

# MICRO-GENRE DISCOVERY

*WORKSHEET*





# DISCOVERING YOUR MICRO-GENRE

Congrats on grabbing this guide! I'm so excited for you because you are on your way to discovering your micro-genre, which is KEY to your indie artist success.

To get started, let's look at what music has had an impact on you, as this has probably bled into your own music.

**Which bands/artists made a huge impact on you as a kid?  
Why? What was it about their sound? What bands/artists  
impact you today? What genres do they fall under? Make a list.**

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**When you do a Wiki search or browse Amazon music on some  
of those bands, what sub-genres come up? Make a list here. Do  
you think your music fits in any of them?**

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**What are some ways that you have explored your music, or that you plan to explore your sound and style?**

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**Which large umbrella genre do you think you fit under? (Rock, Pop, Country, Hip-Hop, Electronic, etc.)**

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**What are the specific defining characteristics of your music that can, positively, set you apart?**

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**List some key words and search terms that people may be searching by which they can find you and your music:**

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**Write a list of similar bands to you:**

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**Notes:**

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# ADVANCED MICRO-GENRE DISCOVERY

## 1 - ASK 10 PEOPLE TO GIVE YOU THEIR HONEST OPINION

Share your music with 10 people and then ask them to tell you the top 3 bands they think of when they hear your music.

**Write them down below. Don't worry about the answers until this assignment is completed.**

The goal is to find some common denominators and then research the genre & niche of those bands later.

You can send a text, message, or call. Say something like this:

***"Hey [their name], I need your opinion. I'm working hard on my music right now and I'm trying to figure out my exact sound. Can you listen to a couple of my tracks and tell me the 3 bands I most closely sound like? Please be completely honest."***

People will automatically associate your sound with a more famous band. Don't feel insulted or bothered if you see a band you don't like. Take it as a compliment and do the research in the next step.

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

Name: \_\_\_\_\_

Top 3 Bands: \_\_\_\_\_

## 2 - RESEARCH

By now you should see some common bands or genres popping up. Start with the most common answer you received and look the band up in four places:

1. The band's official Facebook page
2. Amazon Music
3. Wikipedia
4. Spotify: Categories, Moods, & Playlists

**Write down all the listed genres you see displayed or described. Do this for the top 5-8 bands that people said you sounded like.**

Name of Band: \_\_\_\_\_

Genre Description: \_\_\_\_\_

Name of Band: \_\_\_\_\_

Genre Description: \_\_\_\_\_

Name of Band: \_\_\_\_\_

Genre Description: \_\_\_\_\_

Name of Band: \_\_\_\_\_

Genre Description: \_\_\_\_\_

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Genre Description: \_\_\_\_\_

Name of Band: \_\_\_\_\_

Genre Description: \_\_\_\_\_

### 3 - DECIDE ON YOUR MICRO-GENRE

Now I want you to try and categorize your ultimate Macro-genre, and sub-genres.

Go from biggest/widest genre to smallest sub-genre, and then lastly, your micro-genre.

There may be even more layers than listed below.

**These terms are words people are using to search in Google & Youtube. Think “key words” — not a string of adjectives.**



# YOUR TURN

## MACRO-GENRE

This is the biggest genres like Pop, Rock, Electronic, etc.

## SUB-GENRE

A slightly smaller sub-genre like Pop-Rock, Country Blues, Singer-Songwriter, Synth-Pop

## NICHE-GENRE

Where it can get tricky. Doesn't always mean more words, but a smaller crowd. Ex: Acoustic Folk Pop, Outlaw Country, Instrumental Jazz, Synthwave, etc.

## MICRO-GENRE

Most tricky, but most lucrative. This can change from album to album. But try to get feedback and see if your influences come out here. Ex: Popwave, Dance Rock, Dark Fantasy Electro, Fire-fighter Country Music.

# EXAMPLE

## ELECTRONIC

### MACRO-GENRE

### SYNTHPOP

### SUB-GENRE

### SYNTHWAVE

### NICHE-GENRE

### POPWAVE

### MICRO- GENRE



# COMPLETE YOUR GENRE CATEGORIES

MACRO-GENRE

SUB-GENRE

NICHE-GENRE

MICRO-GENRE

**Tip:** Your Niche & Micro-niche might vary from album to album, or project to project, which is totally fine. However, I would caution you against changing your MACRO and SUB genres with each project, as it will be very confusing to the fanbase you are trying to build. Consider a separate band/project for any music outside of your main Macro/Sub Genres.

