**Music Business Day Meeting Notes**

**October 19th, 2011**

**Recording**

There was a lot of talking about having music professionally recorded. There’s an article posted on the SiS website that has a lot of information about the recording process including a break down of what is considered industry standards for those targeting radio stations. http://songwritersinseattle.com/2011/09/musicbiz-cd/

**Booking Info**

Venues are usually looking for a built in crowd of around 50 in order for you to headline on a weekday. Weekends typically prefer higher numbers.

When booking, while you’re starting out, look for opportunities such as opening acts, showcases (such as SiS), songwriter rounds, and non-Profit opportunities. A great local non-profit outside of SiS to look into is Across the River Arts foundation run by a women named Ginny Sanchez-Ballard. The group’s goal is to support local, up and coming artists. <http://www.acrosstheriverarts.org/>

One thing to keep in mind when it comes to booking and staying within your local market is oversaturation. No more than one show in your primary market every 14 days is the recommendation. The Seattle market has numerous secondary markets (Tacoma, Everett, Woodinville, etc.) so this should make the booking aspect a bit easier. Some venues request that you play no venue within a certain amount of miles within a certain amount of time (Ex: 80 miles within 14 days) before and after your show. Review your contract with the venue for details.

Merchandise at events: Check with the venue. A majority will let you sell your merchandise without taking a cut. Again, review your contract with the house for details.

**Reviews / Demographic analysis**

We talked about reviews again this time and the importance of them in a press kit. A few resources to check out:

[www.Reviewyou.com](http://www.Reviewyou.com) Offers professional reviews on singles and CD’s for a small fee.

www.broadjam.com Offers both music licensing opportunities, professional reviews and peer reviews. If you are an ASCAP member you get a free year PRO membership. (Please contact your PRO to see if this courtesy is extended to you)

[www.soundout.com](http://www.soundout.com) offers a complete break down of a song with complete demographic information. Sonicbids does occasionally select users at random to use this service for free.

**Digital Ideas to enhance your music**

Website Mobilization

As of next 2014 there will be a projected 100 million smart phone users.

The top three uses for smart phones

1. Texting

2. Internet

3. Emails

Why should you mobilize your music website? A staggering **53% of consumers make purchases after a mobile search.** If your site is mobile friendly and makes the consumers mind a little easier, you are more likely to increase your own sales.

Tools to use to create a mobile site

 Go Mobi http://gomobi.info/home.html

 Wix [www.wix.com](http://www.wix.com)

 Onbile <http://www.onbile.com/>

 Wordpress offers a free plug-in called WPTouch

 \*There are several other services as well; a simple google search will give you a few ideas.

QR Codes

 “Quick response code”

 Use it as a call to action to link it to:

 Your website

 Your online store

 A scan and listen code for show posters

 Biz card link to your website

 Facebook “like”

 YouTube video of you introducing your music

 The possibilities are endless!

Generate the code:

 [www.qurify.com](http://www.qurify.com)