

# HOW TO ATTRACT FANS, MEDIA & INDUSTRY FOR MUSICIANS & ACTORS

The 6 Cs Roadmap to Cultivating a Thriving Career in the Arts

By PR & Marketing Coach Diane Foy

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## MUSICIAN SUCCESS STATS:

MIDiA Research recently released a report on music artists and found that:

“the majority of independent artists earn less than \$10,000 a year from music, yet income can grow to over \$100,000. Artists need to work multiple revenue streams to build career momentum.”

“Artists are self-reliant but still inexperienced with marketing. At least when it comes to getting their careers started, artists are not making the most of the tools available.”

Half of all artists do their own marketing, but 40% spend no money on marketing. The survey showed that during the Covid-19 lockdown, artists had more time available yet most invested the time in music creation and not marketing.

## ACTOR SUCCESS STATS:

85% of Equity actors are unemployed while 90% of film and television actors are unemployed with only 2% able to make a living out of acting. There is good news in that actor employment is expected to grow by 12% over the next decade due to the rise of streaming platforms such as Netflix, Hulu and Amazon.

Having a significant social media presence increases the chances of landing a part.

“There is no question that today if you have good numbers on social media, you have become a better choice to be cast. It would behoove actors to generate a social media presence.”

Casting Director Mike Fenton told The Wrap. “If it came down to two professional actors, one with whom had great visibility in social media and one who was barely recognizable, we’d go with the one who could get the numbers.”



# Truth Bomb

Despite the high unemployment rate, there is a huge opportunity for musicians and actors to incorporate PR and marketing into their goals. However, this may sound strange coming from a publicist, but hiring a publicist or social media manager is NOT the answer.

Without a solid foundation, publicity will either not produce the results that you want or you won't be able to maintain the attention beyond those media placements. Without truly knowing your artist identity, personality and stories, a social media manager won't be able to authentically build relationships with fans, media and industry.

“After 16 years of working directly with musicians and actors, I've seen many artists struggle to cultivate a thriving career in the arts. They become overwhelmed, wasting time, money and energy working on what they think they should be doing, but the lack of fans, media, and industry connections leave them frustrated and defeated.

Artists are passionate and eager to jump from creating to marketing without stopping to figure out what exactly they are promoting, which is why I'm so excited to bring all of my expert solutions to YOU in this 6 phase roadmap that produces results!

# HOW TO ATTRACT FANS, MEDIA & INDUSTRY FOR MUSICIANS & ACTORS

The 6 Cs Roadmap to Cultivating a Thriving Career in the Arts

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Vision & Goals 

 **PHASE 2C – CONFIDENCE**  
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& Weaknesses **02**

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**BONUS C's:**  
COURAGE & CREATIVITY 

# PHASE 1C – CLARITY

## VISION & GOALS

Have you ever created a vision board or thought about your ideal life in the future and then years go by and you are no closer to that vision? Well, the trick is that the big vision is only the first step and that you need to reverse engineer the vision into yearly goals and then into monthly action steps. By setting goals you have more control over your life and what you can achieve. As you accomplish short term action steps, you will begin to believe that your long term goals are achievable.

## GET STARTED:

Block out at least 15 minutes to listen to calming music, close your eyes and imagine your ideal life in 10 years. If anything was possible, what do you truly want?

# In 10 years ...

- Who are you?
- How do you feel?
- Where do you live?
- Who do you spend time with?
- What is your career?
- What is your income?
- What have been your major achievements?
- What have you experienced?
- Where have you traveled?
- What are you surrounded by?
- How do you spend your free time?
- Who do you inspire and influence?

## RESOURCES:

**Sing! Dance! Act! Thrive! Podcast:**

- [How To Create A 10-Year Vision For Your Life with Diane Foy](#)
- [Creativity & Visioning with Mindfulness Practitioner, Andrea Hendron](#)

# PHASE 2C – CONFIDENCE

## MOTIVATION

What is your WHY? Why are you chasing this dream? When you can articulate why you do what you do and why you want what you want, your life's purpose becomes clear. Your purpose then becomes the driving force that motivates you to achieve your goals and helps you keep going when the inevitable obstacles and setbacks come up.

## LIMITING BELIEFS & CORE VALUES

We all have limiting beliefs that hold us back from really putting ourselves out there and be consistent so it is important to address them. Knowing your core values is important as they become the guiding principles on which you base all of your decisions.

## SKILLS, STRENGTHS & WEAKNESSES

Discovering, appreciating, and cultivating your skills and strengths gives you the confidence to push yourself to make the impact you want to make and receive the rewards you desire. If you wish to grow and improve, it is equally important to identify your weaknesses that may holding you back.

## GET STARTED: What is your WHY?

- What is your goal?
- Why do you want to achieve it?
- What about that outcome makes you desire it?
- And why do you want that?
- Why?
- Why?
- Why?

## RESOURCES:

Sing Dance Act Thrive Podcast:

- Finding Your Why & Personal Branding for Bio Writing
- Core Values, Limiting Beliefs & Mission Statements



CONTINUE TO ASK  
YOURSELF WHY  
UNTIL YOU GET TO  
THE CORE  
REASON YOU  
DESIRE YOUR  
GOAL.

# PHASE 3C: CAPTIVATE

## PERSONALITY

Understanding your personality type can help you know which situations allow you to perform your best. There are various personality models to explore including the Big 5 OCEAN, Myers Briggs and Enneagram models. The OCEAN or Big 5 Personality model is the simplest to evaluate yourself and others. This will go a long way in improving your relationships.

## STORY

Do you have a short professional biography that truly represents you as an artist and captures reader's attention? Explore your life experiences, inspiration, and vulnerability. What unique experiences have shaped who you are? By sharing your motivation, personality, and experiences you can attract and connect with an engaged audience.

## IMAGE

Often your image is the first impression anyone has of you and is a deciding factor on if someone even presses play on your music or invites you to perform. An investment in your appearance can improve your self-confidence, and attract your fans, media and industry. Expressing your personality through your image gives you a unique edge in a crowded market place.

## GET STARTED:

- Read bios of other musicians and actors and take note about what you find interesting about their story. What is your story?
- Collect images of artists or people you admire, and fashion, hair, makeup, and photography styles that speak to you.

## RESOURCES:

**Sing! Dance! Act! Thrive! Podcast:**

- [The Enneagram & You with Gina Gomez](#)

**Boss Life Balance Podcast:**

- [Being a Multi-Potentialite with Publicist & Coach Diane Foy](#)

\*Big 5 OCEAN model of personality



# PHASE 4C: COMPETITIVE EDGE

## UNIQUENESS

You have unique experiences, strengths, beliefs, perspectives, skills, and insights that distinguish you from your everyone else. What are your unique qualities and experiences?

## MONEY MAKERS

As a musician your money makers may include recordings, publishing, live performances, licensing, session work, teaching, producing, merchandise and more. As an actor your money makers may be film, theatre, or television performances, voiceovers, commercials, teaching and more. Many actors are creating their own opportunities by writing, directing, and producing their own projects.

## EDUCATION

Educate yourself on the entertainment industry, entrepreneurship and digital marketing. Read every book, listen to podcasts, take online courses, attend industry conferences and events. Ask questions and listen when meeting fellow artists and industry influencers.

## TARGET AUDIENCE

As much as you want to appeal to everyone with your talents, the more specific you are in who your audience is the more successful you will be at attracting them. This focus will lead to you doing what you are passionate about with people you enjoy working with and for an audience that appreciates your talents.

## GET STARTED:

Identify musicians or actors that your ideal fans, media or industry may see as similar to you and evaluate what makes you unique and who is most likely to value what you have to offer.

## RESOURCES:

- [Sing! Dance! Act! Thrive! website](#)
- [Subscribe to the Sing! Dance! Act! Thrive! podcast](#)



# PHASE 5C: CONTENT CREATION

## WEBSITE

Your website is “home base” for your online presence and visitors should be able to immediately determine who you are and what you offer.

## SOCIAL MEDIA

Social media platforms such as Facebook, Instagram, and Twitter are the tools to showcase your artist identify and authentically connect with fans, media, and industry.

## STORIES

It is time to dig even deeper and remember key events and experiences in your life that has lead to where you are now. By collecting and crafting stories to share you will have a powerful advantage over your peers and build solid relationships with audiences.

## PHOTOGRAPHY

Since posting consistently on social media is vital to attracting fans, media, and industry you will require a variety of photos that showcase you and your talents.

## VIDEO

Video plays a vital role in social media engagement. Facebook/Instagram Stories, Lives, Reels, IGTV, YouTube, Tik Tok and more are all video focused and platforms are prioritizing video content over everything else.

## GET STARTED:

Begin to craft, collect, and share stories and photos that showcase your WHY, behind the scenes, personal insights, offerings, benefits, interests and personality.

## RESOURCES:

- Follow [@DianeFoyPR](#) on Instagram to see examples of photos and captions.
- Join the Facebook Community [Unstoppable Musicians & Actors with Diane Foy](#) to connect with your peers and access exclusive tutorials.



# PHASE 6C: COMMUNICATION

## SOCIAL MEDIA ENGAGEMENT

It is not enough to be posting content daily on your social media platforms, authentic engagement is what turns a casual follower into a super fan. As you learn strategies to increase and engage with your audience you will start to attract the attention of casting directors, promoters, agents, and media.

## PEOPLE SKILLS

Learning how to inspire, influence, and engage people in all areas of your life will transform your interactions and relationships. Effective communication builds trust, increases engagement, and leads to less anxiety and more confidence.

## MEDIA

Learn how the media works, how to pitch journalists, bloggers, podcasts, editors, and producers, and how to make the most of every media appearance by crafting your talking points.

## GET STARTED:

- Find and engage with your target fans, media, and industry on social media.
- Join and contribute to multiple Facebook groups for your industry

## RESOURCES:

### **Sing! Dance! Act! Thrive! podcast:**

- [Attn: Musicians & Actors Who Are Driven To Succeed But Lack A Plan](#)
- [Why I love Janet Jackson & why some performing artists thrive while others spend years struggling to breakthrough](#)



## BONUS C's: COURAGE & CREATIVITY

Courage and Creativity are themes throughout all phases of the Fans, Media and Industry Attraction roadmap for musicians and actors as building and maintaining a career in the arts takes both.

# PR & MARKETING COACH DIANE FOY



In case we haven't met, I'm Diane Foy and I believe that you really can make a living with your creative talents. As a PR, and **MARKETING COACH**, my purpose is to help you attract fans, media, and industry so that you can cultivate a thriving career in the arts, without feeling overwhelmed or doubting yourself.

During my 16 years as an arts and entertainment publicist, I have secured international media coverage for hundreds of artists and performers. The talent represented includes Jane's Addiction's Perry Farrell, rock singer Sass Jordan, Gordie Johnson-led blues-rock band Big Sugar, legendary punk pioneers DOA, one of South Africa's best-selling music acts of all time, The Parlotones, actor, singer, and author Mackenzie Phillips, Oscar-nominated actor Robert Loggia, radio & TV personality Meredith Shaw, and Pretty Little Liars actor Tyler Blackburn.

Although I have represented celebrities, I feel the most accomplished helping independent artists on their journey. After seeing many of my PR clients struggle to build a career in the arts, I was inspired to become a **CERTIFIED COACH**.

As the host of the **Sing! Dance! Act! Thrive! podcast**, I have interviews with musicians, actors, dancers, and industry influencers on what it takes to succeed. Solo shows offer coaching drawn from my 25+ years' experience as a multi-passionate creative entrepreneur.

As creative artists, you have the power to change lives with your talent, my purpose is to provide tools, resources, motivation, and support to ensure that the world gets to experience that power.

# SING! DANCE! ACT! THRIVE! PODCAST



PR and marketing coach **Diane Foy** has conversations with thriving musicians, actors, dancers, and industry influencers on what it takes to succeed in the arts. Solo shows offer coaching drawn from her 25 years' experience as a multi-passionate creative entrepreneur.

Guests have included musicians **Akon, Bif Naked, Sass Jordan, Jason McCoy, Clayton Bellamy, Marc Jordan**, live music producer **Tom Jackson**, music producers **Timbaland** and **Joe Solo**, actor/musician **Michael Des Barres**, Broadway stars **Capathia Jenkins** and **Bret Shuford**, actors **Cara Pifko** and **Glenn Scarpelli**, Meisner acting coach **Adrian Griffin**, Tap Dancer **Travis Knights**, and Dancer/Choreographer **Kevin Ormsby**.

**UNSTOPPABLE MUSICIANS & ACTORS WITH DIANE FOY**

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