



ARTIST MANAGEMENT  
**PLAYBOOK**

**Courtney  
Stewart**

Manager,  
**Khalid**

# The Introduction Phase

Tearsheet 01

Courtney's  
Guide

## Stage 1: Recognizing

You're an unknown artist with a great story to tell. That story is what will set you apart.

List some life experiences that are unique to you/your artist.

Khalid was a military brat who had sporadically moved around the globe and experienced vast amounts of change by the time he was 17

How can you position those experiences at the forefront of the music and brand?

By channeling Khalid's angst and emotions into his songwriting

How will this influence the listener's experience with the brand?

The music will resonate deeply with different audiences, age ranges, and cultures

## Stage 2: Broadcasting

Now, figure out your plan to expose the music to the people who will connect with it the most.

What demographics are you targeting?

Specifically kids the same age or from the same generation as Khalid

What platforms do these platforms engage with the most?

1. Soundcloud
2. Snapchat

# The Introduction Phase

Tearsheet 02



Courtney's  
Guide

## Stage 3: Testing

You're seeing streaming and follower counts rapidly rise. It's time to ensure that these people become dedicated fans.

What can you do to measure the validity of your/your artist's popularity?

Route a small tour to verify the legitimacy of the fan base

How can you create superfans out of more casual listeners?

Build a personal connection with as many fans as possible before and after the show

# The Explosion Phase

Tearsheet 03



Courtney's  
Guide

## Stage 4: Debuting

The debut album is set to release. You decide how to amplify it to become commercial success.

List some brand partners that can be weaved into your rollout.

Forever 21

(CitiBank (concert series))

Uber

## Stage 5: Sustaining

Now that you're becoming a star, you have the power to diversify your audience and break new ground.

What strategies can you implement to keep momentum going between albums?

Featuring on songs with hot artists  
(Blackbear, H.E.R., Billie Eilish, more)

List some targets you'd like to hit with the debut album.

Billboard 200 Chart  
Breaking the top 10

Successful Singles  
Breaking into the Billboard R&B Charts

Successful Tour  
\$8 million in domestic sales



# The Explosion Phase

Tearsheet 04



Courtney's  
Guide

## Stage 6: Refreshing

There's pressure to deliver a powerful and fresh story for your sophomore effort.

How can you refresh your brand and story for your second album?

Explore the stories and mindsets of people his age as they experience college, then use those moments as inspiration for songs

How will you bring this album to life?

Create an all-American themed movie to debut in theaters across the country

Drive an album-themed van to various college and youth hotspots across the country

Create an immersive website that drives traffic to the music

## Stage 7: Universal

You've successfully proven yourself as an artist with staying power.

List some targets you'd like to hit with your sophomore effort.

Billboard 200 Chart  
Grabbing the #1 spot

First Week Sales  
over 200,000 copies sold

Tour Revenue  
Triple first tour's gross revenue

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