

THE Musician's Guide to SOCIAL MEDIA SUCCESS



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Section I:

What Every Musician MUST Know to Be Successful in the Age of the Internet

The evolution of the Internet as a marketing tool has made more opportunities available to artists than ever before. Social networking websites (also known as Social Media sites) like Facebook, Twitter, Flickr and dozens of others help people connect and communicate in new ways, making it possible to reach thousands of people in a very short amount of time.

Imagine if in order to share something with your fans you had to call each one individually every time. Chances are your fans wouldn't care and you'd be exhausted. But with social media *it's easy* to share your news on a consistent basis throughout your day. If used smartly, **social media can be highly beneficial for artists eager to build their fan base and increase their music sales.**

In fact, I'll go so far as to say that **the willingness to master the basics of social media and Internet marketing will separate the successful artist from those destined to struggle.**

In this Special Report, I'll give you the basics to get started, plus a vast number of other resources to consider if you want or need more information. For now, let's start here:

Social Media is a two-way conversation.

This means that in order to be successful, you have to participate!

In my experience, having handled hundreds and hundreds of online PR campaigns for musicians, many musicians resist participating in Social Media because it appears too overwhelming, confusing and demanding. So I created this Special Report to simplify the process, break it down into easy steps and give you easy ways to get started.

Section II:

Web 1.0 vs. Web 2.0 – What In The Heck Does *That* Mean?

If you have a computer and use the Internet at all, you've probably heard the term "new web", or semantic web, or Web 2.0. But you may not know what the heck it means.

Here's a quick definition and comparison:

Web 1.0

Web 1.0 is the Internet we all grew up on, where websites were simply pages and pages of information for you to read or ignore. Most business websites were nothing more than an online brochure that included the same kind of information: Homepage, About, Bio, Mission, Buy, Contact Us, etc. You may have one of these websites right now.

In the days of Web 1.0, you "surfed the net" to check out websites and found information, which was always presented to you as a one-way conversation — something to read or click away from.

Web 2.0

With Web 2.0, it's all about the two-way conversation. Web 2.0 is about interacting and engaging and connecting. In other words, **it's social rather than static!** And it requires participation... on both sides.

Gone are the days of throwing up a static brochure-based website and calling it a day. **Now, to succeed online, you have to engage and interact with your audience.**

In Web 2.0, Internet users share and contribute ideas and content. That content can then be shared or "spread" virally, meaning one person shares something with another and that person shares it with another and on it goes until hundreds of thousands of people know about it. Think of those famous YouTube videos we've all seen.

Okay, I'm going to get a tad more technical

Web 2.0's main features include three aspects:

1. Social Networking Sites (like MySpace, Flickr, Twitter, Facebook, and YouTube)
2. Wikis (such as Wikipedia),

3. Tagging / social bookmarking (such as Digg & Del.i.cious)

All of these are made possible by 2 things:

1. New programming languages that allow for more interactivity.
2. The widespread availability of broadband (over 50% of all households in the USA have it now).

But what you really need to know is this:

As a musician with a presence in the Web 2.0 landscape, you can connect on a more personal level with social media makers (the new media) and fans. By building social networking profiles you are much more visible and findable online, and you have many more opportunities and venues through which potential fans can learn about you and your music.

Once you start actively using social media you will attract a tribe of engaged fans (a fan-base) who want to know who you are and what you're all about. This is very powerful because **communication builds trust between you and your tribe**, and people buy from people they know and trust.

I have over 6,000 people who actively engage with me on Twitter, but when I first joined Twitter two years ago, I couldn't see the point! Why would anyone want to know what I was doing all day long?

But then I had hired a social media expert to coach me. I had her flown out from San Francisco to my office in New York because I decided to give it a go. Now, I've made so many new friends, and Cyber PR has grown significantly... all because I focused on two-way conversations on and other social media portals. And you can use them to build your sphere of influence too.

One last thing before we move on. Web 2.0 is about being all over the net – it's no longer acceptable to just be in one place (that's 1.0 thinking). So, **you need to expand your presence beyond your website, beyond one social media platform.**

You've got to think big!

Building Up Your Social Media Presence

A successful social media presence doesn't happen overnight.

Each social media environment has its own protocol you need to follow, as well as its own feel, mood and emphasis. As you get to know each one and build a

following you'll start to reap the benefits of communicating within each community.

My suggestion is that you dig in and get very comfortable with one social media platform before you join a second, then a third, etc. Eventually, you do want to join multiple networks because doing so gives you more exposure and more opportunities to attract fans and sell music. But start with just one, so you don't get overwhelmed. As I said, this doesn't happen overnight. You have time. Also please bear in mind that many sites can be interconnected to save you time online.

Watering Your Web 2.0 Garden

Web 2.0 is like a garden. It takes consistent attention, cultivation and appreciation in order to thrive. Just planting it and leaving it alone won't make your garden grow. And just planting a profile on each social media platform will not do much for your online presence.

I know, I can already hear your reaction. It sounds something like, "This is too much work. I don't have time for all this social media stuff. I want to spend my time playing music and writing songs. These are the complaints I get from artists. They don't want to get involved with all of these different websites and platforms.

So, don't. You certainly don't have to.

But know this. If you don't change with the times, if you refuse to participate because you don't have the time or it's all just too much, your music career is guaranteed to suffer... significantly.

Social media IS the media of the present *and* the future. If you want a piece of the action, if you want to build a successful and sustainable music career, you better show up where the action is. Online.

And... *it doesn't have to be too much for you to handle.* Choose one social media platform and start. Most likely, you probably already have a MySpace page. You may even have a Facebook profile. And as you read the rest of this report, you'll be introduced to some other sites you may also want to consider.

Besides, I'll also teach you ways to streamline your efforts so you can participate in all of your social media portals... *in only 20 minutes a day.*



Section III:

A Musicians Guide to Social Media Success: Some Key Online Principles To Understand & Implement

Using social media consistently will help you immensely in today's music business. By communicating with a group of fans, you turn them into your **customer base** — fans who pay for your music, buy tickets to your shows and purchase your products and merchandise. Here are some basic principles to help you attract and engage with potential fans.

Start With Your Own Website

Your website is your home on the Internet, and it is key to establishing your brand online. The homepage of your website should *always* have what I call an exclusive bribe, something you give away *only on your website*, like an MP3 or a cool original video, in order to capture the e-mail addresses of your website visitors and potential fans. If you want more ideas and information about the exclusive bribe and how it increases your email list, check out Chapter 3 in my book *Music Success in Nine Weeks* (<http://www.cyberprbook.com>).

Stay True to Your Brand

What are the colors, logo, and overall vibe of your brand? Whatever they are, you need to use them on your website AND on the pages you create to represent you on MySpace, Twitter, YouTube, etc. Inconsistency and dramatic changes in color, look and style will confuse and turn off your visitors and weaken your brand's identity. So, create a consistent look, feel and style for website, and then use that same look wherever you show up online.

Don't Use Flash

Resist the temptation to use *flash* on your homepage. It may look great, but it's a terrible experience for the user. Even more importantly, Google can't index Flash pages, which means you won't be findable on Google. And when it comes to the web, being findable by Google is KEY.

Create One Username

Your username should be the same across multiple social networking platforms. Again, this is part of being consistent in order to strengthen your identity online so you are easily found and recognized online. Choose one username and use it for every social networking sites.

Add Links

Post easy-to-find links on your website and social media pages to direct people to all the places you can be found online (MySpace, Twitter, Facebook, your blog etc.). Make sure all your online presences interconnect with one another.

Be Googlicious!

Social media is the best way to become Googlicious. You don't have to invest in services like Google Ad words or SEO (search engine optimization) because when you consistently use the tools of social media, you are automatically more findable on Google and other search engines.

Remember All of Your Assets

Some artists feel their personal life and interests are off-limits when it comes to what they share on the Internet. But if you really want to build an engaged, invested fan-base, you need to be multi-dimensional (a full-fledged human being) when participating in social media. Don't only focus on your music or who you are as an artist. Share your other interests as well via social media sites and blogs. Be multi-dimensional and give your fans a chance to relate to you.

Special Tip: Be helpful, take risks, let go

If you avoid taking risks, or if you're a perfectionist, then social media may be a challenge for you. The fundamental purpose of Social Media is to engage and interact with other people (your fans) in a two-way conversation in order to build mutually beneficial relationships. It's about being real, being helpful and letting go of the need to constantly hype yourself and your music.

Shift your focus away from promoting what you do and start focusing on your audience, their needs, desires and interests. After all, they're using Social Media to promote themselves, too.

Make a contribution. Use social media to talk about an interesting blog post, a track from an artist you admire, a movie you've seen, or something that you think is funny so your fans can check it out and enjoy it, too.

Make Yourself Stand Out!

Create a great experience for your fans. People *love* videos, so upload some unique videos to your site and YouTube. Constantly offer new content and ideas so people can have a 360-degree view of you.

Another Special Tip: Set up your own YouTube channel (it's easy to do) to house all of your videos. Encourage fans to subscribe to your YouTube channel. Then, you release a regular flow of new videos for your subscribers.

Delegate the Outreach To Others!

Do you have a rabid / excited fan who drives you nuts? Well, and put him to work! Anoint him head of your online street team and give him stuff to do, like tell the world about your upcoming tour, your new CD, and your cool merchandise.

Play Ball with Bloggers and Podcasters

If you can, read music-related blogs everyday. Get to know bloggers whom you admire and appreciate and post comments on their blogs. Listen to podcasts that feature independent musicians (there is a huge selection on iTunes) and discover which ones you like.

Use Tags Consistently

What's a tag? Well, it's basically a word or phrase assigned (or "tagged") to a piece of information online so that it is easily found in Internet searches. For example, whenever I write a blog post or upload photos to Flickr or post a new Sound Advice Podcast, I tag it with the term, CyberPR. You need to tag your own online offerings with your handle (which could be your name or band name), where you are from, what genre of music you play as well as the names of more famous artists who are similar to you.

Don't Try to Do it All in One Day!

It's very easy to lose focus when you are trying to be everywhere online. Make a list of what steps you are going to take to avoid going down the rabbit hole. Start with whatever social networks you already use and see how you can improve on your strategy there before taking on a completely new one.



Section IV:

Twitter — Part 1

5 Reasons Why You Should Use the Easiest Social Media Tool

So, what is Twitter? The Twitter site states: “Twitter is for staying in touch and keeping up with friends no matter where you are or what you’re doing.”

Just think of it as a giant status update in the sky.

But Twitter is also an ingenious way to connect with new people and potential fans while giving your current fans more of you. And it takes less than 3 minutes a day to effectively use Twitter with either your mobile or your computer. Sync it to your Facebook profile and double your effectiveness!

5 Reasons Why You, My Dear Musician, Should Care About Twitter

1. It’s free, easy to join, and so easy to use. All you do is “tweet” (write) small texts of 140 characters or less... from your phone or from your computer.
2. It is the third fastest growing social media site online and now has over 18 million users (Facebook is first and MySpace is second).
3. Your fan base will feel more connected to you, and they can interact directly with you via tweets, replies and direct messages. But you don’t have to follow or interact with everyone who follows you!
4. It will help you build your brand. It’s an amazing way to quickly connect with lots of people you’d never meet otherwise. As musicians, you want to spread the word to as many people as possible, and Twitter allows you connect to thousands of people at once.
5. Twitter gives you customizable, cool “badges,” which are widgets, that you can drop onto your own website, your MySpace page, your blog and you can synch it to your Facebook status updates. This way your fans can keep up with you from whatever site they choose to spend their time on.

9 Steps To Get You Started Using Twitter

Step 1: Think About Your User Name First

When you go to set up an account, don't just pick a name you like. **Use the name that matches your website or MySpace page for consistency.** Whatever name you choose on Twitter becomes very Google-able.

Step 2: Sign Up

But First: You may want to watch the best video that gives an easy-to-understand overview of Twitter. <http://www.commoncraft.com/twitter>

Okay, now go to <http://www.twitter.com>

Second: Twitter will take you through a few sign-up steps where you'll enter your username, password and e-mail.

Third: Twitter helps you search your e-mail address book to see if anyone you know is already using Twitter. You may be surprised at how many people you know are already using it. You'll also have the option of sending email invites to your friends.

TIP: Take some time and set up your profile properly. Put up a good profile picture because it'll show up with all your tweets. Add your pitch and a link to your Web site.

If you created a web site for your music, you probably put a lot of thought into it. Your Twitter profile is kind of like a free Web site. So, take care in setting it up.

Step 3: Link Your Mobile

Enter your cell phone number IF you want to accept tweets via texts. Do this only if you have a good text-messaging plan and a high tolerance for receiving loads of texts on your mobile phone. You'll have the option of receiving tweets to your phone from only a few select people.

TIP: To text from your phone, send messages to 40404 and they will immediately go to your Twitter feed.

Another TIP: To direct message (DM) friends using your cell phone, type "d" (for direct) then their username. But you can only direct message friends who are following you.

Step 4: Search Keywords

Go to the search page: <http://search.twitter.com>. On this page, start searching key words that are important to you, topics you are interested in, words about the music you play, whether it be genre or instrument. When you find interesting tweets in those searches, follow the people who are saying those things. This gives you a great jumping off point and an easy way to find new people to add to your tribe.

Step 5: Link Twitter to Update Your Status in Facebook

Go to <http://tinyurl.com/TwitterTweetFB> so you can link your Twitter page directly to your Facebook profile. This way, you'll be able to update your status on Facebook by using Twitter from your phone or computer, and this will save you a lot of time.

Step 6: Follow Lots Of People

Twitter does not work in a vacuum so the key is follow *at least* 100 people! Start by following me ☺ <http://www.twitter.com/cyberpr>

Step 7: Tweet Three Times A Day

Just keep answering the question "What are you doing?" and share links that your community may like. At first, it seems really weird to be telling people what you're doing, but do it anyway. You'll get into the swing of it and discover why it's super cool.

TIP: Don't Over-Hype Yourself

If all your tweets say things like, "Buy my album! Come to my show!" you're not going to build an audience who trusts you... or wants to hear from you!

Step 8: @ People You Like! & RT Tweets you like

To comment on tweets you like or have a reaction to, or to connect directly with someone, just tweet @ and then their username. So if you want to say something directly to Derek Sivers, type @Sivers and then your message. This will turn up in the Replies section of Derek's Twitter dashboard, and he will see your comment. But so will everyone else! **This is a public message that everyone on Twitter will see.**

If you like something you read and you want to share it with your followers ReTweet it by typing **RT** before the tweet then simply copy and paste it and send.

i.e. RT I Just updated my Musicians Guide To Understanding PR for today's Music Business list on Amazon Enjoy! <http://tinyurl.com/cyberpramzn>

Step 9: Connect Directly

To send someone a direct, private message, go to your dashboard (profile page) on Twitter and click where it says “Direct Messages” over in the right-side column. Then choose the person to whom you want to send a message from the pull-down menu at the top of the page. **Direct messages are private messages.** Only the user you choose will see it.



Section V:

Musicians Twitter Roadmap

By Ariel Hyatt (@CyberPR) & Laura Fitton (@Pistachio)

It's been over two years since I joined Twitter and I can honestly say that using Twitter has contributed to my life in meaningful ways.

As I mentioned earlier, I didn't understand Twitter when I first saw it. Why would anyone care about what I'm doing at any given time? And I couldn't figure out how my artists would benefit either.

But here's what I've learned. Social networking isn't about you. It's about other people. If you keep your audience in mind, share good information, and interact with your fans and followers, magic can happen.

Here are a few things that have changed in my life since I joined Twitter:

Keep Up With Old Friends

Now I keep up with distant friends and feel engaged in their lives... even though we don't speak on a regular basis. I can even stay up-to-date with my best friend in Antwerp because international tweets don't get charged on my mobile phone.

Save Precious Time

Because all my tweets automatically become my Facebook status updates, I don't have to constantly update two sites. Just one!

Make Money!

We recently began to work with a fantastic new group, "Wendy and Lisa," because a friend of mine tweeted that he was meeting me in Los Angeles for

coffee. Wendy and Lisa's manager read his tweet, checked out my company and called my office within hours. How cool is that?

Meet Interesting People

I've met a slew of new artists, podcasters, and bloggers who've become part of the CyberPR family. These people now actively use our system.

And get a load of this. One evening, a woman sent out a tweet asking if anyone had a place to stay in Brooklyn during the Podcamp NYC conference. Since I'd been following this woman and reading her blog for months, I tweeted her back and said, please come and stay with me.

So she did, and the two of us had a wonderful connection and a great time at Podcamp NYC, where we were both speaking. Now she's a good friend.

Introducing... Laura (@Pistachio)

Laura Fitton (her Twitter handle is @Pistachio) is one of the most well-known users of Twitter. In fact, her activity on Twitter got her an agent at ICM... *and a book deal.*

I interviewed her to get her perspective on how musicians can use Twitter to grow their fan-base. We also discussed some practical things musicians can do to quickly get on the Social Media court.

Ariel: Hi Laura. I love the way you talk about Twitter and how it's radically shifted your life. How in the heck did you find Twitter? Can you tell me your story?

Laura: I found Twitter in a fairly typical way, which was as a serious blogger in March and April 2007. Twitter was definitely the talk of the town then. The blogaratti, or whatever you'd like to call the particularly well-known bloggers in the social-media space, were all saying, "Oh my God, this thing is great." But none of them could really articulate *why* it was great in a way that was particularly convincing.

But because they kept talking about it I went and signed up. I thought it was dumb. Just like everybody else. Twitter is the dumbest thing you will ever see. But the truth is . . . now I sound like an evangelical crazy woman, it has incredible power. And it takes time to learn that.

So, during the first couple months I thought Twitter was dumb. I even blogged that it was dumb. And yes, that post is still up. You can go read it and laugh.

Around May, this guy mentioned Twitter in a blog post, so I clicked into his Twitter stream. It was full of all the productive things he'd been doing. He'd been taking mentoring meetings. He'd been going to networking events. He'd been doing a bunch of really smart things. Now, this guy is a 19-year-old kid out in Silicon Valley who, at that point, had already founded two companies. He was an inspiring person to watch. And this ability to watch little snippets from his life, when he felt inclined to unleash them, made me think of one of the oldest rules in the book of business: surround yourself with successful people.

So I started following him. Because of the way Twitter is set up, you get to wander about and find people. It's common to follow and read the Twitter stream of someone you don't know, so as I started looking at who he was following, who he thought was motivating. I picked up around 20 new people to follow and read.

(They use the term "follow" on Twitter, but "follow" is a little freaky. I call it "read.") Because these new people were doing and saying smart, interesting things, I enjoyed watching the Twitter stream come by when I had time.

It's a great work break. Sure, it's easy to get drawn in and spend a little too much time there. You do have to watch for that, because suddenly you're surrounded by people who are intellectually stimulating and may have common interests with you. You probably didn't know that many other people who were into the things you're into before. It's a really refreshing, exciting experience.

Tweetup — Meeting People in Real Life

Laura: So then, four days after that blog post, a group in Boston got together in public and said, "Hey, if you're following me on Twitter, you're invited to come out for a beer." That struck me as really bizarre. But I went. As a young mom with two kids under the age of two, I didn't need big excuses to get out of the house.

We all met at a public place so it wasn't particularly worrisome. And it turned out that the people who showed up were some of the real rock stars of social media. Scott Monty, who has gone on to head up social media for all of Ford worldwide was there. Steve Garfield, who's been in *Time* magazine and was one of the first video bloggers ever, was there, too. And Brian Person, who's the heart and soul of Twitter for so many of us. We had a great time, and that really cemented it for me.

Fast-forward about four months. People were starting to follow me out of nowhere and I wasn't sure why because I wasn't trying to build an audience or pursue an audience. But after the New Media & Podcasting Expo I had somewhere between 300 and 600 followers. Now, I'm starting to approach 7,000 already. It's really kind of crazy.

Ariel: How can musicians benefit from Twitter?

Laura: The opportunity for musicians is huge. If an ordinary person like me can suddenly get an audience and a micro, mini-celebrity kind of thing going on, someone with a bona fide audience *and* something to consistently give their audience, like their music, can build something substantial using Twitter.

The other thing to remember is that you're not just sharing text and links. Through those links you can share audio, you can share photographs, you can share video, you can share live video streaming off a cell phone you carry with you. Imagine that. You're backstage at a gig warming up and you suddenly give your fans a little sneak preview into what that looks like.

Twitter = Free Portable Marketing

Laura: The other cool thing about Twitter is that it's portable. If you're on tour, you can use Twitter from a mobile base, like a cell phone. And it's quick. It's very hard for someone who's always on the go to sit down and blog, or really spend a lot of time in front of a computer trying to share content. But being able to do it through your mobile is really powerful and very cool.

How Twitter Changed Laura's Life

It's been absolutely surreal. I've been in a lot of newspapers (like *The New York Times*). I've been in some magazines. I've had a lot of professional opportunities come my way. Marketing and business guru, Seth Godin, in his new book *Tribes* mentions the effect of what I've done with Twitter and what's happened to me and the kind of business outcomes that have come from it.

I'm being followed by a childhood friend now. And it's so funny because he knows me from "real" life, and he just recently stumbled into my work life. I mentioned to him that I was included in Seth Godin's new book and he said, "Oh, you really ought to write a book or something, ha, ha, ha." I said, "Oh, yeah, no, actually I have an agent with ICM. I am writing a book." He's like, "Really?" So, even my friends don't understand what's happened, and I'm really still coming to terms with it myself.

Ariel: So, here's the back-story of how I met Laura.

Laura: That is a great story. We were following each other on Twitter so we had a vague awareness of each other. When I was coming to New York for Pod Camp, I tweeted, "anybody got a couch I can surf?" And you, from the kindness of your heart, opened up your home to me. That meant so much. I can't even say.

Ariel: That's another thing I've discovered about Twitter. It's amazing how you can really connect to people. Someone I was following tweeted that his

dog got sick and passed away. It was someone I didn't even know, but because I love animals I wrote him a tweet and said, "I'm so sorry."

I actually ended up meeting him at the New Media Expo conference and he said, "You know, some of my best friends didn't say anything to me and you did." It's interesting. You think it's this weird impersonal thing, this giant IM in the sky, which is how I like to explain it to people who don't know what it is. But then you end up making these real connections through it.

Anti "In-Your Face" Communicating

Laura: A lot of what makes Twitter powerful is that it's not in-your-face business communication. It's not that "I want something from you... here's my business card," kind of transaction. It's very authentic. First of all, you're only remarking on stuff you would remark on out of the power of your own heart. For companies wanting to learn about how people feel about their products, it's powerful because it's very authentic information.

Twitter Reveals Depth and Authenticity

Laura: That depth and authenticity also means that you could go to a total stranger's Twitter page right now and read their last one to four pages of tweets — just little, short, 140-character SMS links, comments, remarks, jokes and complaints. If you read four pages of that, which is about 80 little tweets in all, you'd get an amazingly accurate sense of what they're like. It's very hard to convince people that this is so, but the more I've interacted with people, the more I've discovered new personalities on Twitter.

It's About Meeting Offline, Too

Laura: Incidentally, one big mistake people make is that they think it all happens online. The major friendships, business relationships and opportunities that have come to me have been lasagna, different layers. Meeting online, meeting at a conference, hanging out online more, seeing each other at another event, building up a big kind of connected thing. But when I do meet the people in person, it's true that I know them pretty well, just from those little offhand remarks. And it always astonishes me.

Ariel: It always astonishes me, too. People will see me and be like, "How was California?" "How did you know I was in California?" Then I realize—oh, yeah.

Laura: And it's not just knowing you were in California. It's the remarks you made when you were on the Pacific Coast. They feel the same way about the Pacific Coast and you're that much more connected to them now.

Ariel: Exactly. Let's move on to Twitter specifically for musicians and some practical things. We've given an overview of who Laura is and how she ended up in Twitterville. But I think there's a plague in the music and artistic community. That plague is thinking that the only way to build a community is by exposing people to your music. I see artists make this mistake consistently. They're so trained to talk about their music or go up to someone and give them a flyer or whatever, that they forget they have more dimensions, more to offer.

When I learned about Twitter and I started getting into it, I had to really lobotomize my old "traditional publicist" self, the person who was trained to think: "You create buzz by writing a press release and releasing it all over the world via blasts and PR newswires." This type of communication is a one-way conversation. And I think this is how a lot of us still perceive "promotion" to this day.

Laura: Right.

Ariel: Old school PR is all about: "I must tell everyone everything in one page and blast it." Twitter is the antithesis of this approach. It scorns upon over-hype or over-market.

So, Laura, can you outline a roadmap for musicians who might be interested in joining Twitter but are completely confused? Or they feel they don't know anyone on Twitter so who do they follow? Musicians often tell me that, that no one they know is on Twitter.

Laura: Yeah, you need critical mass for it to make sense. One of the first things I would say to any musician is, let's face it, you obviously don't write and perform music just so you can sell it and make money. You do it for emotional connection. You do it for artistic expression. You do it because you want to change something in the world. You do it because you feel a certain way and you want other people to understand how you feel. Right?

All the basic motivating things that drive you to be a musician are the things that are going to make you really good at something like Twitter. Because Twitter isn't about push, push, push the music.

Obviously, you need your music to sell in order to survive and be able to pour more into your art. But at the center of your art, the work you've put in, the talent you've acquired, the things you know about music, the things you're trying to figure out in your lyrics or in your performances, these are the soulful aspects of what you do and why.

This sounds silly when I talk to executives, believe me. But for musicians, it's great because all those soulful things are going to make you successful on

Twitter. People want personality. They want authenticity. They want a genuine look at the person behind the music.

The beautiful thing, especially as you start to get famous as a musician, is these tools give you control over your privacy. You're not dealing with paparazzi coming in and invading. You're saying, "Well, when I want to share something personal, I'm going to let it get out there in a way that is totally on my terms and in a way that financially benefits my business as a musician."

As for pushing your music, the key is to get people involved with your life. Get people involved with your artistic ideas and expressions, even share little snippets of your music.

With Twitter you can share a photo and say "This is where I write most of my songs." You can share what you care to share, and get people excited and involved.

Then, when you *do* have a new album, when you *do* have a signing party, when you *do* have a tour going on, you can let your fans know in a way that gets them excited about telling other people and advocating for you... because you've spent most of your time engaging with them as humans.

Ariel: What should they Tweet first?

Laura: As far as the first things to actually say and write, the jumping off point is Twitter's key question "What are you doing?" That's a fine thing to answer. You can just say, "I'm having lunch." "I'm meeting with a band." "We're rehearsing." As a musician, your life is already thought of as very interesting by outsiders, so simply answering that question will get you some cool stuff.

But what other kinds of questions could you be answering? I challenge you to think about that, because one of the big things we're all doing on Twitter is answering and at the same time we're asking, "What do we have in common?"

I know I've gone into situations I thought were fascinating, and I've tweeted, "OK, I'm here and I'm doing this and I'm seeing this." People think, "Oh, that's cool." But when I tweet something really dumb like, "Why do we all throw rocks into water? Why is that so compelling?" I get 40 replies! Because everybody knows that feeling of standing on the shore and just lobbing rocks into the water. So, it's the things people can identify with.

Here's an anecdote that has good play in the music world. This was specifically about promoting a play in New York. The person twittering it was talking about the play, and giving a link to buy tickets, and saying, "Yes, this is my client, but it's a good play." I said, "Look, I think a more effective approach would be to tweet questions about the experience of going to a play." If you say, "What was

the first play you ever went to?” “Have you been to a Broadway show? Which one?” “What do you love about being in the theater?” People can engage with that, and *then* you can still deliver the content with the name of the play and the link to buy tickets. But you’ve gotten people’s attention around it. They have a reason to think about that experience and maybe even an urge to go see a play. You can do the same thing with concerts, with albums, with whatever stuff you are talking about at the time.

Once you get to be a more comfortable with the platform and become a slightly more advanced user, or even right away if you have good tech support, you can create something called a Widget. A Widget is just a little box that can go on any Web site in the world. A Twitter Widget contains all the tweets you’re tweeting. As a musician, you’re using Twitter to engage your audience and share more with them. But part of your audience may not be on Twitter yet. So rather than try to teach them about this new platform and make them sign up, you can deliver all the stuff you’re sharing — the photos, the videos, the audio, the remarks, lyrics, whatever it is you’re producing on your own Web site — using a Widget.

Ariel: How do we follow you on Twitter?

Laura: I’m Pistachio at <http://twitter.com/pistachio>. And if you have any doubts about what I said about the search engine thing, go to Google from anywhere in the world and search for the word Pistachio, which is, by the way, a product, a nut, something people buy and lots of people sell. Nonetheless, I’m the third result in a Google search. Sometimes I’m number four or number seven. But generally I’m just behind Wikipedia and the Merriam-Webster Dictionary. Just by interacting with people using that name, I’ve come to own that word in Google.

So, pick a name that you want to be searchable! And, yes, please come follow me on Twitter. But let me warn you, I tweet a lot, so follow a bunch of other people, too.

Many people are on Twitter but don’t quite get how to use it to their advantage. MTV did a promotion from the Music Awards almost over a year ago. It was cool, but it fell flat because there wasn’t a lot of run-up to it and no follow-up after it.

Once you’ve built your network on Twitter, it’s fantastic for organizing little flash mobs and getting extra people to come to your show. It’s such a great tool for that. People will see the tweet and think, “Oh, ten o’clock at the Orpheum? Yeah, actually I’m around tonight. Maybe I’ll run into town and see that.”

Ariel: Thank you so much for your time... and your expertise!

To contact Laura, just @ her on Twitter!

Here are some other people to check out and follow:

Me (Ariel): twitter.com/cyberpr

Laura: twitter.com/pistachio

Musicians Who Twitter:

twitter.com/DaveJMatthews

twitter.com/SLessard

twitter.com/iamdiddy

twitter.com/amandapalmer

twitter.com/johncmayer

twitter.com/QtipTheAbstract

twitter.com/matthewebel

twitter.com/NicholasHoward

twitter.com/Reykjavikband

twitter.com/andrewhand

twitter.com/joshcharles

twitter.com/kellyrichey

twitter.com/NatalieGelman

twitter.com/carlalynnehall

twitter.com/HeatherMariePh

twitter.com/jodyg

twitter.com/steinebone

twitter.com/MarkWilliams13

twitter.com/johntaglieri

twitter.com/KaitlinMcGaw

twitter.com/RBPviolinist

twitter.com/IncaMaya

twitter.com/kalliopimusic

twitter.com/bjork

twitter.com/tellingontrixie

twitter.com/SaraBareilles

twitter.com/JeffKrantz

Music Industry Thought Leaders:

twitter.com/dubber

twitter.com/kavitharia

twitter.com/MrBuzzFactor

twitter.com/hypebot

twitter.com/sivers

Music Bloggers, Podcasters, and Zines:

twitter.com/rnrgeek

twitter.com/coverville

twitter.com/fave

twitter.com/weheartmusic

twitter.com/indiefeed
twitter.com/cc_chapman
twitter.com/billpalmer
twitter.com/jeffhinz
twitter.com/wellroundedradi
twitter.com/zaldor
twitter.com/MikeyPod
twitter.com/rubyfruitradio
twitter.com/cybster
twitter.com/indieradiochatt
twitter.com/fascinated
twitter.com/edovett

Web Thought Leaders and Brilliant Marketing Peeps:

twitter.com/chrisbrogan
twitter.com/briansolis
<https://twitter.com/davedelaney>
twitter.com/cspenn
twitter.com/leelefever
twitter.com/stevegarfield
twitter.com/charleneli
twitter.com/Ed_Dale
twitter.com/jeffpulver
twitter.com/jowyang
twitter.com/jasonvo

The Superstars of Twitter:

twitter.com/BarackObama
twitter.com/scobleizer
twitter.com/leolaporte
twitter.com/kevinrose
twitter.com/JasonCalacanis
twitter.com/dooce
twitter.com/laughingsquid
twitter.com/ijustine/

News Feeds, Celebrities and Products:

twitter.com/cnn
twitter.com/nytimes
twitter.com/CNETNews
twitter.com/bbctech
twitter.com/nprnews
twitter.com/BreakingNewsOn
twitter.com/digg
twitter.com/JohnCleese
<http://twitter.com/APlusK>

twitter.com/lancearmstrong
twitter.com/andersoncooper
<http://twitter.com/oprah>
twitter.com/woot
twitter.com/macworld
twitter.com/amazonmp3
twitter.com/pandora_radio
twitter.com/GuitarWorkshop
twitter.com/RhapsodyMP3

People Who Work At Ariel Publicity/Cyber PR:

twitter.com/cyberprvideo
twitter.com/cyberprurban
twitter.com/cyberprbooks
twitter.com/cyberprcontest



Section VI:

Facebook Part 1: How to Set Up An Artist Profile

If you have been avoiding Facebook because you think it's just for kids in college, boy, are you mistaken!

Facebook has over 200 million active users, and many of those users will never be seen on MySpace. When you join Facebook, you're suddenly back in touch with your babysitter from grade school, a slew of old friends, and even the drummer from your first band. Facebook is here to stay. So dive in (if you haven't already).

Here is a quick rundown for newbies on how to create a page as a band/musician, plus my favorite 5 applications for musicians when pimping out your Facebook profile!

How To Set Up An Artist Profile On Facebook

Step 1: Create a Band/Artist Profile.

Go to <http://www.new.facebook.com/pages/create.php>

Step 2: Click on the third button down, it will say: Artist, Band, or Public Figure.

Step 3: Select Band or Musician. After you select it, a pull down menu will pop up. Select band if you're a band, or musician if you play solo or want to create a solo-page (you can create as many pages as you want so create one for yourself *and* one for your band).

Step 4: Enter your Name. Name your page and select Create Page. You are now off to the races! The rest is pretty self-explanatory. Upload your photo for your main user icon, your bio, band members and photos and details.

Step 5: Click Create Page. Now you are live and ready to add Apps!

What is an App? App is short for “application.” On Facebook, apps are cool tool you can add to your page so you can display features such as music, photos, and videos.

Facebook has a great page that explains how to help you with apps. FAQ’s are here: <http://www.new.facebook.com/help.php?page=25>

And for a whole list of available apps, go here: <http://www.facebook.com/apps/>

Section VII:

Facebook — Part 2: Ariel's 5 Top Facebook Apps For Musicians

Here are my top Facebook apps for musicians along with links to where you can download them.

1. Music by ReverbNation

Play Your Tunes:

http://www.facebook.com/apps/application.php?id=6452028673&b=&ref=pd_r_c

Musicians and bands can post unlimited songs for streaming or download, add bios and band photos, sell music and have friends add music to share with their friends (now that’s viral marketing for you!). This app also includes links to your homepage and you can add up to 30 of your songs (full-length) to your Facebook Musician Page. And the best part: great stats to track song-play activity.

2. Flickr & Facebook Connection

Follow this easy-to-use guide so you can easily import photos from Flickr to Facebook with the photo tagging function (more people will find you this way!) http://www.instructables.com/id/Upload_Flickr_photos_directly_to_Facebook_photo_al/

3. Twitter

Twitter away and have your tweets synch to Facebook at the same time!

<http://tinyurl.com/TwitterTweetFB>

This app allows you to update your status on Facebook straight from your mobile phone. No matter where you are, you can update your Facebook status. Pretty cool, eh?

4. Facebook Mobile

Bring Facebook on the go: www.facebook.com/apps/#/mobile/

This app allows you to use Facebook on the go. You can quickly upload photos and notes from your camera phone straight to Facebook. You can also receive and reply to Facebook messages, pokes, and Wall posts using text messages. Or use your phone's mobile browser.

5. iLike this Artist

Show off to your fans:

http://www.facebook.com/apps/application.php?id=6627984866&b=&ref=pd_r_c

You can show off for your fans on your iLike artist page. This will add an "iLike this artist" button to your page, and will show your (larger) fan count across the entire iLike network.

Happy Facebooking! And once you're there, please join our group which features loads of free tips for musicians: <http://www.facebook.com/cyberpr>



Section VIII:

Flickr — Part 1: Top 5 Reasons Why Musicians Should Use Flickr

Do you hate the idea of blogging? Are you sick of everyone telling you that without an updated blog you're not a band? Does blogging feel like a daunting and hugely annoying task, evoking memories of the homework you were assigned as a kid?

Well, I've got an easy non-blogging solution!

Flickr!

<http://www.flickr.com>

They say a picture says a thousand words, and Flickr is proof!

Flickr is an image and video hosting website as well as an online community platform. It allows you to share photographs publicly (to anyone) or privately (to a select group of people). And Flickr is one of the most user-friendly Web 2.0 sites. It works like MySpace or Facebook in that you create a profile, upload your main image, join groups, and make friends. You can also message people and leave comments on any photo you like.

Flickr is a great way to show yourself as multi-dimensional. Sure, you can post photos of your band activities, but you can also share photos of your vacations, your kids, your home, and hobbies, thus letting your fans get a glimpse of how well-rounded you are.

And if you go to conferences, take photos of people you meet there. Then post them on Flickr, tag them with the names of the people in the photo, and watch those people link back and pay attention to you. People are more interested in themselves than anything else on earth, so taking and including photos of other people is smart marketing.

Now that Yahoo owns Flickr, there are millions of potential new fans just waiting to discover you!

Top 5 Reasons Why Musicians Should Use Flickr

1. The #1 REASON: It helps you build your fan base! Flickr is a great way for your fans to see other dimensions of you and get "behind the scenes." You can search to make friends and contacts, join groups and attract new fans!
2. If blogging overwhelms you with all of that writing, writing, writing, Flickr is a perfect alternative. All you need to do is upload photos from your cell phone or digital camera, create brief captions, tag them, and voila!
3. You can join several Flickr groups and network with others by leaving comments on their photos.
4. It can be totally integrated with Facebook!
Click here for directions on how to link to Facebook and tag photos:
<http://tinyurl.com/Flickr2Facebook>
5. Show your fans you care: Take photos of your fans in the audience. If you don't play out, ask your fans to email you their favorite photos of themselves and make a fan photo set! You can create a whole album of just fans.

Other Things To Take Photos Of And Share

Food - Take photos of the food you eat on the road, or take a picture of your lunch every day and make a "plates" photo diary.

Behind The Scenes - Take pictures of yourself in the studio, or loading your gear into a club, writing music, or buying instruments. Add comments about the life of a musician behind the scenes.

Music Festivals / Conferences -When you go to CMJ, SXSW, etc., you can maximize your experience by covering the events. Many of these music festivals have their own Flickr sites, so you can upload photo sets directly to each Flickr group and use them to network with the people who were there.

Band Candid Shots - Upload outtakes from photo shoots, videos or shots from live performances.

If you get stuck, loads of questions can be answered here:
<http://www.flickr.com/help/faq/>

Section IX:

Flickr – Part 2: Some Flickr Groups To Check Out and Join

Ariel Publicity & Cyber PR – Be our friend!
<http://www.flickr.com/photos/arielpublicitypr/>

Band Publicity Photos – Upload yours here:
<http://www.flickr.com/groups/80292034@N00/>

Music Directory:
<http://www.flickr.com/groups/musicdirectory/>

Girls With Guitars:
<http://www.flickr.com/groups/girlswithguitars/>

Music Makers:
<http://www.flickr.com/groups/musicmakers/>

My Love Affair With Music:
<http://www.flickr.com/groups/musiclovers/>

Live Music Photography:
<http://www.flickr.com/groups/29928242@N00/>

Live Music:
<http://www.flickr.com/groups/live-music/>

Top 9 Reasons Why You Should Blog

1. Blogging is a fabulous way of keeping your fans connected to you – it goes much deeper than the micro-tweets on Twitter or the images on Flickr. It also gives your fans an in depth, 2-way conversation with you for the whole world to see.
2. Google LOVES blogs, and if you set your blog up properly you'll be found on Google for anything and everything you write about. This means that people who were searching for other topics can find you. For instance, let's say you blog about your dog. A person who is searching for "yellow lab" could come across your blog entry, discover your music and become a fan!
3. You can use blog templates to easily update your own website and stop being at the mercy of a web designer. If you are thinking about re-designing your site I can't recommend this highly enough: USE A WORDPRESS site! For a tiny percentage of what a traditional web designer will charge, a pro can set up a Wordpress site for you. The advantage to this is that *you* will be in control of all of your updates.

Pssst! By the way, I have a web designer on the Cyber PR Staff who can easily (and affordably) create a killer site for you:

<http://www.arielpublicity.com/websites/>

4. Blogging puts you on a level playing field with other bloggers. Bloggers read other blogs, especially those pertaining to subjects they write about, like music! And a music blogger will trust you much more if you understand the whole world of blogging.
5. A blog allows you to invite your fans backstage and into your life so that they can see all sides of you... but only the sides you want to have seen! You are in control of your content!
6. Fans can subscribe to your blog using an RSS reader and get new updates sent directly to them without having to visit your site over and over.
7. You can syndicate your blog posts all over the Internet: MySpace, ReverbNation, Facebook, Twitter and your own web site are just a few places where your blog posts can show up so people can see it.
8. Add bloggers who acknowledge your blog onto your blogroll, which is a list of links to the other blogs you like or recommend. In the blog world, it's critical to associate yourself with other blogs and communities of people with whom you would like to connect... and who want to connect with you.

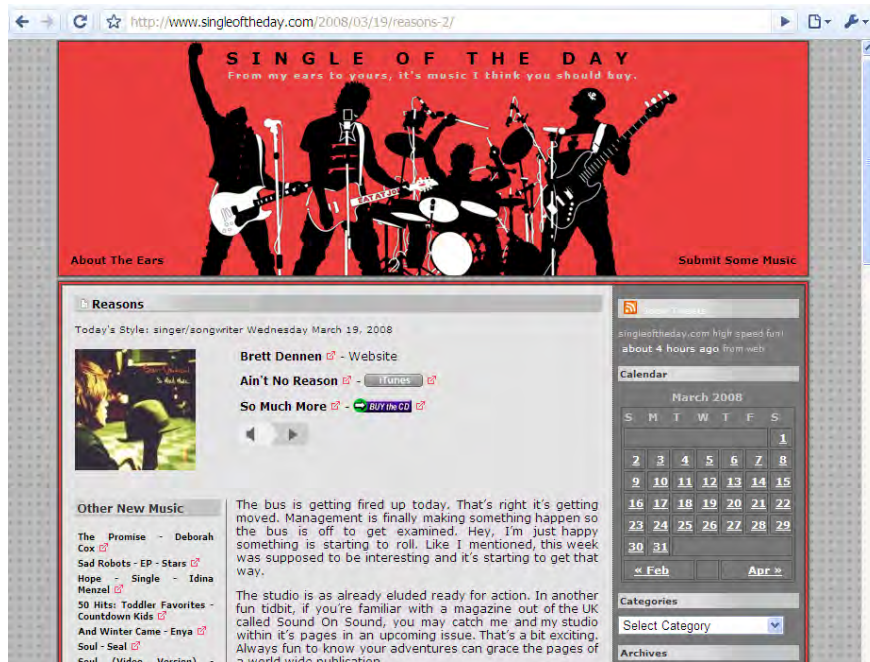
9. Create a profile at My Blog Log (<http://www.mybloglog.com>) and blogger.com. Then, every time you visit a blog that has that widget installed, a photo of you, or your logo, will show up on the blog you are reading. This is a great way to become extra memorable to bloggers.

By the way, our [Cyber PR Campaigns](http://www.cyberprmusic.com)

<http://www.cyberprmusic.com>

connect you to hundreds of appropriate blogs. If you want to be reviewed and talked about by music bloggers, get in touch with us to talk about your custom campaign:

Ariel@ArielPublicity.com



Section X:

Blogs & Blogging — Part 2: How To Get Your Music Reviewed On Blogs

A fascinating study on the correlation between album sales and blog posts was conducted from NYU's Stern Business School. Here are the results:

- If 40 or more blog posts were made about an album before its release, sales ended up being three to four times above the average for all releases.
- If blog posts exceeded 250, album sales rose to six times the average, regardless of label (indie or major).

This is *huge news*. For the past few years everyone in the music business has been scratching their heads, asking: How do we sell more records? And blogs are the answer!

So, what does this mean for you?

It means it's time to get your album blogged about!

But how in the heck are you going to do that? Aren't bloggers unapproachable? Don't they live in ivory towers while expunging and eschewing their amazing knowledge and opinions about music? They're snarky and untouchable. Right?

If this is the conversation going on in your head about bloggers, you need to shut it down and read on...

A Bit About Bloggers

Statistics say that there are currently 80 million active bloggers today.

Blogs, as you know, can be about any topic. Some blogs are read by only a few dozen people; others are read by millions. A vast majority of bloggers create blogs for no financial gain whatsoever; in fact it usually costs a music blogger money to host his files and maintain his blog.

A blog is an extremely personal, private endeavor. Most bloggers create their blogs as a personal outlet. It's an outlet where they talk about their lives, their opinions, the things they like and dislike. It's basically an online diary.

Bloggers are a quirky lot. I know this, because I've spent the last couple of years observing and interacting with bloggers through my business and attending some of the most notable blog conferences on earth.

So, how on earth are you supposed to approach a blogger and say, "Hey blogger, come write about me in your personal diary!"?

There are a few ways to do this. Here are your options:

Option No. #1: Start Your Own Blog

My number one piece of advice is, if you're trying to get known in the blogosphere, do like they do: start your own blog. Starting your own blog is a good idea for many reasons, one being that bloggers read other bloggers' blogs! But having your own blog has many other benefits, which I listed in Section X above.

If you're still feeling resistant to starting your own blog, let me give you some tips that may help you.

Tip #1: You don't have to blog only about your music. Talk about your home life, your TV habits, your favorite foods, your day job, your fitness routine— anything! **The key is to post regularly. Keep fresh content coming!** If you're in a band, have each band member contribute one post a month. This not only keeps new content flowing but it takes the responsibility off of just one person.

Tip #2: Don't over think. Just post. I know how musicians can be. Do *not* treat this like a rehearsal and perfect every sentence. Blogs are by their very nature informal. They aren't supposed to be all shiny and slick. So

just get posting. Don't stress about it and tweak it to death. Though I would, however, recommend spell-check.

Identify 50 blogs you want to be reviewed by

Once you have your own blog up and running, the next step is to identify which 50 blogs you'd like to be mentioned in. Read those blogs regularly and post comments on them.

Include your list of 50 target blogs in your blogroll, which is a big list of blogs you recommend, usually placed in the margin of your blog. The NYU study showed that some of these blogs are more widely read, blogs like Pitchfork and Brooklyn Vegan. These are great targets, but I suggest you target blogs that are more likely to cover you based on what they are already writing about. Some of the most popular music blogs are indie rock-centric, so if you don't play indie rock, you may not have a chance of getting included.

Search First

Search and see if any blog has already written about you. With 80 million blogs out there it's possible you've been mentioned somewhere!

If you find a post that mentions you, *perfect!* Post a comment back thanking them for their post, **and say something about their blog**. The idea is create a two-way conversation by talking about *them*. Use a signature file identifying yourself so they know where to visit you online.

Here's what my signature file looks like:

Ariel Hyatt
CYBER PR
Digital Music Campaigns for Musicians
Ariel[AT]ArielPublicityDOT...
<http://www.arielpublicity.com/blog>
<http://www.twitter.com/cyberpr>

AGAIN, I cannot stress enough, your comments should never be self-promotional. Not at first. They need to be about the blog, its content and/or the blogger. Comment on how you like their blog. Add feedback. Disagree, agree; but the key is *participate*.

When you're a blogger, you live for comments. It shows people are engaged by what you are writing. And for a blogger, this is critical.

Tip: Add any blogs that mention you, as well as the blogs you want to target, on your blogroll. A blogroll acts as a shout-out to other blogs.

Tip: If you don't know how to search for blogs here is a way to get started: Search for a topic or a phrase here: www.google.blogsearch.com

Find your community—Artists you know and play with

If you don't find any posts about your music, then search blogs for other artists you know and play with. Then you can reach out with a personal reference and say something like:

“I just read your post about Elizabeth and the Catapult. I couldn't agree with you more. They put on a great live show. In fact we played with them just a few months ago and I was blown away” etc.

Remember, bloggers will sense it if you're full of B.S. and just trying to get something by commenting. So let your intention be connection, not promotion.

Search by sound-alike and/or comparison

Another way to identify blogs that are likely to write about you is to search for blog posts about bands or artists that sound like you. If you're always getting compared to a certain band or artist, who is blogging about them? They could be a good blog to follow, read and comment on.

Important Tip: Stay away from the huge names like Bob Dylan and search for more niche artists you are compared to.

After your search

Now that you've researched and found 50 blogs on which you want to be mentioned or reviewed, blogs by other musicians you know, blogs that have already written about you, and blogs that have written about music similar to yours, **go visit these blogs and take a peek.**

Is this the kind of blog that would write about you? If so, add this blog to your RSS reader and return to it and comment often. Add this blog to your blogroll, so that the blogger can see that you are visiting often.

Remember, in order to stand out you have to regularly post comments on other people's blogs before ever making your first pitch. After weeks of tracking and posting comments, you could write a simple hello to the blogger, mention that you have a blog and you also have music you'd like them to check out.

When you get your first review, be sure to thank the blogger and link that review back to your own blog. As I said before bloggers read other bloggers' blogs. Soon, you will begin to spread around the Net!

Option No. 2: Become an Avid Blog Reader and Comment Back

So, we've covered what to do if you decide to have your own blog. This second option is a bit less time-consuming because you don't have to build and maintain your own blog... but you still have to create personal relationships with bloggers by reading and commenting on blogs.

Follow all the steps above but skip the "create-your-own-blog" part. At the very least, micro-blog using Twitter.com as outlined in Section IV of this Report.

If you choose this option I suggest you create a links page on your website and/or on your MySpace/Facebook page. Link to and send shout-outs to other blogs often so you're still in the link-back game, which is critical.

Option No. 3: Hire a PR Firm to Handle Blog Placements for You

Before hiring anyone else to do your blog placements for you, I suggest you do your own research and become very clear on what it is you want. At CyberPR, we do blog placements for our clients, so if you want to know more about how we work, please visit: <http://www.cyberprmusic.com>

Option No. 4: Attend Conferences and Meet Bloggers Face To Face

Going to conferences is a great way to get into the blogging community. Here are a few I suggest:

SXSW Interactive: www.SXSW.com
Takes place in mid-March in Austin, Texas.

BlogHer: www.blogger.com/topic/blogger-conferences
Takes place in San Francisco in July.

New Media Expo: www.newmediaexpo.com.
Takes place in Las Vegas in October.

Gnomedex: www.gnomedex.com
This is an amazing conference that focuses heavily on trends and technology but it is perfect if you like to learn about new things
Takes place in Seattle in August.

Some Other Blog Resources

To start and set up a blog:
www.Blogger.com

www.Wordpress.com

Both of these sites are wonderful and they make it easy to set up your own blog. You can be up and running within minutes of signing up.

Get the blog entries you want to read by using the Google RSS Reader:

<http://www.google.com/reader>

Google Alerts will also send you an e-mail when search terms you're interested in pop up on blogs: www.google.alerts.com

Search engines for blogs:

www.google.blogsearch.com

www.technorati.com

Use these sites to identify blogs that are on topics you want to follow.

Again, if you want to connect with hundreds of blogs that are appropriate to review your music, our [Cyber PR Campaigns](#) can do just that. For more information about creating a custom campaign, contact me at:

Ariel@ArielPublicity.com

<http://www.arielpublicity.com>



Ariel's Lucky 13 13 Websites you SHOULD be on!

1. 15 Second Pitch

15secondpitch.com helps you hone your perfect 15-second elevator pitch. It's first on the list because creating your pitch is the first and most important step to take before you branch out online.

2. Twitter

Twitter.com is a micro blogging site that answers one simple question: What Are You Doing? Post your answers, follow others and just watch. It will become more addictive than Oreos or potato chips or ice cream and cake. (Oh, and be sure to follow me! <http://twitter.com/CyberPR>).

3. Twitpic

TwitPic.com lets you share the photos you take with your mobile phone on Twitter. This is a great way to share photos with little effort!

Ariel's Photos: <http://www.twitpic.com/photos/cyberpr>

4. Facebook

Facebook.com already has over 200 million users – if you are not one of them, you're missing out!

Ariel: <http://www.facebook.com/cyberpr>

5. iLike

iLike.com invites every artist/music lover to participate in a more democratic music industry. By rating, recommending, or simply listening to music, you'll impact what gets recommended to others. It also works with your Facebook

page.

6. Flickr

Flickr.com is in my opinion the best online photo management and sharing application. Take photos and group them any way you want. Tag them and share them on your blog and on Facebook in a few clicks. Bonus: If your hard drive crashes and you lose all your photos, Flickr will keep them safe

Ariel on Flickr: <http://www.flickr.com/photos/ArielPublicityPR>

7. ReverbNation

ReverbNation.com is an amazing site that helps you manage your mailing list for free (and track fanalytics). Their widgets help export your information to other sites. Imagine only having to enter shows one time for all your web locations!

8. YouTube

YouTube.com lets you create your very own channel. Here you can post everything from informal videos you make using your phone to professional live footage... and everything in between. Make friends and maintain subscriptions here too.

Check out my channel: Youtube.com/ArielPublicity

9. LinkedIn

LinkedIn.com is a business-oriented networking site. As a professional artist you need to be making serious contacts to advance your career. Connect with over 18 million registered users, spanning 150 industries, join networks and ask burning questions.

My LinkedIn Profile: <http://www.linkedin.com/in/arielpublicity>

10. Upcoming

Upcoming.com is a wonderful directory of all events going on nationwide with connections to Yahoo groups and Flickr. This site is owned by Yahoo and visited by millions.

Find me there: <http://upcoming.yahoo.com/user/141547>

11. JamBase

JamBase.com is a web portal for all things related to seeing live music. It features reviews and touring schedules for thousands of artists. Sign up and post all of your shows.

12. Del.icio.us – Social Bookmarking

del.icio.us is a social bookmarking website that acts as a collection of favorites – yours and everyone else's. You can use del.icio.us to keep links to your favorite articles, blogs, music, reviews, recipes, and more, and access them from any

computer and share favorites with anyone. Use tags to organize and remember your bookmarks.

And LUCKY #13... Amazon.com

Yes that's right! Create a profile in one of the most used sites on the net and get found by search engines like Google. Make lists of your favorite reads, music (include your own CD and review yourself!), wish lists and more.

HERE'S TO YOUR SUCCESS!

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