

ISSUE 01

DECEMBER 2019

HRDRV THE DIGITAL MAGAZINE NOW



RBNZ

How was your day?



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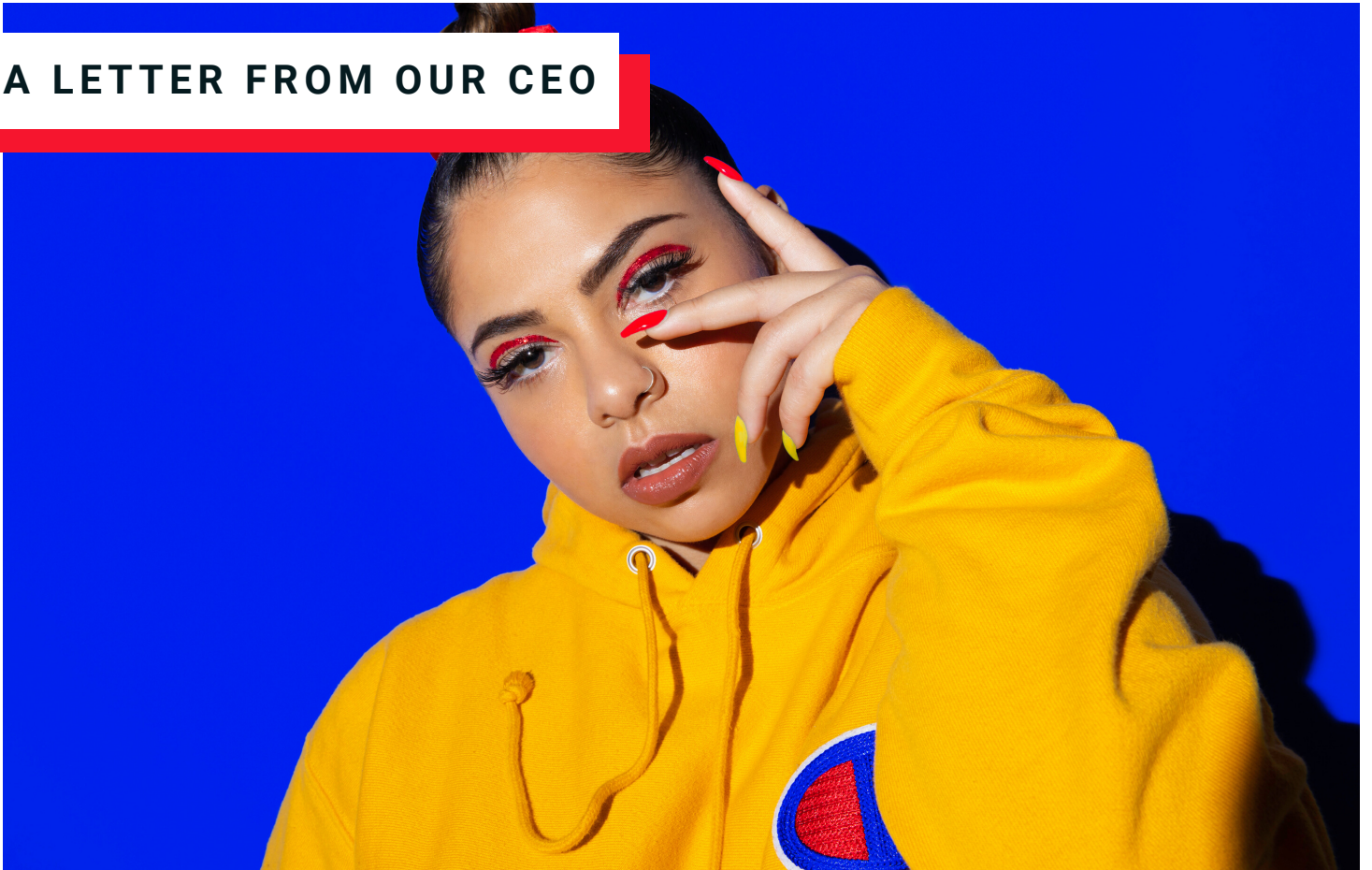


FOLLOW THE "HRDRV RECORDS" PLAYLIST



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A LETTER FROM OUR CEO



As the year comes to a close, I'd like to take the opportunity to thank you, HRDRV artists and supporters, for your continued commitment to experiencing the difference with our powerful independent artist solutions.

I've learned a lot from your feedback this year, and couldn't be prouder of over 90 releases and nearly half a million streams in just 8 months.

I hope that our tools and solutions have improved the way you do music. I hope that our around-the-clock support team has impressed you with their knowledge and friendliness. I hope that you've taken advantage of our creative services, newsletters, and community. If not, I hope you'll get more involved in the new year, and I look forward to continuing to build with you.

HRDRV is here for you! Let us know how we're doing.

Thanks for a great year.

A handwritten signature in black ink, appearing to read 'Michaela Shiloh'.

MICHAELA SHILOH
CEO, HRDRV

THE FUTURE IS INDEPENDENT

AN INTERVIEW WITH RBNZ
BY JHNY WZDM

Since our inception in April 2019, HRDRV continues to stand for the artists in our industry. With over 200+ signed artists at the time of this article, we come across talents of all genres and backgrounds. We wanted to zoom in a little on our first spotlight artist, RBNZ!

We had a little Q and A with the Santa Rosa, California native and let me first, paint you the picture of the Baritone velvet-voiced bandit known as RBNZ. One of the first HRDRV signees, he began to use the mix and review services. Capturing our attention with a blend of Neo R&B and ENTIRE MOOD soundscapes, RBNZ is on an evolution timeline that has limitless potential.

RBNZ wholly embodies the HRDRV mission statement. Without direction and perspective, talent can spin out and grow toward more familiar or previously blazed trails of "Mainstream." HRDRV works tirelessly to give talent the nutrients necessary to grow and flourish in its natural state.

We couldn't be happier to introduce an artist who consistently takes advantage of the tools and resources in front of him. Without further adieu, here is RBNZ in his own words.

HRDRV: What got you into music and how long have you been creating?

RBNZ: I've always loved music and loved seeing how vulnerable artists can be, it's beautiful. This really pushed me to create my own music, it made me realize that it is okay to be vulnerable. I've been doing music for about a year now and will continue to do so as it is an outlet for what I feel.

HRDRV: Who are some of your musical influences?

RBNZ: I take influence from many artists, some of them being Summer Walker, Sabrina Claudio, Lolo Zouaï, and Dounia, and of course Mickey Shiloh; Their music is amazing and makes me feel understood in a way, this pushes me to create something that I hope people will relate to as well.

HRDRV: The songs and themes sound so personal, evoking a very raw emotional response, do you write from experience or is it more of a creative writing?

RBNZ: Yes, everything I write has correlation to events and situations I have been in. I also like to take inspiration from other people's circumstances where they've been done wrong or vice versa.

HRDRV: Are you making plans for your future or career? Where do you see yourself in 5 years?

RBNZ: In the next 5 years I would like to be better both emotionally and physically. I am still learning and growing as a person, so I'd rather have my life unravel naturally as I go.

HRDRV: What are some of the ups and downs of being an independent artist?

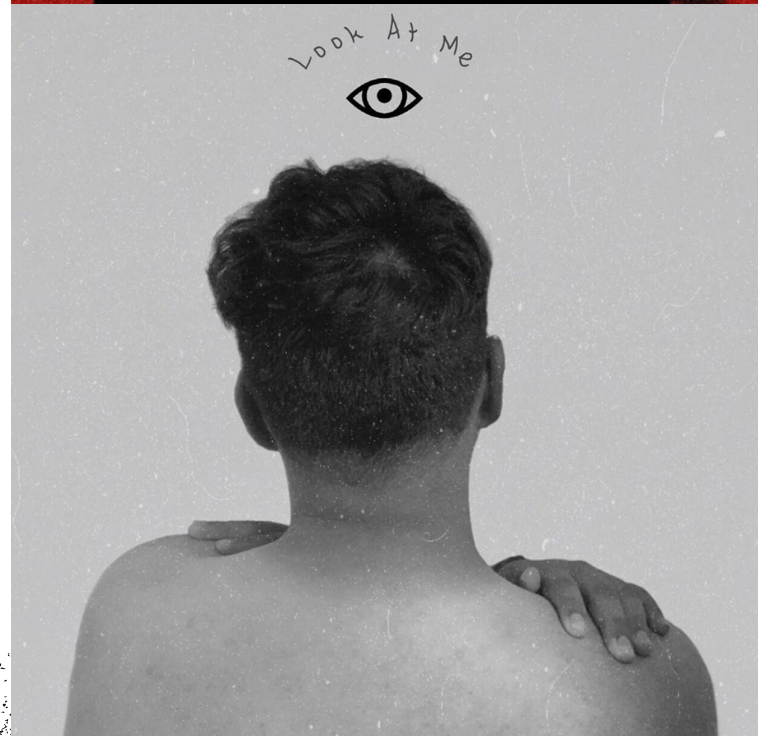
RBNZ:

I love that I am able to express myself freely and have a say in what I want and don't want. The hardest part would have to be, keeping myself motivated enough and to be patient in order to obtain my goals as an artist.

HRDRV: Do you have the support of your peers or family? How do you stay motivated as an artist?

RBNZ: My friends and family are very supportive of me, and it's nice to know that they are because it's just another reason to keep doing what I love without feeling like I'm not gaining anything from it.

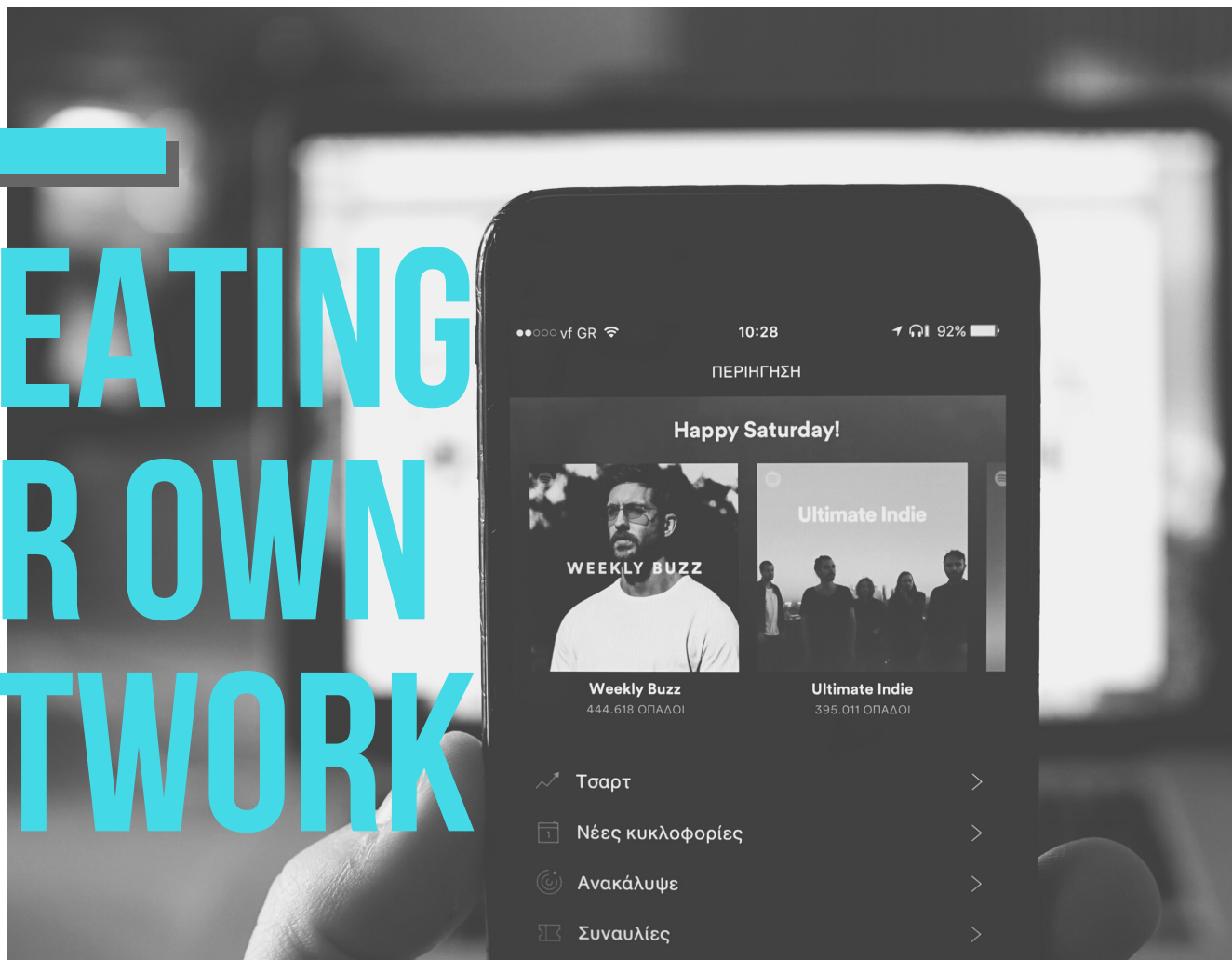
After hearing RBNZ recent releases and upcoming material, we are excited to help more of the world hear what he has on his heart.



**FOLLOW RBNZ ON INSTAGRAM: @RBNZUWU
YOU CAN LISTEN TO HIS MUSIC ON ALL
STREAMING PLATFORMS.**

BY CAL.

CREATING OUR OWN NETWORK



I want to talk a little bit about playlisting, streams and their vital role on breaking through algorithms.

I suggest everyone on the team start making your own playlists on whichever streaming service you choose. Make it fun, make it exciting. Enough so, that you would want to listen to it yourself.

Add your new songs and all other HRDRV artists songs on there. Stream and share your link! You can see our roster's releases by searching "HRDRV Records" on Spotify, Apple Music or by visiting soundcloud.com/hrdrv

Promote your songs as well as your playlist, this way everyone included gets some love and streams. By doing this, not only are you promoting yourself and others, but you will create a buzz that the streaming services will view as: *something new is happening*.

This will potentially get you thrown into their streaming algorithms which will then lead to your songs potentially getting streamed organically by more fans.

Thus increasing your visibility, sound and ultimately more payouts. For example: I play my playlist in order or put it on shuffle. This allows me to constantly hear new music while supporting my fellow teammates.

Lets get our careers growing together!

**WE WANT TO EMPOWER AND
EDUCATE INDEPENDENT
ARTISTS.**

THE IMPORTANCE OF RE-RELEASES & REMIXES

We want to let these streaming services know we ain't playin' and that we are here to get noticed!

Let me explain how this idea works.

You have your original song that you would release like you normally would. Of course your going to work that song and promote it.

Every song peaks in streams on release day. After releasing, most songs spiral down in streams (unless your Rihanna or Chris Brown, haha).

This is when you have the opportunity to do it all over again with the same song.

I suggest you find an artist or producer to collaborate with. Whether its a fellow HRDRV artist or someone you'd like to work with.

Remix the hell out of that song! Make it dope all over again. Bring back all that excitement, new promos, new ideas and re-work it. Maybe consider finding a DJ who can remix it for you.

This also buys you time to work on that next new song without being absent for too long.

With this re-release you would extend the life of that same song with a new approach and it builds your catalog at the same time.

Hmm, interesting right?

Now, with this re-release, you would want to get the most out of it! So make sure you coordinate with your featured artist(s) or producer and see if their willing to also promote with you. A post here and there will do.

Example of this idea, if you're familiar with Dani Leigh: she had a hit song called "Lil Bebe". After a period of time she remixed it and treated it like a whole new song, ultimately gaining more fans and streams.

And then, did it again with a song called "Excited" which she remixed with Chris Brown.

These are just some tips you can use (or not!)

Lets break the barrier and algorithms together!

THE IDEA IS TO ALWAYS HAVE SOMETHING LINED UP AND READY TO RELEASE.

PRE-~~SAVING~~ CAMPAIGNS

As you already know with Distrokid you have access to your own hyperfollow link with each release for Spotify.

This link allows you to secure listeners before your song releases... which is vital for your streaming numbers on release day, but only for Spotify.

In order to broaden your presence on other streaming platforms, it is a good idea to have some pre-orders and pre-saves from platforms such as Apple Music or Deezer.

Now let's dig in a little further. How about along with your hyperfollow you set up a campaign that includes all streaming platforms.

Try using:
<https://click.soundplate.com>

Soundplate allows 2 smart links for free on the basic package.

Anything free works for me. I'd utilize that strategically with each release.

How this works is as soon as you get your pre-save or pre-order links, you'd plug them in and start sharing that. Social media posts, texting friends, email engagement (which we will discuss soon).

All of this will ultimately get you ready for release day. Also other sites to consider for pre-save campaigns are Show.co and feature.fm

Some are more expensive than others, but you choose what's more suitable for you.

These services are designed to gather more listeners and gain more fans. Preparation is key. Here at HRDRV we strive to teach and share all information that will allow us all to prosper in our careers.



*Let's keep
going!*

EMAIL, EMAIL, EMAIL!

Have you ever noticed a time when Instagram's down!? Or any other platform is just having a bad day.

Well that should never be our problem, right? Our business and career must still move forward, as selfish as that sounds. It's the truth in the world of business.

This is assuming we all agree that our music is a business. It is! With that being said, we must always be two steps ahead of the unexpected events that can take place with social media platforms.

It is imperative that we start collecting emails of our own. All these other companies do it! Why not you?

Start by collecting each other's email addresses on the team. Join the Facebook group. Don't hesitate to reach out to one another and ask if you'd like to exchange emails. We are in this together.

An alternative to that and also a great way to gain new fans is <https://hypeddit.com>

Create a download gate with your songs and make email capture the first step for fans to gain access to your song. They'll save the emails for you.

And with those emails use <https://mailchimp.com> to create your mailing list(s). On Mailchimp you can make great email templates and automate email campaigns. Simply schedule an email blast weeks or even months in advance.

This way you don't have to even think or worry about it. You'll always have your new fans up-to-date with your new music drops or other things you want to promote.

I hope this serves you well on your path of gaining momentum and new fans!

**FOLLOW CAL ON INSTAGRAM:
@CALJAMONIT**



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**I ALWAYS FIND IT INTERESTING
THAT THE JOURNALISTS SELDOM
ASK A SUCCESSFUL ARTIST HOW
THEY GOT TO THE POSITION
THAT THEY ARE IN NOW.**

”

DEPRESSION AS AN ARTIST

BY CHAD DEXTER

I always find it interesting that the journalists seldom ask a successful artist HOW they got to the position that they are in now. They kind of just relic in the moment of being there, but to me the HOW is far more important. What were the sacrifices you (the artist) have made? How did you decide on what to sacrifice? Like tell all the details nobody really wants to endure through. That's the sprouted bread and almond butter.

I suppose the reason why they never release the deetz is cause they are probably...dark. Ironically dark days are the best. That's where the creative fabric is sewn.

That's where you figure out how big / influential you wanna be. It is also where depression lives and it's house is paid for, in CASH!

When you're sitting in depression's living room it feels so compressed. Like everything you say, do or touch turns into a mess. You start to question the "why" of everything. Even worse comes the "how". Who knew conjunctions could be so detrimental!

How do you kick depression out? I think the answer lies in attacking it head on. If you're a creative then do what you do best.

Get your pen or Apple Notes (I don't have Android...so whatever it's called on there ☐) out and write those feelings down. Or pick up that guitar or keyboard and make something ☐.

Even if you hate it at the moment who knows what it could turn out to be once the dark cloud moves on and move on it will with time. Time is your best friend in these situations because it always has to move forward. As do you!

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@CHAD_DEXTER



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