



Authentic Connection

Remembering to reference “in real life” relationships & how to nurture those as the foundation for creating authentic connection at all times whether online, at a gig or with your creative squad.

The goal is to CONNECT & develop relationships with people who may be interested in your music.

1. Create performance opportunities - open mic nights, YouTube, livestreams, SoFarAki, support act slots of appropriate acts, BUSK!
2. Social media - develop relationships & connect with an audience to tell your stories to & share your creative journey with

In relation to social media, know what the outcome is first.

Ask yourself, how important is it in the grand scheme of where you are currently (ie: should you be focussed more on crafting & making music right now?) & then move forward with posting using an outcome, plan, schedule & be consistent!

ACTIONS:

Work through these questions & jot down your answers below.

1. **Outcome** - what are you aiming to do with social media? Promote yourself as an artist in-between events/releases or a specific event or both?
2. **Audience** - who are you talking to, who are your fans or ideal audience? Develop relationships & make it authentic - use the 12 stages of intimacy to understand the connection process.



12 stages of intimacy

- 1. Eye to body.** You notice the person. You are interested.
- 2. Eye to eye.** Your eyes meet. You notice each other. You are interested in each other.
- 3. Voice to voice.** You talk. You call. You text. You email. This should be a pretty long stage. You start emotionally bonding.
- 4. Hand to hand.** You hold hands. It may be accidental touch that is kept in contact or deliberate. You are special.
- 5. Hand to shoulder.** You put your arm around their shoulder. This publicises your relationship.
- 6. Hand to waist.** Your arms around each other's waist. You know this person about as well as you know your best friend, and you like what you know.
- 7. Face to face.** You hug and kiss. You start physically bonding which is an extension of the emotional bond you have taken time to establish.
- 8. Hand to head.** You run your fingers through their hair. They cradle your face. You stroke their face. This shows a deepening trust.
- 9. Hand to body.** For obvious reasons, the following steps progress rapidly once started.
- 10. Mouth to body.**
- 11. Touching below the waist.**
- 12. Intercourse.** Home run especially if you have taken the time bond at the previous 11 steps.

References:

<http://www.noblechoices.org/12-stages-of-intimacy/>

Morris, D. (1971). *Intimate Behaviour: A Zoologist's Classic Study of Human Intimacy*. New York: Kodansha America, Inc.

Now we flip it to take it into the online realm...



The Stages of Digital Intimacy

1. **Eye to Brand (aka Artist)** - A logo, ad, image of the company is seen.
2. **Brain to Brand/Artist** - The brand is recognised as something worth paying attention to, so the brain kicks in and starts analysing.
3. **Brand/Artist to Thought** - Now on the mind, the brain begins to create an impression of the brand. Is this for me? Can it help (ie: inspire/entertain) me?
4. **Thought to Interest** - The brain has determined this brand/artist is for it and begins to assess need.
5. **Interest to Action** - The brain likes what it sees enough to take action. Click a call-to-action (CTA.) Look at more pages. Follow on social media.
6. **Action to Investment** - The action paid off. The prospect (aka prospective fan) found relevant information during the action and is ready to invest. The investment could be time, money, or information (& maybe even emotional investment when it comes to music listeners?).
7. **Investment to Relationship** - After investing time, information, or money, the prospect begins a relationship with the brand/artist during the core offering purchase (could be a download of your song, attending a show etc).
8. **Relationship to Friend** - If all goes well, the brand is no longer a brand or company, it's a familiar friend that is allowed to move freely in the digital space.
9. **Friend to Advocate** - When enough value has been shared between the customer and the company, advocacy becomes the last stage. This is where someone tells someone else how awesome you are. Word of mouth "referral" is the ULTIMATE goal.

Reference:

<https://www.impactbnd.com/blog/stages-of-digital-intimacy-marketing>

Action - List 5 things you can share with your audience in the coming week:

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- *
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BONUS NOTES:

1. Mailing Lists

This may seem unimportant with gaining followers & engagement being the focus of your online energy but consider what would happen to the relationship you've been working so hard to build with your fans if FB or Insta shut their doors tomorrow?

How would you communicate to them to tell them when your next gig is? You own your mailing list, Social OWN your followers. Worth the time looking into that...let me know if you're interested & I will do an online workshop

2. Social Media

Engagement is KEY! It doesn't matter if you have a million fans on your page if when you post something it gets 3 people "liking".

You also need to be engaging with other people for it to be a symbiotic relationship. The rule is "give, give, give, take". Probably a great rule of thumb for in person relationships too! Comment on other peoples posts (folks you follow as well as new peeps) & really connect - make a point to comment & connect with existing fans, potential fans (your ideal audience) or other artists at least 10 times per day! This will help you build your following as well.

This is the art of social media. The science involves algorithms, hash tags & posting schedules which we need a WHOLE course for.

Social Media 101 is that you need to know who you are talking to (your ideal audience), WHY you are posting (what's the outcome you want? Focus on that!), be authentic with your posts (like you are in your songs!), be consistent (in giving & taking) & review regularly so you know what works & give the people more of what they want!

Vids of you singing getting high engagement vs other posts? Then do more of those! Social is such a beast that you need to spend some time on it!

3. Platform

Pick one (or two) & focus on it! You can base it on who your audience is & what you like/ vibe with - get GREAT at it (Q's to ask yourself: what are you already using? How effective is it for you?)

4. Planning

Have a social communication strategy & be consistent - nurture the relationship long term so you're not only asking your audience to do or buy something! Give them lots! Behind the scenes info, free downloads etc.



EXTRA RESOURCES:

<https://www.bignotesgetvotes.com/art-of-social-media-part-1/>

<https://www.bignotesgetvotes.com/art-of-social-media-part-2/>

<https://www.bignotesgetvotes.com/science-of-social-media-part-3/>

<https://www.bignotesgetvotes.com/science-of-social-media-part-4/>