

*ALBNOPNDA*

THE POWER OF DOING

*N+U*

MY THESIS

DOING A LOT

*N+U*

# BACKGROUND

The concept of DOING vs NOT DOING:

- We are all given the same 24/hrs to get as much done as we can.
- In college we are all given the same 4 years to learn as much as possible and be spit out on the otherside able to find a job and flourish.
- What we do with that time is up to US

# MY INITIAL IDEA

- 3 ALBUMS
- AS MANY MUSIC VIDEOS AS POSSIBLE
- ALL RELEASED IN 1 MONTH
- SPEND NO MORE THAN \$500
- SATURATE A COUPLE DIFFERENT GENRE FANBASES
- DO EVERYTHING MYSELF

*N+U*



# THE GOAL

- Grow my existing small fan base
- Get at least 100 new monthly listeners on Spotify.
- Get my music on at least 2 DIFFERENT GENRE Playlists
- Get at least 100 new Instagram followers
- 1000 combined monthly plays on Spotify

# WHAT I BASED MY PROJECT OFF OF (RESEARCH)

- GOOD MUSIC SUMMER 2018 ALBUM RELEASE CYCLE (5 ALBUMS/4 VID)
- BROCKHAMPTON SATURATION I-III RELEASE CYCLE (3 ALBUMS/15 VIDS)
  - SCARLXRD VIDEO/SINGLE RELEASE CYCLE (4 ALBUMS/10 VIDS)
    - TEKASHI 6IX9INE RELEASE CYCLE (10 SONGS/10 VIDS)
- LIL NAS X OLD TOWN ROAD/PANINI RELEASES (3 REMIXES/2 SONGS/2 VID)

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Name For This Type of Release?

Targeted Saturation Release Cycle

*N+U*

# THE RELEASE PLAN

*N+U*

WAV  
1 & 2

*N+U*

# WAV 1



*N+U*



N+U

# WAV 2



*N+U*



# IT'S MEKHI

OFFICIAL MUSIC VIDEO

N+U

ALBNOPNDA I-III EMBRSMNT

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# ALBNOPNDA: EMB (NOV 8)

🎵 **I'm a Man**  
EXPLICIT Albnopnda

🎵 **Push My Bttns**  
EXPLICIT Albnopnda

🎵 **Smile**  
EXPLICIT Albnopnda

🎵 **Loneliness I**  
EXPLICIT Albnopnda

🎵 **Loneliness II**  
EXPLICIT Albnopnda

🎵 **Scared**  
EXPLICIT Albnopnda

🎵 **Pretty**  
EXPLICIT Albnopnda



2:52

2:12

3:41

3:11

2:19

3:26

4:02

N+U

I'M A MAN



N+U

# ALBNOPNDA II: RS (NOV 15)



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U NEED ME



N+U

# ALBNOPNDA III: MNT (NOV 22)

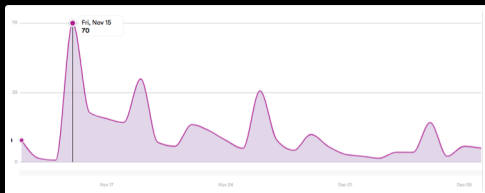
🎵	Shit on You	EXPLICIT	Albnopnda, Shep
🎵	Bruce	EXPLICIT	Albnopnda, M11SON
🎵	XXL	EXPLICIT	Albnopnda
🎵	Run It Up	EXPLICIT	Albnopnda
▶	Ultra	EXPLICIT	Albnopnda
🎵	Hot Wasbi	EXPLICIT	Albnopnda, SAD Marquise



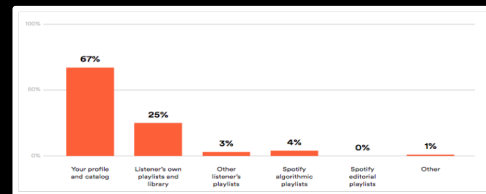
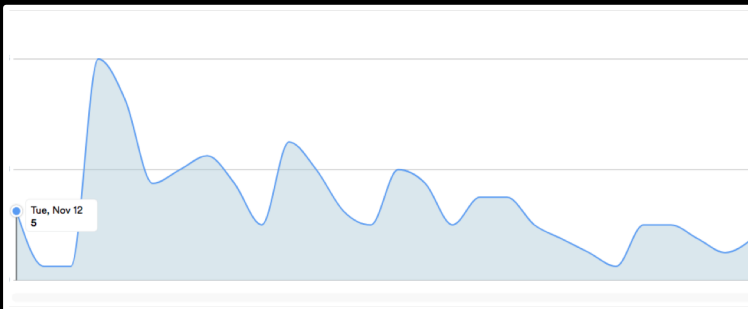
	3:33
	5:02
	1:52
	1:53
...	3:02
	3:40

N+U

# THE RESULT



1		Underground Beats 2 Grindah	Cathy MX	15	68	-
2		Road for the soul 2 songs	Kingdom Bankston	4	57	1 Aug 2018
3		Ash Bria	Federico Casanova	2	17	20 Jun 2019
4		MOST LISTENED Live or Die	Lis Fanfars	6	6	-
5		NO VENDO TRAP - Duki Grindah	lucanomalzia	5	5	-
6		Philadelphia DIY Collaborative Rap Playlist Fast Words	A Day Without Love	2	3	4 Dec 2019
7		Underground Hip Hop Live or Die	129126945	2	2	-



N+U



# DOING VS NOT DOING



*N+U*

# AlbnoPnda Separates Himself From The Rest Of The Forest With His Latest Self Titled Project

AlbnoPnda Separates Himself From The Rest Of The Forest With His Latest Self Titled Project



DOING A LOT =

TARGETED ALBUM RELEASES / FULL CATALOG THAT'S DIVERSE

DOING =

SINGLES/A FEW GOOD SINGLES BUT NO CATALOG

NOT DOING =

NEVER RELEASING/ NO CATALOG

*N+U*

I DID IT. THANKS.

*N+U*