

HOW TO DISCOVER YOUR **MICRONICHE**



SAVVY
MUSICIAN
ACADEMY



UMBRELLA GENRE

SUB-GENRE

NICHE

MICRONICHE

YOU'LL NOTICE THERE ARE FOUR CATEGORIES

UMBRELLA GENRE

This is the biggest genres like Pop, Rock, Country, etc.

SUB-GENRE

A slightly smaller sub-genre like Pop-Rock, Country Blues, Singer-Songwriter

NICHE

Where it can get tricky. Doesn't always mean more words, but a smaller crowd. Ex: Acoustic Folk Pop, Outlaw Country, Instrumental Jazz, etc.

MICRONICHE

Most tricky, but most lucrative. This can change from album to album. But try to get feedback and see if your influences come out here. Ex: Celtic Fantasy Metal, Dance Rock, Dark Fantasy Electro, Fire-fighter Country Music.



HERE IS MINE AS AN EXAMPLE

METAL

SYMPHONIC METAL

FEMALE-FRONTED

CELTIC METAL

IF YOU GET STUCK:

Do a quick Facebook Live video and play your music in the background (or play it live!) and ask for feedback.

Here's what to ask: *"Hey, I'm doing a little market research, and I was wondering the top 3 most similar bands you think I sound like!"*

NOT READY TO SHARE ON FACEBOOK LIVE?

- If you're a little shy, send a text to 10 people and ask the exact same question.
- If you have an email list, send out a quick email and ask them the same thing.

Write down the top answers you get and start researching those bands!



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NOTES