

K Starting your Music Project on Kickstarter

Thousands of people have used Kickstarter to bring life to their music ideas. Some have created new albums, filmed music documentaries, and even invented brand new musical instruments and sound technology. No matter how you're making tunes, our community of producers, writers, singers, and performers have great advice to offer. The only thing you have to decide is what you want to make first!

Behind the music

[We spoke to creators that ran projects in the music category](#), including Tim Fite, Kim Boekbinder, Jenn de la Vega, and Jillian Speece. These independent artists have got you covered on everything from planning unique rewards to turning your promotion up a notch.

Meet the band

Our team has traveled the world share knowledge on what makes a great music project. Here are recordings of some of those talks:

Music Campaign Strategist Hayley Rosenblum guest stars on [The Jazz Spotlight podcast](#) to discuss all of the elements of a well-prepared campaign.

[The Bandzoogie blog](#) chats with Hayley about what makes a great campaign.

Musicians [Unwoman](#) and [Rob Moose](#) joined [#CreatorHangouts](#) to talk about their music and Kickstarter projects.

Pointers from our team

Let your story shine through and set you apart. Be descriptive, and include photos, artwork, and of course, soundclips!

Be yourself in your messaging. Backers want to get to know who you are and why this project is important to you.

Cultivate an active and engaged online fan base before you launch. Share your work with them consistently.

Don't wing your promotion or fulfillment plan. Make a clear, actionable timeline. Bonus points if you can share part of it with your community.

More tips in [this detailed case study](#) written by music Campaign Strategist Hayley Rosenblum, who has helped thousands of musicians on Kickstarter.

Tune into your category

Our project creators all agree, the best way to learn how to make a great Kickstarter project is to browse and back projects similar to yours. Whether your project is for [a festival](#), [a concept album and book](#), [a live performance with food pairings](#), or your next [LP](#), we've pulled together a selection of campaigns that reflects the wide diversity of music projects [on our dedicated page](#). Pay attention to how things are styled and what's popular with backers.

Start browsing [here](#), and make sure to drill down by sub-category

Project Planning Timeline

A checklist for planning and launching your campaign.

Launch Checklist

A checklist of things to do before you hit the big green launch button.

More Resources

[Kickstarter Blog](#)

Featuring guest posts from previous creators and roundups of answers to our most common questions.

[Kickstarter Tips](#)

Follow us on Twitter for more advice on running a stellar campaign, or to ask questions.

[Help center](#)

Your step-by-step guide to getting started. Visit Campus to ask questions, or the FAQ to see what's already been asked.