

Income Streams Launch Handbook for Independent Rappers

This handbook is designed to help you launch each of the 4 core income streams step-by-step.

Every section answers 3 things:

- What to do
- What to use
- What it should look like when done properly

If you follow this fully, you won't just understand income streams.

You'll have them live.

SECTION 1: MUSIC SALES & LICENSING

Goal: Turn your music into a product people can buy and license

Step 1: Package Your Music Properly

What to do

- Select 3–10 strong songs
- Export high-quality WAV + MP3 versions
- Create clean cover art for each

What to use

- DAW (FL Studio, Ableton, Logic)
- Canva (for cover art)

Done correctly looks like

- Each song has a title, cover, and file ready to deliver instantly
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Step 2: Set Up a Sales Platform

What to do

- Upload your music to a platform or your own site
- Create product pages for each song/project

What to use

- BeatStars / Airbit (easy start)
- Or your own site (Systeme.io + store page)

Done correctly looks like

- A clean page where someone can click, listen, and buy immediately
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Step 3: Create Licensing Options

What to do

Offer 3 tiers:

- Basic (MP3, non-commercial use)
- Standard (WAV, limited commercial use)
- Premium (full rights / exclusive options)

What to use

- BeatStars default licenses OR custom PDF contracts

Done correctly looks like

- Clear options with clear rights (no confusion for buyers)
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Step 4: Set Pricing

What to do

Start simple:

- Basic: R50–R150
- Standard: R200–R500
- Premium: R800+

Done correctly looks like

- Prices that are accessible but still respect your work
-

Step 5: Drive Traffic

What to do

- Post content that leads to your music
- Always include a call-to-action

What to use

- Instagram reels
- TikTok
- YouTube shorts

Done correctly looks like

- Content → Link → Purchase flow
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SECTION 2: FAN SUPPORT

Goal: Build a small group of supporters who pay monthly

Step 1: Define Your Offer

What to do

Decide what fans get:

- Unreleased music
- Behind-the-scenes content
- Direct access to you

Done correctly looks like

- Clear reason for someone to pay monthly
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Step 2: Choose a Platform

What to use

- Patreon
 - Ko-fi
 - Discord (for community)
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Step 3: Structure Your Tiers

What to do

- Tier 1: R50/month (basic access)
 - Tier 2: R100/month (extra content)
 - Tier 3: R200+/month (direct access, exclusives)
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Step 4: Launch It

What to do

- Announce it clearly
 - Explain what people get
 - Give a reason to join now
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Step 5: Deliver Weekly

What to do

- Drop content consistently
 - Interact with supporters
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SECTION 3: SERVICES

Goal: Turn your skills into immediate income

Step 1: Define Your Services

What to do

Choose 1-3:

- Features
 - Songwriting
 - Hooks
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Step 2: Create Clear Offers

What to do

Example:

- 16-bar verse = R500
 - Hook = R300
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Step 3: Create a Simple Sales Page

What to use

- Systeme.io
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Step 4: Outreach

What to do

- DM artists
 - Post offers
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Step 5: Deliver Professionally

What to do

- Meet deadlines
 - Send clean files
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SECTION 4: CONTENT-DRIVEN INCOME

Goal: Use content to generate traffic and income

Step 1: Choose Content Style

What to do

- Performance clips
 - Storytelling
 - Studio sessions
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Step 2: Pick Platforms

What to use

- TikTok
 - Instagram
 - YouTube
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Step 3: Post Consistently

What to do

- 3–5 times per week
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Step 4: Attach Offers

What to do

- Link to your music
 - Promote your services
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Step 5: Monetize Over Time

What to do

- Add affiliate links

- Build towards brand deals
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FINAL EXECUTION PLAN

If starting from zero:

Week 1:

- Set up services
- Set up music sales

Week 2:

- Start posting content

Week 3:

- Launch fan support
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Non-negotiables

- Keep it simple
 - Stay consistent
 - Focus on 2 streams first
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If you follow this properly, you won't be "trying to make money from music".

You'll have a system that actually does it.