

Connection-Based Content Guide

Use this step-by-step guide to create content that builds connection, not just attention.

Follow the steps in order. Each step has an action and the result you should get from it.

Step 1 – Define The Artist People Should Recognize

Action: Write one clear sentence that describes what kind of artist you are.

Write it here:

Action: Write what listeners should feel when they hear your music.

Action: Write what makes your music different from most artists in your lane.

Result: You now have a clear identity. Your content should always match this identity.

Step 2 – Choose 3 Content Pillars You Will Repeat

Action: Choose 3 types of content you will keep posting.

Examples:

- Studio / process
- Story behind songs
- Opinions / thoughts
- Performance clips
- Beat making
- Writing moments

Pillar 1:

Pillar 2:

Pillar 3:

Action: Check your last posts. Do they fit these pillars?

Result: Your page will start to feel consistent instead of random.

Step 3 – Define Your Recurring Themes

Action: Write themes people should start associating with you.

Examples:

- Real hip-hop • Underground sound • Storytelling • Sample-based music • Lyricism • Independence

Theme 1:

Theme 2:

Theme 3:

Theme 4:

Result: When people see your posts, they will start recognizing your lane.

Step 4 – Create Story-Driven Content

Action: Write ideas for posts where you explain the story behind the music.

Why I made this track:

What inspired this beat:

What was happening in life during this song:

Hardest part of making this project:

Moment I almost quit:

Old version vs final version:

Lesson learned while making music:

Result: People start feeling like they know you, not just your songs.

Step 5 – Show The Process, Not Just The Result

Action: Plan content that shows how the music is made.

Check what you can post:

Studio clips Writing sessions Beat making Recording Mixing Tracklist planning Cover art process Conversations about music Mistakes / retries Old songs

Result: People feel part of the journey. This builds stronger fans.

Step 6 – Plan One Connection Post Every Week

Action: Plan at least one post per week that tells a story or shows the process.

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6:

Result: Your audience sees you often enough to remember you.

Step 7 – Check If Your Content Is Building Fans

Action: Answer these questions every month.

Do people reply more? Yes / No

Do people save posts? Yes / No

Do the same people keep showing up? Yes / No

Do listeners understand your style? Yes / No

Do your posts feel connected to each other? Yes / No

Result: You will know if your content is building attention or building a fanbase.

Final Reminder

Attention can happen fast. Connection takes repetition.

Artists who only chase viral moments keep starting over.

Artists who build connection grow slower, but their audience stays.

Stay consistent. Stay recognizable. Stay real.