



# *The Music-Preneur Mindset Podcast*

## Ep75: Music-Preneur Spotlight: Megan Kuhar

You're listening to Episode 75 of the Music-Preneur Mindset Podcast.

Hello! You're listening to [Episode 75: Music-Preneur Spotlight: Megan Kuhar](#).

I'm your host, Suz - a mindset coach helping music professionals get clear on their goals and find the time to get it all done while maintaining a healthy work/life balance.

For the month of January each new episode of this podcast will feature a spotlight on another music industry expert. I usually keep it to interviewing only musicians, but I wanted you to start this year off with some amazing tips from people who help music-preneurs just like you make money from their craft on the daily.

With this new year and decade upon us all you hear these days is "Set your goals!" "Declare your resolutions!" As if this new turn of the calendar will magically make you a new person with new super powers!

Sure, there is a new, fresh energy that comes with a new year, but it can't magically take away the stress and overwhelm you felt just a few short weeks ago in 2019 when it came to growing your music career.

You're still growing it, right? You're still feeling stressed about certain areas of the business, particularly like ooh... I dunno... social media? How about marketing and branding? How about using all of these tech platforms and automation and the thought of providing your audience with consistent, valuable content?

I have a feeling each of those words I just mentioned caused your body to tense up even just the slightest. Yea, I get it. You got in this industry to make music or help others make music, not spend hours a day trying to beat algorithms and worry about hashtags.

The Music-Preneur Mindset Podcast (c) 2019 The Rock/Star Advocate, LLC All Rights Reserved.

[www.therockstaradvocate.com/podcast](http://www.therockstaradvocate.com/podcast)

I couldn't think of a better person to feature in 2020's first episode than music-preneur Megan Kuhar, a musician in her own right and a marketing tech coach for music-preneurs.

Megan is authentic as they come - transparent in what's worked and what hasn't for her so she can share her lessons with her audience.

She takes a unique approach to coaching music-preneurs, as she says in our interview, she doesn't just tell you what you need to do, she shows you how to do it - how to set up that podcast, how to improve your video skills, etc.

This hands-on approach has made her an effective coach who's created incredible tools to help take the overwhelm out of marketing your brand. Her tools, blog, and additional resources can be found at [www.megan-kuhar.com](http://www.megan-kuhar.com).

When I saw her **30 Day Content Map**, filled with prompts to take the guess work out of posting on social media, I asked her if she'd be on my show and we decided to do a swap!

On her website you'll also find a link to her great podcast that I hope you'll all go subscribe to - The Fan Finder Podcast - and my interview on *her* podcast is out this week as well! Head on over to the show notes - [www.therockstaradvocate.com/ep75](http://www.therockstaradvocate.com/ep75) to find links to subscribe and hear our other episode together!

In the mean time, I'm so excited to share my chat with Megan on her decision to help other musicians, how she manages tech overwhelm and feeling like a phony online, her journey to find her own family band to belong to, and where her loyalties lie in the Boy Band Debate of 2020.

Take a listen...

**Suz:** Megan, thank you so much for taking the time to speak with us today. Like I've told my audience, I'm a big fan of the services that you provide musicians because it's so important, so thanks for being here with us.

**Megan:** Absolutely! Thanks so much for having me!

**Suz:** Yeah, so you know I found your story and your journey through this industry so interesting and yet also incredibly relatable and I really... I know you mention on your website when you hit a fork in the road, you went back to school and got another degree and that's very similar to my own journey.

I wanted to start with really applauding your transparency because I too have a similar backstory when it comes to starting a business. You said on your website that you made less than five thousand dollars in your first four years of one of your businesses, and I've definitely been there myself. And I want to know, for you, was it scary to share that? Like did you hesitate to share that? And what made you decide to share that on your website with your audience?

**Megan:** Yeah well that's a really good question, and I think I mean the answer, the quick answer is like I didn't really hesitate to share that at all because I think it's important to be transparent and to be honest.

And I think too many times like, I don't know, coaches and and other business people, entrepreneurs, they tend to like kind of gloss over the bad stuff and talk about the good stuff. I just really, I don't know, it's not like it was even bad it was just like the fact like... I had a business called Hey Poletti, my maiden name is Poletti, and it was a recording company and you know honestly I didn't try to make it a full-time business - I wasn't even trying that hard, but I was trying to get more gigs and it was just tough.

I did in person recordings, so I actually like traveled places and recorded - they were all on location. And so, you know, I just worked totally word of mouth, so everything just happened like when somebody recommended me. So yeah, I mean I was just kind of fumbling around trying stuff for like four years basically.

You know, as soon as I started like really taking it seriously and really thinking about like what's my brand and how do I want to market and what other types of value can I provide beside like recordings?

That's when things really started to take a little bit more direction, and I was featured in Gullebeau's Side Hustle School just for like having a side hustle that made a good amount of

money, and, you know, it never became a full-time business, but it led to my full-time job and it really helped to define my career path in a huge way that I wasn't even really aiming for at all.

It just really kind of led me ... because right now I'm a professor at a university, Conservatory of Music, and the reason why I got this job is because I had entrepreneurial experience and because I had marketing experience and, you know, because I had done all those things and also doing the recordings and videography and everything.

So, you know, it sort of like laid a foundation for a job that I was able to take that provided me my full-time income, so it became full time in a round-about way.

**Suz:** Right. That's really interesting! And I know that your background obviously is in music, and much more, would you say, the classical genre in particular?

**Megan:** Yeah, although I've always been a rock musician and that's the reason why I always started. Like I didn't grow up with classical music, I grew up with like The Beach Boys.

**Suz:** Oh yeah!

**Megan:** My favorite was The Beach Boys when I was really little and then when I got to be a little bit older it became Hanson, so that's what I was like.

**Suz:** Hahah!

**Megan:** Those were like my two favorites, but no I was like super into rock and roll and pop and everything, but I wanted to study in a conservatory, and I was in band - I was always in band, doing choir and band and stuff. But yeah I wanted to learn in a conservatory, so I did that, but ever since then, I'm focusing on playing in rock bands primarily.

So my education was classically trained. But the music I wanted to play was not.

**Suz:** Understood. I myself grew up listening to The Beach Boys so I completely agree on that.

**Megan:** Oh yeah! Yup.



**Suz:** That's awesome. So it's clear then, you know, why you have decided to help musicians primarily, but I'm curious - you know, you call yourself a marketing tech coach for musicians, so why did you feel that this was the particular way you wanted to help musicians? Why tech and marketing?

**Megan:** Yeah so I have, like you were talking about, you know, the fork in the road and getting another degree - basically that happened to me twice.

So I got my first degree and then twice, I didn't know what I was doing so I got more degrees, and they were always in technology. So I went for audio engineering and then I did a Masters in Music Technology, and the reason why I really wanted to help musicians with this is because it's such a common conversation that I have with my students and with my clients.

It's like, "I'm bad technology," or, "I don't understand technology," or they just feel really frozen when it comes to it, and I'm comfortable with it and, you know, it's been my whole life that I've been in technology in some way, so I just love working with musicians because I love helping musicians share about their work and share about their art and share about their music.

And what I provide for them is like help with marketing, but at the same time I also can teach them *how* to start a podcast, and *how* to make better video, and *how* to make a website, and *how* to edit better photos and things like that. So we talk strategy and branding but I also can talk about all the tech stuff like that's kind of my bread and butter, so it's really cool mix. I think it's kind of all those things combined into one service.

**Suz:** Yeah absolutely I love, you know, it's a plethora of things, but it's also so niche in terms of the fact that, as you said, you can coach them through this. It's not just, you know, here are some branding tips or the best ways to to build your brand - it's like here is *actually* how to do it.

**Megan:** Yeah... design this graphic!

**Suz:** Right, right.

**Megan:** Yeah!

**Suz:** That's so great! And so, as you work with them, what do you feel they struggle with the most when it comes to building their brand? Is there something in particular they're most resistant to or is it all a mindset thing? What have you come across most?

**Megan:** I would say at first it's usually a mindset thing. One of the most recurring "excuses," I'm gonna say, that I hear is "I don't have time!"

**Suz:** Yeah! Haha - yep.

**Megan:** You know that one.

**Suz:** Yep!

**Megan:** "I don't have time. I wish I had more hands." That is definitely the first hurdle that we have to kind of jump over, and really the answer to that is it's not that you don't have time it's that you aren't making this a priority, and you know if that is figured out and if they kind of are like, "Oh, it actually will save me time and frustration if I learned how to plan content and like create a strategy."

**Suz:** Right!

**Megan:** You know, instead of spending three hours on Canva like freaking out, I can just spend thirty minutes and make a bunch of stuff because I know what I'm doing now.

**Suz:** Yeah.

**Megan:** You know all of that, like it actually really saves you time if you learn it the right way, and if you have a plan. Most people go into marketing and technology with little to no plan. They just know that they want people to care about what they do, but they have no idea how to say that or how to actually like cohesively share a message, and they don't know how to say it in a way that creates conversation and creates connection, so that's my main thing that I really try to work with first.

**It's like stop worrying about numbers stop worrying about algorithms, stop worrying about how many likes you have, and stop telling me you don't have time and really make a**

**strategy and learn how to create content that actually gives you like loyal followers and people that are really into what you're doing, and it doesn't matter how many of them there are.**

**Suz:** Yeah, that's perfect. We should probably tag team together, if they feel they don't have time I'll show them how to make time, and then I'll send them to you to go learn all the things they need to learn.

**Megan:** Yeah totally, that's so funny. I feel like every person in the music industry that's kind of a coach or some kind of, you know, helper or teacher or something, they always have to first tell their class like, "No - there is time!"

**Suz:** Right, right!

**Megan:** You have to make it.

**Suz:** It's unbelievable, I mean that's what made me start my business because that's all I constantly hear - "I don't have time! I don't have time!" - and you hit the nail on the head it's like, "No, you're just not making it a priority."

You know I saw and I loved your freebie download that you give away, and for all those listening it's in the [show notes](#) make sure you go check out, Megan Kuhar's 30 Days of Social Media Content because it's really great!

It's so funny when I saw that, my assistant and I, we spend you know a good chunk of time walking myself through this process where I wanted to try to automate my social media and figuring out what my themes were or what my touch tones that I wanted to talk about were, and then I came across your freebie and I was like light bulb moment!

Yes this is so great! It's so great to just have a plan of some prompts to be like, okay, yeah there's so many ideas out there and so many things that we can talk about, but when you let the stress of it all get to you, your brain freezes and you're like, "I have nothing to say!"

But I love that you map it out for people. Like yeah, here's 30 pieces of content that you can come up with. It's great.

**Megan:** Yeah. And you don't have to use all 30 of those ideas, but hopefully they give you some inspiration to figure out more things that might work for you. And I think like one of the other things that people do the most is that when they get into that panic stress mode where they're like, "I don't know know what to talk about! I don't know what to do!" They freeze, right? And then they don't create stuff or they just like reactively create content. Where they're like, "Uh... okay... snap a selfie!" "Okay... show Friday hope you come!"

**Suz:** Right!

**Megan:** That's not helpful at all.

**Suz:** That's not a strategy.

**Megan:** It's zero percent helpful. People are just gonna see that go, "Oh, cool." And maybe they'll like your photo, but that doesn't really mean that they're going to get excited for your next photo that you're gonna share and actually wanted to go to your show and actually download your single ... so yeah it just creates this like reactive posting that is just not a strategy.

**Suz:** Right.

**Megan:** And that's the thing, the stress creates reactive posting and that's just not a good place to go to.

**Suz:** Yeah absolutely and you know speaking of getting stuck in having those mental roadblocks - I mean we've mentioned when you get stuck in a fork in the road in life you and I have both gone back to school and gotten other degrees, learned new things, which I think is great, but when you get stuck say on a daily basis, if you hit a mental roadblock, what are some of the ways you un-stick yourself? What are some of the ways that you come up with new content or get over a mental roadblock you might encounter?

**Megan:** So that's a great question and actually I'm in the middle of doing that right now because I kind of got to this point where I was like really going into some spirals of, "I don't

know what I'm doing. I feel like things aren't going well." You know? Sometimes it just happens - you just kind of make things up in your mind, and I decided to just take a break.

I actually haven't really been posting on Instagram partially because the semester was ending and things are really crazy at work, and I was like, you know, what I just need to like not stress about creating this content right now, and just focus on what I can focus on.

And while I've been taking that break, it's actually been amazing because I have really been planning the crap, if I can say that?

**Suz:** Yeah! Oh you can say much worse on here.

**Megan:** I know I was like, I don't know, crap's not a swear word - I've been planning January to... every single day I have planned now already.

**Suz:** Nice!

**Megan:** And, as of today, I have about 20 of the days actually scheduled with the media there and everything.

**Suz:** Ugh. Love it.

**Megan:** So like taking a break has been amazing for me and it's not just that I had more time to actually do stuff, it's that I had *clarity*.

I was just able to like clear out some of the like... because I myself was getting into reactive mode! And I realized it when I took the break, so yeah that's the first thing I try to do is just, you know what? I need to step away. Even if it's just for a day,...

You know, in this case it's a little bit of a longer thing, but I just was like you know what? Christmas, Thanksgiving ... I'm just gonna like chill for a minute and figure out what I'm doing for 2020. So that's kind of what I've kind of been doing it's been really, really helpful for me.

**Suz:** Ugh. I love that so much we're like kindred spirits! I love everything you have to say. I think that's so important because on this podcast we talk a lot about sustainability. I try a lot to really emphasize the point that we're in this for the long run - you know, we want careers out of this!

We want to be able to make money from the things that we love and not have it just be a flash in the pan or just a quick little thing we did once. You can't have sustainability always going 100mph all the time. I had a musician recently asked me, just yesterday, I was talking about time management and taking breaks and seeing your friends and family, and they said, "Well I'm in the middle of launching something right now, so I'm really not seeing my friends and family all that much - am I doing something wrong?"

And I said to them, "Well, no. You're in the middle of a launch so that's one thing, but that's like a peak and then it dips down again. So as long as you then take a break after the launch and you go back in and live your life and and go easy on yourself that way you can go hard next time when it's time for the next launch."

And I love how you described the fact that taking this break enabled you to, you know, I have no doubt you're gonna knock January out of the park because you've taken the time to do that.

And so many people will look at your January content and say, "Man! How did she *do* that? She's got so much consisting content and it's so great - how does she do this?" And it's like yeah because she takes breaks.

**Megan:** Yeah, because I did it in November!

**Suz:** Right, right! You paused. The people who you're seeing online that are killing it out there - there has to be breaks in there because nobody can do that sustainably always on a high quality level. There has to be that restful period so that you can prepare.

**Megan:** Yeah, 100%.

**Suz:** Thank you for explaining that! I love that.

**Megan:** And it just means that you're thinking big picture. If you're just doing this every day you panic and post something, there's no big picture there - that's just like day to day and it's not grabbing and it's not engaging.

You need to have like a big arc planned or you need to have an idea of what you want the end to be and that's kind of what I've been really focusing on - like what's the big picture here? What am I trying to get to?

And you can only really do that if you do that bird's eye view and really think about it and take that break.

**Suz:** Mmm. Absolutely. You know, as we're talking about all of this, we touched upon some of the things that musicians tend to be resistant to with creating this brand and I think you just hit upon another one which is not taking those breaks. I love that you said "panic and post" it sounds like a syndrome! It's like, "I have panic and post syndrome!"

I know you have this amazing masterclass called "How to Build a Brand Without Feeling Like a Phony" and I love that and I have a couple questions about it. But my first question about it is, why do you feel like so many people, musicians in particular, feel like phonies when building a brand? That topic, that title, really resonated with me, why do you feel that this is something that needs to be addressed?

**Megan:** Oh my gosh, well, get ready for a long response.

**Suz:** Hahah!

**Megan:** This is my platform that I jump on. So I have this theory that I think that musicians and artists, a lot of times musicians even more so than any other artist, we're just trained to be perfectionists.

And we're trained to do all of our work in secret, and then come out with like a most amazing finished product and what that means is that when you start kind of like letting people into the process, you start feeling like, I don't know, like you're narcissistic like you're bragging like you're like, "Oh look at all this amazing stuff I'm doing!" or that you feel like your self-centered

... I think a lot of times people feel that way, and the reason why is because they tell me they feel that way.

**Suz:** Right! Haha

**Megan:** It's every single person, almost every single student I have taught and almost all my clients are like, "Isn't that kind of getting annoying? Am I getting annoying? Am I bragging too much?"

**Suz:** Hahah!

**Megan:** I'm like, **"No! Listen, if you don't talk about what you're doing then nobody else is going to talk about it."** A lot of times our instincts, especially if you're younger and you've been using social media for most of your adult life, your instinct is gonna be to just kind of copy what other people are doing.

You don't really know what you're doing, so you see Beyoncé post a selfie with no caption and you're like, "Oh that's how you do Instagram!"

But, you know, that's gonna feel phony because you're just trying to copy somebody else and also it's not gonna work because you don't have that much of a following, so you know it's just the cycle of like, "I'm scared to let people into the process because I think I'm bragging, but then I'm gonna give in and I'm gonna do it, and when I do it I'm gonna copy somebody else and then I'm gonna feel phony and it's gonna make me uninspired, and then I'm just like frozen and it's just a never-ending cycle if you start with that mindset."

If you start with that mindset that's where you're gonna end up, so the whole masterclass is all about breaking that cycle of like message-less marketing is kind of how I phrase it. It's like marketing that has no message - breaking that cycle and getting out of the fear of that phoniness - following through and figuring out how do you put together an online presence that actually is consistent and that is a brand that doesn't make you feel confused or uninspired?



You know that's what the whole master class is about so I hope it's really helpful for people and that it's valuable and that people are inspired to kind of like actually be themselves instead of copying what other people are doing.

**Suz:** Yeah! I'm so glad you've created this for artists because it's so important, and to all our listeners out there I hope you're taking notes! You want to stay away from "panic and posting" and we want to stay away from that "message-less marketing" - I love that! I love that. I'm just an alliteration nerd.

**Megan:** Yeah ... all the hyphens like "phony-free marketing," "message-less marketing," you know ...

**Suz:** Yeah, I love it! I love it. So who would this master class be for? I mean can any musician take it? Should they be at a certain point in their career or at a certain point in their strategy? I mean, who ideally will this masterclass be for?

**Megan:** It's specifically for musicians, so it's any musician. You don't have to be at any point, you just basically have to be ready to work at something and learn some things that you can apply immediately.

You'll learn like the biggest mistakes to avoid you'll learn my formula for marketing, attracting ideal fans... yeah it's for any musician that feels like their stuck and feels uninspired and feels like they're panic and posting and, you know, not really sure where to start.

**Suz:** That's awesome! So everyone make sure you go to the show notes for the link, and you can also tell us here - what link can they go to a to sign up for that masterclass?

**Megan:** Yeah they can go to [megan-kuhar.com/masterclass](https://megan-kuhar.com/masterclass).

**Suz:** /masterclass... there you go! So if you guys need that again you know where to find it in the show notes. I think that's amazing. It's such a useful tool and remember listeners as we often talk about on this podcast, it's about taking *action*!

As Megan said, if you're going to show up and do the work then this masterclasses for you. I feel too many people take all the classes and then they don't take the action, so it's great that you have an action-packed teaching that they can learn from.

**Megan:** Yes, absolutely.

**Suz:** I think that's so super important that a lot of people miss. And one of the things that I really also love, switching gears a little bit, when I was learning more about you and it's so clear that you teach branding and marketing because you had such a captivating story and a really thought-out layout to your website and into giving us the "all we need to know about you" and one of the things that I really enjoyed reading about was The She League.

**Megan:** Oh!

**Suz:** I love multi-passionate people and entrepreneurs that have all these different facets to what they put out there, so can you tell us more about The She League and what inspired you to help create it?

**Megan:** Oh my gosh! Yeah, I've had a lot of interests over the years, so The She League is a podcast that I have with my friend Hillary, she's going to be my sister-in-law in May, so in a few months. She's engaged to my husband's brother.

Yeah, we started this podcast and blog that was just kind of a way that we wanted to celebrate women and get to know them and just share stories and whatever we wanted to talk about - any topic basically.

So we have an ongoing series on the blog called "Cool Woman" where we - Hillary is a photographer and so we would go physically to a house local to us and take photos of them.

One of them we met this girl Dina who runs a thrift blog, and we met her at a thrift store, we talk about thrifting and took photos. My favorite episode that we did ever is episode three where we talk about boy bands, and we compared \*NSYNC and Backstreet Boys and it was...

**Suz:** I did take a look at that! I did!

**Megan:** That was one of my favorite things I've ever done.

**Suz:** So good!

**Megan:** It was so much fun, and yes so it's a lot of fun. We're on a little break right now, too, but I'm sure we'll pick up some more episodes in 2020, so it was a really fun project. I'm glad you brought that up!

**Suz:** I loved it so much and when I saw the whole boy band thing, I was like yes I must check this out right now.

**Megan:** Oh my god. Yeah, yeah. Well who would you pick - \*NSYNC or Backstreet Boys?

**Suz:** Okay listen, \*NSYNC all the way. To me, their harmonies are better and honesty I just felt that their lyrics made more sense.

**Megan:** Mhm.

**Suz:** There's a lot of Backstreet Boys songs where I'm like, "What does that even mean?" And I know they had a lot of Swedish writers right their songs so usually the translations don't work out...

**Megan:** Yeah. I don't think it's the translation, I think it's they didn't care about lyrics they just wanted like the hook...

**Suz:** Well, true. True.

**Megan:** Yeah.

**Suz:** I remember reading an interview about Britney Spears' "Hit Me Baby One More Time" and they said the Swedish songwriters misunderstood - like we would say like hit me up, you know, hit me up, so they just said "hit me baby"

**Megan:** Uh-huh. Haha!

**Suz:** And that meant like, "Call me" and then when people explained to them later, like no, it's "hit me up"... they're like, "Oh. Well it works in the song!"

**Megan:** It worked! Yeah. We also did a Britney Spears and Christina Aguilera episode too, so you should check that out too ....

**Suz:** Oh man. I love it! So where would Hanson fall in there if you had to...

**Megan:** Uhm please don't, okay I talked about Hanson, please don't get me started. Hanson is not a boy band, they are real band! I will talk about Hanson for another 45 minutes.

**Suz:** Hahah one of my friends, Nicole if you're listening, I don't mean to anger you. My friend Nicole has seen them hundreds of times.

**Megan:** Oh yeah!

**Suz:** She's waited backstage, she like knows their bodyguards.

**Megan:** I've seen them maybe 8 times and I met them twice, so I feel pretty good about that But actually they're in town here in like two days, and I'm not going which is kind of sad. But yeah, tell your friend to message me.

**Suz:** I will say I'm very happy to see they're still making music.

**Megan:** Yeah!

**Suz:** I *do* think they're talented. It does blow my mind though, I think between all of them they have like forty kids by now.

**Megan:** Yeah there's a lot of kids yeah. Well they're from Oklahoma, I feel like it's just like a thing.

**Suz:** Haha right.

**Megan:** It's funny because like they, and okay, so they are a family band and that was what made me want, well and The Beach Boys, what made me want to have a family band. And that was kind of what like started me wanting to play in a band because I like I wished I had siblings that played music and my siblings don't, so I was really jealous and then I got married to a drummer who plays in a band and his brother is in the band and now I'm in that band and I'm in a family band!

**Suz:** Haha aww!

**Megan:** My dreams came true!

**Suz:** Yeah eventually everything works out the way it's meant to.

**Megan:** Yup!

**Suz:** That is so cute. I love it. So now, sorry audience we went off on own boy band tangent, but I loved every second of it - it's time for the rapid fire question part of our episode.

**Megan:** Oooh!

**Suz:** Yes! So if you could go back and tell yourself any lesson, what would it be?

**Megan:** Chill out, girl!

**Suz:** Haha! Yeah. Everything will be fine! If you could have any superpower what would it be?

**Megan:** Teleportation.

**Suz:** I could really use that in New York. Haha and if you could invite three musicians, living or dead, to dinner who would be?

**Megan:** Well, what we just talked about - Hanson! Issac, Taylor and Zach Hanson!

**Suz:** Hahah! I don't even know why I asked that.

**Megan:** No I wouldn't do that I wouldn't waste it on all three of them. I would choose...

**Suz:** Ooh you'd have to pick one then.

**Megan:** Well, I would pick one. I would pick Zach because he's a drummer and I'm a drummer and that's fine.

**Suz:** Alright.

**Megan:** Then I would pick Thom Yorke, and gosh, they're all men though, that's not good. I need a woman in there.

**Suz:** Hahaha.

**Megan:** You know what, Michelle Branch is amazing. She has an amazing story and I just listen to a podcast with her, and it's incredible the amount of like BS she went through.

**Suz:** Wow.

**Megan:** And I'd like to talk to her about that.

**Suz:** On this podcast were all about actions, and I know you are as well. Usually, I do my best to have like a downloadable worksheet or some action for our audience to take each week, so when I have a guest on my show, it's their turn to tell our audience something to go do. What action would you like our audience to take?

**Megan:** Oh my gosh. That is an awesome, awesome question! I think one thing that you can do that would make a huge impact is to fix your Instagram bio so it's not a bunch of random stuff. **So make it so that the first part of your bio is an impact statement that shares exactly what you do and what you're trying to aim for, and then the second part of your bio is a call to action for your link**, and then your link is something that leads people to a specific thing, not just your domain.

Also make some stories highlights - think of your stories highlights like your FAQ section on your website.

**Suz:** Mmm. That's really cool, I like that a lot! Listeners, we're going to have everything she just said all mapped out in steps in the show notes, so if you missed any of that, go check out the show notes page.

I want to thank you so much, and I also want to add to that I want to implore all of our listeners to go sign up for it Megan's masterclass - you will not regret it! You're gonna learn so much, so make sure you go sign up for her class, "How to Build a Brand Without Feeling Like a Phony."

You're not going to regret it. Megan, thank you so much for taking the time to talk with us today!

**Megan:** Thanks so much for having me!

I love having teachers on our show because they always know how to break things down and really hone in on a topic!

I want to thank Megan again for her time AND for having me on HER show - The Fan Finder Podcast. A link to that episode can be found in the show notes, so stop by [www.therockstaradvocate.com/ep75](http://www.therockstaradvocate.com/ep75) to find the link AND leave me a comment in the comments section!

What was your biggest takeaway from today? Who's YOUR favorite boy band? I'm open to all of the things you want to share!

Megan's 30 Day Content Map is a fantastic tool to take away the overwhelm in your social media and my 2020 Rock/Star Life Planner is available to help you map out the rest of your plans!

Access them BOTH in the show notes, that's [www.therockstaradvocate.com/ep75](http://www.therockstaradvocate.com/ep75), or email me at any time [suz@therockstaradvocate.com](mailto:suz@therockstaradvocate.com) and I'll send you links to both!

And, if you already have the Planner, I'd love to know what you think of it! Head on over to Amazon and leave a rating/review, send me a snapshot of it and I'll send you a discount code for 20% off any product or service I offer!

If you need the link to the Planner on Amazon, head on over to the show notes page :)

Thanks so much for tuning in and stay tuned for next week to hear from our next guest expert - Jordan Valeriotte - a successful music-preneur, starting out as a producer and studio owner who now coaches music-preneurs in growing successful online businesses.

Until next time, Rock/Star! Have a wonderful week and I hope to see you back here next week so we can get grounded to get rising! Take care.