

STARTING AND GROWING YOUR CAREER

“Every DJ I know, or every top 100 DJ in the world, has become famous in a different way.”

—Armin van Buuren

SUBCHAPTERS

- Don't Pressure Yourself
- The Dance Floor Doesn't Lie
- Sending Out Your Demo
- Social Media Is a Must
- Draw Your Own Social Media Boundaries
- Protect Yourself From Negativity
- Never Stop Having Fun

CHAPTER REVIEW

At the start of your career it's important to recognize that there is no one path to follow. You may find success through a radio show, a popular collaboration, or a great label, but each of these paths originates from one place: the fun you have creating music. If you're having fun then your passion will show through your music. Armin had his first hit eight years into his career, but felt periods of frustration along the way and an intense pressure to make similar tracks. His creativity suffered, and it wasn't until his passion was reignited that he was able to make new hit tracks.

Once you have tracks that you feel are great, the quickest way to the top is to have them played by other DJs. One way to do this is to go through their label. Most labels have instructions on their websites on how they like to receive demos. Before submitting, you should investigate whether or not your music is a fit for their genre. You can also reach out to DJs directly.

People need to be able to find you and listen to your music, so your social media presence is increasingly important. You should engage with your fan base and let your fans learn about your personality. Armin likes to share positive things with his fans and even some of his doubts, but every artist has their own unique personality. Armin also likes to keep his family and personal life out of the spotlight and encourages you to set your own social media boundaries.

LEARN MORE

- Armada Music, Armin's label, has created a how-to guide for submitting your demos to labels. Read about where to start, what not to do, and how to stand out [here](#).
- Do your research and decide if your tracks match the genre of your favorite labels. If you feel your demos align with Armada Music's style roster of artists, then you can submit to them directly [here](#).

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ASSIGNMENT

- Research your favorite music labels and select those whose genre is the best fit for your music. Once you've set your sights, select your top three tracks and submit them to your label of choice. Keep Armin's tips in mind, and refer to the supplementary information found in the Learn More above.