

THE STREET EXECUTIVE LEAGUE

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THE INDIE HUSTLE ROADMAP

A 3-PAGE BLUEPRINT BY MR EVERYDAY

RECORDING TO REVENUE

01 / THE FOUNDATION

Being an artist is a hobby. Being a Street Executive is a career. Before you spend a single dollar on music promotion, your business operations must be locked down.

THE "BIG THREE" REGISTRATION CHECKLIST

- **BMI / ASCAP:** Secures your performance royalties. If you aren't registered here, you are leaving money on the table every single time your song gets played publicly, in clubs, or streamed.
- **SOUNDEXCHANGE:** Mandated to collect digital performance royalties from non-interactive digital radio platforms like Pandora, SiriusXM, and internet radio stations.
- **THE MLC (MECHANICAL LICENSING COLLECTIVE):** Collects your mechanical royalties from interactive digital streaming services (DSP payouts). This is the primary hidden revenue stream missed by most independent artists.

THE BRAND AUDIT STANDARD

PLATFORM	THE EXECUTIVE STANDARD
TikTok / IG	Bio must feature a single, high-impact "Call to Action" smartlink. Professional, high-contrast brand icon profile imagery only. No generic selfies.
Spotify / Apple	Claim your artist profiles immediately. Synchronize your high-resolution header art and update your "Artist Pick" spotlight weekly.
YouTube	Consistent, high-impact title typography layouts with high-contrast custom thumbnails. Always apply structural watermark branding to video assets.

02 / 7-DAY CONTENT FLOW

Stop posting randomly. Run a tight, repeatable media calendar designed to turn cold social traffic into active listeners and community members.

MONDAY: THE TEASE

A high-energy 15-second clip of your absolute best unreleased verse. Caption hook: "Should I drop this or keep it in the vault?"

TUESDAY: THE STUDIO GRIND

Raw behind-the-scenes engineering footage or beat construction. Pull back the curtain and show the technical work behind the art.

WEDNESDAY: THE STREET AUDIT

Review an emerging underground track or break down breaking industry business news. Build positioning as an authority.

THURSDAY: THE KNOWLEDGE

Break down one hard business lesson you learned the hard way about publishing, mixing, or marketing. Give game away free.

FRIDAY: TARGET LAUNCH DAY

Maximum volume distribution across platforms for your primary official audio or video release. Heavy call-to-action routing to bio links.

SATURDAY: ALLIANCE & FAN LOVE

Highlight top user-generated clips, stream reactions, or review submissions from your listeners. Build your active community.

SUNDAY: EXECUTIVE REVIEW

A direct, transparent transparent piece to camera on what goals were hit this week, data analytics updates, and what drops next.

03 / THE MONETIZATION BLUEPRINT

True scale relies on establishing distinct revenue streams outside of standard streaming decimal points:

- **DIRECT-TO-FAN ECOSYSTEMS:** Premium high-margin transactions via standalone digital storefronts or Bandcamp (exclusive physicals, high-tier merch drops).
- **B2B CREATOR SERVICES:** Commercial monetization of your raw skill sets through studio production, premium guest hooks, or full mix engineering packages for independent peers.
- **CONSULTATION STRATEGY:** Monetize specialized technical industry expertise via structured audio and brand consulting audits (The \$100 Empire Blueprint Framework).

Ready to level up and move from artist to executive?

STAY ON YOUR GRIND. WE OUT.