicated the fans will be.

So... Plain and simple, if you want to be successful as a recording artist, you **MUST** target and conquer your niche group.

**There are 4 things I need you to remember about finding and focusing on your niche group:**

### **1. Realize Your Niche Group Starts Very Small**

As an artist, I know we've been taught to always think on a global scale. In this instance, I think it's a mistake. In remembering that a niche can and usually starts small, your niche must be targeted locally. Working with your niche group locally first, you can build up a buzz in your area, making it easier to connect with all the influential people in your area. This will open doors to connections with influential people outside of your area on a regional, then national, and then even a global scale.

### **2. Know EXACTLY Who Your Niche Is**

The more detailed and clear of an understanding you have of your niche group, the better off you will be. Like I talked about before, as your niche group becomes a more specific section of a bigger market, the more loyal the fans in your niche will be!

Your niche group can really be whatever you want it to be, so deciding which group you fit into best is up to you. No matter what it is, you need to have an absolute understanding of who that group is.

**Let me give you a few things to think about so that you can better define and locate your niche group:**

- \* What Is the Demographic (age, gender, location)?*
- \* Who are other similar influential artists (remember to start locally, then branch out to the regional, national and global scale)?*
- \* Where are the influential promotional outlets?*
- \* Where do the fans exist online?*
- \* What blogs do they read?*
- \* How do they find out about new music?*
- \* Are they into fashion? If so, what brands?*
- \* What are their favorite hobbies?*

Now that you have the proper understanding of your niche group, you need to seek it out and see if it's truly a worthy group. Some of you will be lucky to decide upon a great group on your first attempt. Sometimes there isn't a demand for your niche group enough to put you on the map. This is where the adjustment happens. Don't give up on it, you may need to test the waters until you find one that really works for you.



# Locate Your Ideal Audience

## 3. Cater to The Needs of the Loyal

I think it has been said enough times by now, but one more time for good measure. The more specific your niche group, the more dedicated the group of that niche will be. You need to cater your online presence, live shows, studio recordings, official releases, merchandise, among other things to the needs of that group, so that they will continue to support you at a die-hard level. They will spread the word about your brand and increasing the overall strength and influence of your brand. This is a critical part to successfully conquering your niche group.

## 4. Relate to The Group

I know you probably dread having to be compared to somebody else. Look, I've been there, and I know it can feel demeaning to say that your baby, your creation, sounds like someone else's. Trust me when I say that when targeting and attempting to conquer a niche group, making a comparison to another artist with a similar sound and style is a good thing!

Think about it like this. By making sure you've targeted a meaningful comparison, you will have an easier time building interested from possible fans/supporters. The key here is relevance. As much as you may want to avoid the comparisons of sounding like someone else, if you can compare your sound to an artist from the same niche, you will have an easier time attracting the RIGHT fans/supporters, and not trying to impress people of the wrong genre or scene.

# Your Niche is You

Everything that we have discussed, when it comes to you as an artist, is extremely important. At the end of the day, your niche is you being true to yourself. You can't make an impression on anybody else by being something that you are not. That is not the recipe for a long-lasting career in the music business. We have dealt with many artists that have come back to this truth. Be yourself!

Finding your niche group comes easier when you know who you are. Create music that will impact you and a message that you can always come back to and say, "I needed that". You will have not just become a one hit wonder, or a fly-by-night run of the mill type artist, you will have become special not only to your audience, but a greater audience as well.



Victor Smith  
Artist Manager and Mentor

—

# HOW TO FIND YOUR AUDIENCE

SANCTIFIED SOUND  
PUBLISHING

630 Rushmore Drive  
Baton Rouge, LA 70819  
225.202.4379  
[www.sanctifiedsound.org](http://www.sanctifiedsound.org)  
[vsmith@sanctifiedsound.org](mailto:vsmith@sanctifiedsound.org)

Special thanks to ALL who made this possible.

— END —