



ARTIST COACHING

Session 02 | *Fanbase Builder Worksheet*

1. Why This Matters

Most artists chase numbers: plays, likes, followers, but growth without connection doesn't last.

This worksheet helps you turn followers into *fans that care*.

You'll:

- Audit who's really connected to your music
- Revisit your *Brand House* from Episode 1
- Define your "clubhouse" - the space your fans belong in
- Build small, consistent habits that deepen trust

Fans don't appear overnight. They grow through *authenticity* and *consistency*.

Let's start there.

2. Audit Your Audience

Use this section to map out what's working and where you can grow.

Questions:

1. How many people regularly engage with your posts beyond likes (comments, DMs, shares)?
2. Who are the people that keep showing up when you do?
3. What kind of posts or content seem to build the most conversation?
4. How do you currently interact with the people who support you most?
5. When was the last time you personally reached out to a fan to say thanks?



Note: Your true fanbase is the handful of people who keep showing up, not the total follower count.

3. Define Your Clubhouse

Your *Brand House* from Episode 1 is the foundation:

- **Music** is your ground floor; without it, nothing stands.
- **Your three pillars** are what make you recognizable and authentic.

Your **clubhouse** is what you build *on top* of that, a space that reflects those same pillars, and where people feel like they belong.

Questions:

1. Which of your brand pillars naturally bring people together?
2. What kind of shared values or interests do your true fans have?
3. How do people feel when they interact with your brand or your music?
4. If your community was a physical clubhouse, what would it *look* and *feel* like?
5. What kind of conversations or behaviors would happen inside that space?

 *Tip:* Building a **Discord server** is a great way to turn this clubhouse into reality.

It's not about numbers, it's about giving your people a home.

3. Create Connection Moments

Connection doesn't happen in one big campaign; it's built in small, consistent moments.

The kind that makes people feel *seen, heard, and valued*.

Questions:

1. What's one small thing you can do weekly to connect with your fans personally?
2. How can you make your social posts more about *conversation* and less about *broadcasting*?
3. Name three ways to involve your fans in your process (e.g. early listens, polls, feedback sessions).
4. How can you reward your early supporters for sticking around?

 **Reminder:** Authenticity + consistency = trust. Trust = connection.


5. The Long Game

Trust and loyalty take time. Consistency is what turns a listener into a fan.

Plan how you'll stay present and reliable, even between releases.

Questions:

1. What are three habits you can commit to weekly that show consistency?
2. How will you keep fans updated and involved during the quiet months?
3. How will you measure *real fan growth* beyond follower counts?
4. What can you automate or systemize so connection doesn't depend on your energy levels?

 *Example:* Consistent email updates, Discord check-ins, or regular behind-the-scenes posts, all ways to stay visible without burning out.

6. Reflection: What Does Belonging Mean To You?

A fanbase isn't built on content, it's built on belonging.

People become fans because your music, story, or personality makes them feel *seen*.

Reflection:

- What does belonging mean to you, personally and artistically?
- How do you want people to feel when they enter your “clubhouse”?
- What kind of energy, language, and behavior do you want to attract?

Write freely. No right answers, just honesty.

Next Step

Take what you've written and turn it into *action*.

Pick one fan-building habit you can repeat weekly, and one “connection moment” you'll try this month.

If you want help turning it into strategy or feedback from other artists:

→ Join the [Artist Coaching Discord](#), that's where your community starts forming.