

MARKET PLANNING FOR SINGER-SONGWRTERS

YOUR SUCCESSFUL CD RELEASE



PETER SPELLMAN & DAVE COOL

This guide is dedicated to all independent singer-songwriters out there forging their own careers, especially to Cookie Cutter Girl, Ember Swift, Gilli Moon and Rob Szabo who contributed to this guide. You are truly an inspiration and leading the way for other artists!

A special thanks to my friend, mentor and co-author Peter Spellman for the opportunity to write this guide based on his incredible work. You can't ask for more in life than being able to learn from the best.

CONTENTS

Introduction	2
Why Write a Plan?	3
Overview of Your Marketing Plan	3-4
CD Description	4-6
Goal Setting	6-8
Target Audience	8-10
Competition Profiles	10-11
Marketing Strategy	11-13
Marketing Mix	13-41
Timeline	41
Budget	41-42
Conclusion	43
Resources	44-49
About the Authors	49-50
More Business Building Books from MBS	51

Introduction

Well, let me first say congratulations on taking the initiative to plan the marketing and promotion of your CD release! Releasing and marketing a CD on your own is by no means an easy task, but it can be made much easier if you are prepared and plan ahead. Entire books have been written about many of the topics covered in this guide, and in fact, the information in this guide is based on 3 books written by Peter Spellman: “**The Self Promoting Musician**”, “**INDIE Power**” and “**INDIE Marketing Power**”. I would recommend that you read those books to gain an even deeper knowledge of the subjects that follow, but this is designed to be a quick-action guide that will give you the structure and essential tools you need to immediately start planning and carrying out the marketing and promotion of your CD.

Throughout this guide you’ll find empowering resources, tips, and additional tools to help with your marketing plan. As an added bonus, you’ll also get to read some examples and advice from full-time indie singer-songwriters **Cookie Cutter Girl** (www.cookiecuttergirl.com), **Ember Swift** (www.emberswift.com), **Gilli Moon** (www.gillimoon.com) and **Rob Szabo** (www.robszabo.com) to give you an idea of what they’ve experienced in their own careers.

Now, before getting started there are a few things to keep in mind. First of all, most artists don’t have very much experience with marketing, if any at all. A big reason for this is that marketing is often associated with ‘business’, in other words, as being *dry* and *boring*, but this is simply not the case! *Accounting* can be dry and boring, no argument here, but marketing can be and *is* an extremely creative process. Essentially, marketing boils down to communication, and the success of your marketing campaign will come down to how well you can communicate to your potential fans why they should listen to your music, buy your music, or come to your show. You can, and *should* have fun with it!

The second thing to keep in mind before starting your plan is to be realistic about how much time it will take you to write it. There are many indie artists who either work day jobs or are still in school, and many of us like to have some kind of a social life right?! So it’s important to give yourself at least a month to write your plan so that you don’t feel overwhelmed or stressed out about it. There are enough things to get stressed out about in life, so writing your CD’s marketing plan shouldn’t be one of them. And remember, taking the time to properly plan now will save you an immeasurable amount of time (and money!) later.

Special Bonus!!!

Have Your Completed Plan Reviewed

Purchasing this guide entitles you to a special 50% discount on having your plan expertly reviewed by Music Business Solutions. Just send us a message when you’re ready: success@mbsolutions.com

“Spectacular achievement is always preceded by spectacular preparation.”

- Robert H. Schuller

So why write a plan?

You might be thinking to yourself “*I don’t need to write a plan, it’s all in my head*”. Well, that may be true. You might know everything that you need to do, but as you’ll see when going through this guide, there are going to be hundreds, (if not thousands!) of things for you to remember during the course of your marketing campaign, and there is no human being on the planet that could possibly remember everything that needs to be done, and just as importantly, *when* it needs to be done.

To emphasize just how important it is to write things down and to have a plan, here are some statistics that should leave you with no doubt:

A study on goal setting sponsored by the Ford Foundation found that:

- 23% of the population has no idea what they want from life and as a result they don’t have much;
- 67% of the population has a general idea of what they want but they don’t have any plans for how to get it;
- Only 10% of the population has specific, well-defined goals, but even then, 7 out of the 10 of those people reach their goals only half the time;
- The top 3%, however, achieved their goals 89% of the time – an .890 batting average!

What accounts for the dramatic difference between that top 3% and the others? Are you ready? **The top 3% wrote down their goals.** It can’t be that simple! Or can it? Dreams and wishes are not goals until they are written as specific end results on paper. In some very real sense, writing them down materializes them. Goals have been described as “dreams with a deadline”. Written, specific goals provide direction and focus to our activities. They become a road map to follow, and the mind tends to follow what’s in front of it.

Pretty remarkable isn’t it? So on that note, let’s get started with creating *your* plan...

.....

First, the “bird’s-eye view”. Here’s where we are going:

Overview of Your Marketing Plan:

1. CD Description

1.1. Artist Bio

1.2. Album & Song Descriptions

1.3. Release Date(s)

2. Goal Setting

2.1. CD Sales & Downloads

2.2. Merchandise

- 2.3. Shows/Touring
- 2.4. Licensing: Film & Television
- 2.5. Media

3. Target Audience

- 3.1. Primary Target
- 3.2. Secondary Target
- 3.3. Referral Targets

4. Competition Profiles

- 4.1. List of Similar Artists
- 4.2. Comparison

5. Marketing Strategy

- 5.1. Image
- 5.2. Selling Points
- 5.3. Strategic Alliances

6. Marketing Mix

- 6.1. Live Shows & Touring
- 6.2. Publicity
- 6.3. Advertising
- 6.4. Distribution
- 6.5. Licensing
- 6.6. Promotional Materials
- 6.7. Promotional Tactics
- 6.8. Specific Online Promotional Tactics

7. Timeline**8. Budget****1. CD Description**

OK, first things first. We'll start off by writing the basics for your album release like your bio, your album's description and the release date. These will serve as the base of your plan, as your bio and album description will be your main tools in communicating to potential fans who you are as an artist, and what they should expect from your music.

1.1. Artist Bio: Long, Medium, Short & 'Elevator Pitch'

It's a good idea to have 4 versions of your bio: Long (4+ paragraphs), Medium (2 or 3 paragraphs), short (1 paragraph) and an 'elevator pitch'. An elevator pitch is a way to quickly describe your music in 20 seconds or less, so it should only be 1 or 2 sentences. So just imagine you're on an elevator and someone is about to get off on the next floor, and they ask you to describe your music. What quick sentence will you say that will grab their attention and make them remember you and your music as a result?

The reason for all of these different bios is that music conferences, festivals and media outlets have different needs and criteria, so having the different versions ready beforehand will save you *loads* of time and potential panic in having to edit your bio in situations where you need to submit it right away.

1.2. Album & Song Descriptions

For this section you'll want to start by writing the title of the album and an overall description of the album, giving people a sense of what kind of experience they'll have from listening to your album as a whole.

Next, list the track names, length of the tracks and include a short 1 or 2 line description of each song. This could be what the song is about, a description of what it sounds like, or even a funny story about how you came to write the song. You can put the song info on your website to help potential fans understand your music and get a sense of your personality, and it can also be used for the media as well.

You might also want to decide what songs you feel best represent your music. These will be used to make a solid first impression for radio, media and potential new fans. You can choose anywhere from 1 to 5 songs, although 2 or 3 should be enough.

1.3. Release Date(s)

When do you want to release the album? Will there be a launch party? Maybe a listening party? If so, where and when? If your CD is already out and you already had a CD release party, maybe you could have a CD release party in another city to help kick-off your new marketing campaign :)



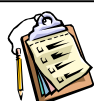
Tip:

One valuable lesson I learned several years ago was to use a **Promo Box** on my computer's desktop. I read about the idea through an article by Derek Sivers (Founder of CD Baby). Derek recommends that you place a folder on your computer's desktop labeled "Promo Box". In this folder you'll put your bio (all 4 versions), MP3's of your music, Press Reviews, Photos/Graphics and anything else you'll need to quickly promote yourself to a new media outlet, or to quickly upload everything you'll need on a new website that can promote your music.

So throughout this guide, you'll get little reminders to transfer certain information into your promo box.

**Info for your Promo Box from Section 1:**

- Artist Bio: Long, Medium, Short & Elevator Pitch
- Album Title & Song Descriptions
- MP3's of 3-5 songs

**CHECKLIST:**

Long Bio	<input type="checkbox"/>
Medium Bio	<input type="checkbox"/>
Short Bio	<input type="checkbox"/>
Elevator Pitch	<input type="checkbox"/>
Album Title	<input type="checkbox"/>
Song Descriptions	<input type="checkbox"/>
Info f/Promo Box	<input type="checkbox"/>

2. Goal Setting

Goal setting is an extremely important exercise for you to determine exactly what you want to accomplish with your project. As you read in the introduction to this guide, goals have been described as “dreams with a deadline”, and they provide direction and focus to our activities.

Now, it is one thing to set your goals, which is of course an extremely important first step, but an often overlooked step in the goal-setting process is figuring out *why* you want to achieve that goal. Knowing why you want to achieve something and reminding yourself of the reason(s) will help you to stay focused and *driven* to achieve the goal.

“Reasons come first, answers come second.” - Anthony Robbins

So here are some of the things you can set goals for:

2.1. CD Sales & Downloads

How many CDs would you like to sell? How many digital downloads? We'll get into *how* you'll achieve these goals later on in the guide, but for now, put down the ideal number you'd like to sell and why.

In this case the 'why' could be because you will feel great knowing so many people are listening to and enjoying your music, or maybe your goal is to start making a living from your music, or you might be donating proceeds from sales to a charity and that is your motivation. Whatever it is, write it down and be clear about it.



From Indie Artist Rob Szabo: *"As an indie act I look long term. 2000 CDs over 2 years is a good goal."*

2.2. Merchandise

If you're going to sell merchandise (e.g., apparel, buttons, etc.), what will you sell? And how much of it would you like to sell and why?

2.3. Shows/Touring

How many shows would you like to play to promote your CD? Do you plan on touring? If so, where would you like to tour?

The 'why' with playing shows/touring could be to increase your fan base, generate income from more live shows, make contacts in new cities, or simply to get that rush that you feel while performing on stage and wanting to experience that as much as possible!



Some Full-time Indie Artist Examples:

Ember Swift plays between 100-150 shows per year; Rob Szabo plays roughly 100.

2.4. Licensing

Would you like to have your songs licensed to films or television shows? What about radio and TV commercials? Some artists aren't comfortable with their songs being used

in commercials, so decide ahead of time what you do feel comfortable with so you can focus on finding it.

2.5. Media

How much media coverage would you like to get for your CD? In general, if you can get a story or two for each show you play, you're doing great.

As for the "why" of getting media coverage, it could be to increase visibility for a show, to get free advertising for your album, to attract new fans, to generate a buzz for your music, etc.



CHECKLIST:

CDs & Downloads	<input type="checkbox"/>
Merchandise	<input type="checkbox"/>
Shows/Touring	<input type="checkbox"/>
Licensing	<input type="checkbox"/>
Media	<input type="checkbox"/>
Other Goals	<input type="checkbox"/>

Exercise: Visualization

Take a few minutes everyday to review your goals, and then visualize achieving them. And not just any monetary gains you would receive, but the feelings you would have in achieving your goals, like the joy, happiness, sense of accomplishment, and confidence you'll experience. Keep these thoughts and feelings strong everyday and you'll be amazed how the brain will find ways to make it a reality. :)

"Whatever the mind can conceive and believe, it can achieve."

- Napoleon Hill

3. Target Audience

Alright, now we're getting into some marketing-speak, but don't worry, this is easy stuff. This is the section of the plan where you'll establish who the audience is for your music:

3.1. Primary Target Audience

Your Primary Target Audience would be people who are your music's ideal fans. These people would immediately buy your music, come to your shows and even offer to help you out by being on your street team. So who are they? Here are some questions to help you find out:

- How old are they?
- Are they predominantly Female? Male?
- Are they students? If not, what do they do for a living?
- Where do they live? Mostly urban? Suburban? Rural?
- What are their interests?

And so on. Try to gather as much information as possible and see if you can find a pattern developing. Let's say an artist is a female singer-songwriter and her music is folk-rock with politically-driven lyrics. In that case, her primary target audience might be female university students who are politically active in student clubs, associations etc. They might live in urban areas, read alternative newspapers, magazines and blogs. They also might be vegetarian and hang out at cafes and restaurants that offer fair-trade and organic products. Try to think of all the possibilities, being as specific as you can.



Research:

Don't be afraid to do some research. If you're not sure of who would be the target audience for your album, once you have a few songs ready, make some CD's and send out a little survey to friends and family to see what they like or don't like about your music, gathering information about them in the process. Or even better, have your friends and family give your songs to people who don't know you and they'll listen to your music and take the survey.

This could be a paper survey or done online. You could have your music on your website or MySpace page, and the survey could be right there on your page. Make it discreet (don't ask for their names/contact info etc.), make it fun, and maybe even offer a prize to those who fill out the survey (a free CD when it is released, tickets to your launch party etc.). This information will be invaluable to you as you go forward!


3.2. Secondary Target Audience(s)

Who else might enjoy your music? These would be people who might not go out of their way to see your show or buy your CD, but would be willing to under the right circumstances. This could be the partners/spouses, friends, co-workers of your primary target audience.

3.3. Referral Targets

A referral target would be someone who might enjoy your music and be in a position to expose it to other people. Your primary target audience will likely also be your best referral targets, as they will no doubt provide excellent word of mouth marketing on your behalf, but think about other people, companies, or organizations you can target.

Again, using the example of a primary target audience consisting of female students who are politically active, maybe there are some campus clubs that can sell the artist's CD at their school, or even book them for a show. Maybe there are some established organizations outside of the school system that might enjoy that artist's music and be in a position to get it in front of their target audience. Think of any person, company, organization or even venue that might have a tie-in to your music.


CHECKLIST:

Primary Target	<input type="checkbox"/>
Secondary Target	<input type="checkbox"/>
Referral Targets	<input type="checkbox"/>

4. Competition Profiles

In this section, you will analyze some of the artists that have similar music to yours. Technically they're labeled as your "competition", but really these are artists that you could potentially work with and form partnerships with. This could be on a global scale, or simply in your local scene.

Now, every artist is unique, no argument here, but most artists can at least be *compared* to another artist. Think in terms of describing yourself to someone who doesn't know your music, and you're trying to describe what you sound like in terms they'll understand. Using our example of a female singer-songwriter who plays politically-driven folk-rock, maybe they could compare themselves to artists like Ani DiFranco or Ember Swift.

4.1. List of Similar Artists

First step is to list the artists. What artists out there play music similar to yours? Maybe they have a similar music style, or similarly themed lyrics. List at least 2 artists that you might have some similarities with and explain why, and make *at least* 1 of them an artist from your local scene.

4.2. Comparison

Now compare yourself with these artists:

- a. How are you similar?
- b. How are you different from them?

- c. How will you use your unique qualities to stand out from these artists?

**Research:**

You can also use these similar artists as research for your marketing plan:

- a. Where have those artists played/toured?
- b. What media coverage have they received?
- c. Where and how is their music available?
- d. What kind of merchandise are they selling?

**CHECKLIST:**

Similar Artists
Comparison
Research

☐
☐
☐

5. Marketing Strategy

Strategy is quite simply the series of methods or stratagems you use to obtain your goals.

5.1. Image

The image you seek to convey is one stratagem. In this section you can include sample press photos, design samples of your album cover, your poster for live shows, stickers, postcards and anything else you'll be using to promote your music.

It is *extremely important* to have a consistent 'look' for all of your marketing materials, everything from business cards to your website to the posters, etc. Pick a theme and stick to it so that people will start to recognize when they see something promoting your music. Seek to achieve a unity of color, line and tone and rhythm in the development of your image.

If you're not a great graphic designer, then do yourself a *huge* favor and hire one! It will save you tons of time, and your promotional materials will look professional; the importance of which cannot be understated. If your website, posters and album cover look unprofessional, chances are it won't inspire people to check out your music, let alone buy it.

**Info for your Promo Box from Section 5.1:**

- Press Photos (High & Low Resolution)
- Album Cover (High & Low Resolution)

5.2. Selling Points

Write a paragraph or two about why people should listen to your music or see your live show. What makes your music unique? Is it the lyrics? Your voice? The instrumentation? What kind of experience will they have listening to your album? What kind of experience will they have at your live show? You can use elements from your bio, target audience profiles and competition profiles to find the most unique things about your music that you believe are its best qualities. If you do the research from Section 3 of this guide (as well as use the feedback you get from your current fans, including friends and family), you should see a pattern developing of what people tend to enjoy about your music.

5.3. Strategic Alliances

Strategic alliances can be extremely useful, especially if you're working on promoting your CD release on your own. Is there anyone you can partner up with to help market your music? The most common example of this is something that most artists do naturally, which is partnering up with other artists to co-promote events.

Endorsements are another example of strategic alliances, and can help save artists a significant amount of money in having to buy new gear. If this is your first CD release, you might not be able to get an endorsement from your favorite guitar manufacturer right away, but it never hurts to make contact with them. You can start by sending a CD and letter to members of their promotional department talking about how much you love their guitars and recommend them to other artists etc., and start building a relationship with the company from there. You can also approach companies, non-profit organizations, and especially local businesses that might have a similar target audience as your music. Maybe you can put their logo on your promotional materials in exchange that they promote your music in their newsletters, on their websites etc. Money doesn't necessarily have to be exchanged, as it could simply be a barter deal to start with.

**From Indie Artist Cookie Cutter Girl:**

Pop Superhero Cookie Cutter Girl has been sponsored by Sam Ash Music, Minarik Guitars, Daisy Rock Guitars, Scratch Pad, S.I.T. Strings, Pure Buttons, and In-Tune Guitar Picks. Her advice: *“Keep in mind when requesting sponsorship that you are taking on the role of ‘salesman’. It’s all about what YOU can do for THEM, *NOT* what they can do for you!”*

**CHECKLIST:**

- Images/Photos ☐
- Enter into Promo Box ☐
- Determine Selling Points ☐
- Brainstorm Strategic Alliances ☐

6. Marketing Mix

Alright, so up to this point in your plan you’ve covered the basics: you’ve prepared your bio, album and song descriptions. You’ve set goals for your marketing campaign, and determined your target audience, potential alliances, as well as the image that your marketing campaign will take on.

With all of that out of the way, this section will be where you’ll decide on all of the ways you’re going to get your music out to the world. This will likely be the biggest part of your plan and take you the longest to complete, but it is where you can let your creativity really flow. So let’s take a look at all of the various things you can do to reach your audience with your music:

6.1. Live Shows & Touring

The importance of playing live shows cannot be understated, especially for singer-songwriters. Regular shows and touring will expand your fan base and increase your

sales. For the purposes of your marketing plan, you'll want to simply outline your strategy and targets for live shows, and not necessarily your entire touring plans, as that is another plan in itself! So here's the info you'll want to have for your marketing plan, which you should then take and expand when you plan out your entire show schedule:

Where?

Where do you plan on playing? Will you be playing a CD release party in your home city? Will there be CD release parties in other cities? Where else do you plan on playing? List the cities, states/provinces and even countries where you'll be playing live shows to help support the release of your CD.



Inspiring Indie Artist Example:

Ember Swift regularly plays between 100 and 150 shows per year, touring throughout Canada, the United States, as well as Australia. She mixes festival dates with College & University gigs, and fills in the gaps with dates at bars, cafés and house concerts, and in the process has sold 50,000+ CDs in her career so far!

Resource: Eventful.com

A great way to gauge your support in different cities is to create an account with Eventful.com and post the link on your website, MySpace page, blog etc. Fans can “demand” that you come play their hometown, so once you have enough people in a certain city asking you to play there you can start planning a show or organize a tour in the area knowing you'll have at least a certain amount of support.

When?

When will you have your CD release party? If you've already booked the date, include it here, if you just know what month, then put that down. For shows in other cities as well as for touring, get a general idea of when you'd like to play those shows. Once you have an outline and timeline that makes sense, you can go ahead and make a full-fledged touring plan.

Venues

And finally, what kind of venues will you be targeting? Bars and coffeehouses are the obvious ones, but don't limit yourself to just these traditional venues! A few great options for you to consider would be:

- **Conferences**
- **Festivals**
- **House concerts**
- **Schools**

Conferences

Conference showcases can be a great way to network and meet new people in the industry who might be able to help with your career. Although most conferences don't pay for performances, many artists will simply build a tour around their conference showcase date to capitalize fully on the trip. Words of caution though from artists Ember Swift and Gilli Moon:



Ember Swift:

"Music conferences are sometimes amazing experiences and sometimes not the most useful. It really depends on which conference and what one's goals are when heading to perform or liaise there. If it's about making connections, they're amazing events for that. If it's about being heard and expanding your fan base, then it's not always the place for that as they're often filled with fellow artists and industry people who are all trying to do the same thing – promote themselves."

Gilli Moon:

"Ten years ago I showcased at conferences like Midem France, SXSW, etc. But these days, I don't believe in the outdated model of showcasing 'to get discovered'. I've discovered myself a long time ago!"

Festivals

There are literally thousands of festivals in North America, and many of them pay very well for performances. If you can get into the festival circuit, it can really help with your tour by providing guaranteed income while on the road. Cookie Cutter Girl, Ember Swift, Gilli Moon, and Rob Szabo all try to play regularly on the festival circuit to take advantage of a festival's built-in audience to reach new fans.

Resource: Finding Conference and Festival Opportunities

Most conferences and many festivals now take submission applications exclusively through Sonicbids.com. Look through the Sonicbids database for conference and festival opportunities to see what's out there, and then prioritize the ones you'd like to apply for. And don't forget to set a budget for this, as the application fees can add up quickly!

A few other ways to find festivals:

- Indie-Music.com: http://indie-music.com/fest_search.php
- The Musician's Atlas: www.musiciansatlas.com

House Concerts

House concerts are another way to fill gaps during tours, especially for singer-songwriters. Often these gigs pay very well, as with a smaller capacity, most hosts charge a premium for entrance, which often goes directly to the performing artist.

**From Indie Artist Gilli Moon:**

"I love house concerts. Really wonderful way to connect with locals in new places, at first hand, in an intimate way."

Resource: Finding House Concert Opportunities

Although many house concerts are organized by fans of the individual artist, there is literally a House Concert circuit that exists. Search on the Internet for house concert venue listings and you'll find many out there. A few good ones to start with are:

- Houseconcerts.com
- Concertsinyourhome.com
- AcousticRoof.ca (Canada)

Schools

Performing at Colleges and Universities can be another great way to get well-paying gigs while on tour, and can even turn into a full-time living in its own right. Many artists use these bookings as an anchor for their tour, building them around confirmed school performance dates.

Resource: Advice about the College Market

Derek Sivers has posted a great article on CDBaby.net talking about his experience playing the college market which is filled with *tons* of helpful advice. He made his full-time living on the college circuit from 1995 to 1998, getting hired by over 350 schools, grossing over \$300,000 in revenue! Check it out here: <http://cdbaby.net/college2>

**Tip: Even More Gig Opportunities**

Besides the ones mentioned above, there are even more gig opportunities out there for you. Here are just some of the other possibilities you can look into:

- Associations
- Businesses
- Non-Profit Organizations
- Conventions (non-music)
- Country Clubs
- Park Programs
- Cruise Lines
- Hotels

**Research:**

To help save you time researching possible venues to play at, here are some great resources that have comprehensive listings:

1. Indie-Music.com (see their venue listings)
2. The Musician's Atlas: www.musiciansatlas.com
3. The Indie Venue Bible: www.indievenuebible.com

Resources: Booking Your Own Gigs

And if you're like many singer-songwriters out there who don't have a booking agent, here are a few resources to help you out:

- **How to Be Your Own Booking Agent**, by Jeri Goldstein

This is probably the best resource for any artist who has to book their own shows and tours. It is absolutely loaded with incredible advice from hundreds of industry veterans!

- **OnlineGigs.com**

OnlineGigs.com is a booking and promotional tool that fully automates the booking and promotional process, a great innovation for independent artists!

**CHECKLIST:**

Target where to play	<input type="checkbox"/>
Decide when to play	<input type="checkbox"/>
Research venues/festivals etc.	<input type="checkbox"/>
Outline of tour schedule	<input type="checkbox"/>

**Tour, Tour, Tour!**

When asked if they believed you had to tour to make your CD release a success, this is how our 4 full-time indie artists responded:

Cookie Cutter Girl: *"Yes, I definitely think touring is NOT optional!"*

Ember Swift: *"As an independent, absolutely."*

Gilli Moon: *"Yes, absolutely. I think an artist needs to, and always will need to, be in front of his/her audience and make new audiences and fans. Make one fan at a time. Indie artists should count on touring as a sure way to build an audience."*

Rob Szabo: *"YES!"*

6.2. Publicity

Publicity is the art of using the media to help expose your music and/or event. Publicity makes people talk, think, read and hear about you, and the best part is that it costs little or nothing! But to be really effective in getting publicity for your music, you'll need to be prepared. So here is a breakdown of what you should have in place for your publicity campaign:

a. Targets:

Here are some basic categories of media for you to target:

- i. **Print:** Newspapers (daily, weekly, college & community etc.) and Magazines
- ii. **Radio:** College & Community, Satellite, and Commercial Radio
- iii. **Online Media:** Blogs, Webzines, Online Radio, Podcasts and any websites that cover music
- iv. **Television:** Local & Community Stations, Music-specific stations/shows, etc.

As with all contacts, what you really want is **a person's name** that is linked with each media outlet you contact from the above list.

It is no secret that College and Community media outlets tend to be much more accessible to indie artists, and the same holds true for most online media. So start with your local media and compile a list of any and all media outlets that can cover your music, and enter their contact info into a spreadsheet or database program. Once you have done that for your local media, do the same thing for each city/region where you will be performing.

Yes, I know, it's *a lot* of work. But just take it step by step and it will pay off in a big way when you're able to run an effective publicity campaign in each city you play!



Research:

To help save you *tons* of time with your media research, check out the following resources:

1. The Indie Bible: www.indiebible.com
2. The Musician's Atlas: www.musiciansatlas.com
3. The Virtual Publicist: www.thevirtualpublicist.com

**Tip: Database Software**

To store all of the information you'll be gathering, it would be very wise to invest in some database software. There are many good ones out there, including Filemaker, Act! and Microsoft Outlook. But another option is the Indie Band Manager, a database program developed by Charlie Cheney designed specifically for indie artists: www.indiebandmanager.com

b. Strategy: Your Publicity Angle

Before launching your publicity campaign, you'll need to develop an 'angle'. Why should the media give your music some attention? What makes it special or unique? Use information from your bio, target audience, and competition profiles to help develop an angle to approach the media with. Remember, you'll need to be unique to stand out from the hundreds of other artists all vying for their attention, so be creative!

c. Promo Kit

The media is going to need *something* to get an idea of your music and your story. So whether you call it a promo kit, a press kit, or anything else, the same basic elements are needed:

1. **CD/Song Samples**
2. **Cover Letter:** Here's the personal touch. A sincere individual letter works much better than a form letter. Simply introduce yourself and your music to the media contact and thank them for their time.
3. **Your Bio**
4. **Press/Reviews**
5. **Photo(s)** (you can almost always send a high-resolution JPEG instead of a physical print)

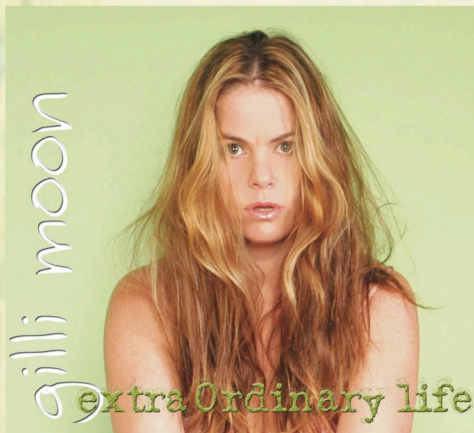
**Tip: One-Sheet**

Instead of including your bio and press clippings separately, you can create a One-Sheet. The One-Sheet would have your photo and/or logo, your bio, song listings, press quotes, touring information, career highlights and anything else you can think of that would catch the media's attention. Work with your graphic designer to come up with something that has all the info you need, coupled with a great presentation.

Sample One-Sheet Courtesy of Gilli Moon: www.GilliMoon.com

2005
RELEASE

gilli moon extraOrdinary life



gilli moon

between the black and the white, i find clarity,
between the darkness and light, you resurrect me,
i am a vision in white, serenity,
come inside my extraordinary life

An adventurous journey of autobiographical songs and stories, and intimate music conversations about gilli moon's inner truths, emotions and passions, anecdotes about falling in love, and out of it, about living in Hollywood, and about freedom, humour, simplicity and a life long journey of discovery. An ENHANCED CD of 13 songs, a spoken word piece, photo slide show, "making of" video of the studio process, live footage of gilli moon's performances and a music video.

gilli moon's restless creativity and rebellious nature continually urge her to push the envelope in the studio, on stage and with whatever she touches. The voice of a siren her piano purging songs oozing raw emotion and sensuality, gilli moon is the eternal quintessential renaissance woman. She's an illustrious, energetic poly-media artist and her multifaceted albums and dynamic, entertaining live shows have touched music lovers worldwide garnering high praise from the most jaded of critics. A chameleon in artistry and thought, gilli (like with a 'j') creates music that is fresh, rebellious, passionate and unique. Itunes has been unable to classify her.

She stands alone.

extraOrdinary life celebrates 13 brand new self-penned songs, a spoken word track and an Italian song. An ENHANCED CD, it features a 10 min "making of" video and a 20 photo slide show embracing her album, photography which has come to visual life by Hollywood's celebrity photographer Jim Steinfeldt (Tina Turner, Madonna, Miles Davis, Willie Nelson). **extraOrdinary Life** is a groove oriented album, mixing sensuous basslines, emotional piano and gilli moon's lilting melodic voice, with songs making attention at AAA and alternative radio. With an emphasis on organic, raw musical textures, gilli's trademark "edge" is present, combining a cool rebelliousness of eclectic guitars, techno loops, live drums and world beat percussion. It's only independent, alternative artists like gilli moon that are able to take music production risks, and can truly manage to challenge the current tired old musical norm on today's radio by creating an album that pushes the envelope. **extraOrdinary life** is audacious and fresh, a definitive departure from her prior 3 albums "Woman" (02), "temperamental angel" (00) and "Girl in the Moon" (98). Recorded in 3 different locations including Los Angeles, Sydney, and New Orleans, the new ENHANCED CD sees gilli moon, artist and producer, collaborating with her favorite collection of alchemists and fellow mavericks, including programmer and engineer Matt Thorne (The Eels, Trapt, Kate Ceberano, Plastilina Mosh); engineer Evan Beigel (Badi Assad), 2 bass players Jeff Dean & Ken Moore; guitarists Gordie Germaine & Donovan Raitt, Aussie drummer Tim Davies, Jennifer J on backing vocals (Eric Idle) & a string of percussionists, horn players and mavericks from around the world.

press

Every so often an artist exceeds expectations. They create a piece of work that is so exquisite, it's breathtaking. gilli moon has taken that quantum leap with her latest album, **extraOrdinary life**. It's an epic endeavor from an artist already well known for her independent and adventurous spirit. Indeed, this album covers a wide range of styles and emotions that touch every aspect of our lives. Though reviewers, as well as fans, will probably mention comparisons to Tori Amos, Sting and Radiohead, Moon has instilled this record with such a strong sense of self that one gets the impression she's letting us in on her secret life – an extraordinary one at that. Starting with the title track, Moon takes listeners on a remarkable journey through exotic and unpredictable soundscapes. With songs such as "Release Me," "Evolution," "Bye Is Such A Lonely Word," and the unforgettable "Hollywood," she has stacked this album with enough hit material to get her plenty of attention. Though, at times, the scope of her vision is challenging, it's always compelling; and, Moon's vocals have never been better. What's most surprising, however, is her preternatural ability to make her lyrics intimate yet universal. In fact, this body of work reaches the ultimate level of craftsmanship with "Enchanted Forest" and "My Extraordinary Life" expanding the boundaries of songwriting as we know it. This is an album that is best heard in its entirety. Not because of any overall concept, but rather because it's a beautiful expedition of emotions and stories that comfort, excite and inspire. Indeed, after hearing the songs presented on this record, you wouldn't be faulted if "you" also wanted to lead – an extraordinary life. - Bernard Baur, Review Editor and A&R Columnist, Music Connection Magazine

Complex is first word that comes to mind when considering gilli moon. Songs of being a child by an all-woman chanteuse, a singular warrior over the industry who remains quietly sensitive, and a dynamic performance artist who paints as brilliantly as she sings. - Jeff Buckley.com

The whole audience, and I mean, everyone... was screaming, clapping, stomping, yelling for more... people were crying... believe it. The band was right on with her. She started the first song creating a landscape of sounds and then just "floated" away with Gilli working her voice and body. Beautiful. - Femmuse.com

tracks

1. my extraordinary life
2. release me
3. hollywood
4. evolution
5. undone
6. circus of life
7. spaceship
8. bye is such a lonely word
9. the kiss
10. enchanted forest
11. little boy lost
12. we can work it out
13. deconstruction (spoken word)
14. the wind
15. bye (italian version)

Digital downloads

www.gillimoon.com/download

Warrior Girl Music email: info@warriorgirlmusic.com www.warriorgirlmusic.com
 U.S.A: 289 S. Robertson Blvd suite 200 Beverly Hills CA 90211 USA. ph: 310-238-0359
 cell 818-448-6277 fax 801-838-5411. Distribution: Experience Entertainment expentco@aol.com
 Australia: PO Box 349 Wyong NSW 2259 ph: 61-2-9294-2414. Distribution: MGM mark@thegroovemerchants.com
 U.K ph: 44(0)189-2521555 cell: 44-7976-151599 rusty@warriorgirlmusic.com

enhanced CD COMPACT disc DIGITAL AUDIO

7 80014 48442 2

warrior girl music


Resource: Sonicbids

Sonicbids.com has established the standard for Electronic Press Kits (EPK's). Do yourself a *huge* favor and sign up for an account. For as little as \$5/month you'll be able to create a professional looking EPK with your bio, photos, song samples, press reviews and your gig calendar, which you'll then be able to send out to as many contacts as you want. Plus, as a member you'll have access to literally thousands of opportunities, including song competitions, conference and festival showcases, touring opportunities, song licensing opportunities, and of course, media coverage.


Info for your Promo Box from Section 6:

- Press/Reviews/Quotes


FINAL PROMO BOX

Here's everything that you should now have in your desktop Promo Box:

- **Artist Bio: Long, Medium, Short & Elevator Pitch**
- **Album Title & Song Descriptions**
- **MP3's of 3-5 songs**
- **Press Photos (High & Low Resolution)**
- **Album Cover (High & Low Resolution)**
- **Press/Reviews/Quotes**


CHECKLIST:

- | | |
|--------------------|--------------------------|
| Research Media | <input type="checkbox"/> |
| Develop Strategy | <input type="checkbox"/> |
| Prepare Promo Kit | <input type="checkbox"/> |
| Prepare One-Sheet | <input type="checkbox"/> |
| Finalize Promo Box | <input type="checkbox"/> |

d. Launching Your Publicity Campaign

i. Press Releases

A press release is essentially a pared-down news story that presents the outline of your event in a way that will grab the media's attention. You'll want to send a press release not only for every show you play, but also for anything else that is newsworthy, whether it's winning a song competition, charting on radio, getting your music licensed in a film, signing a distribution deal, etc.

Here are the essential elements of a press release:

1. Include "FOR IMMEDIATE RELEASE" at the top of the release
2. A bold and eye-catching/creative headline (you can also include a sub-headline)
3. Date
4. City where the news is based
5. The 5 W's: Who? What? When? Where? Why?
6. Contact Information

Here's a quick sample press release about winning a song contest, courtesy of the Cookie Cutter Girl: www.CookieCutterGirl.com

FOR IMMEDIATE RELEASE

Cookie Cutter Girl Wins Billboard Song Contest 2nd Year in a Row!

Boston, MA , July 16, 2007 -- Congratulations to Lynn 'JULIAN', aka Cookie Cutter Girl, who beat out over 18,000 songwriters to win TOP 10 in the 2007 Billboard Song Contest! JULIAN also won "TOP 10" for her only entry in 2005, Pop Song "Get the Picture." The super songwriter entered 2 Pop Songs in 2006, winning "TOP 50" for "Get the Picture" and "TOP 100" for "Jenny".

One thing that separates 'JULIAN' from most song competition winners is that she is a solo songwriter. Song contest awards often tend to be songwriting teams, who have multiple songwriters, performers and producers. In contrast to the norm, JULIAN wrote, performed and produced her award winning songs herself.

###

For more information:

Cookie Cutter Girl (aKa Lynn 'JULIAN')
"Nashville's Version of Fiona Apple" ROLLING STONE
WEBSITE: www.CookieCutterGirl.com
EPK: www.Sonicbids.com/LynnJulian

**Tip: Start Local**

Starting your publicity campaign with local media can be useful in several ways. Local media tend to want to support local projects, so you'll have a better chance at getting covered, and this in turn will allow you to build up your press kit and use that local success to get media coverage in other cities.

Resources:

If yours news story is a broader issue, like news about an entire tour, or winning a song competition, you can also use a press release service to get your release sent out to thousands of media outlets:

1. **Music Industry News Network:** www.mi2n.com
2. **Billboard Publicity Wire:** www.billboardpublicitywire.com

ii. Scheduling**Print Media:**

Here's a sample schedule for soliciting print media once you're ready to start your campaign:

1. Send copy of your CD at least 1 month in advance of a performance
2. Send 1st press release after sending package
3. E-mail to confirm receipt of package after 1st release
4. Send 2nd press release 2 weeks in advance of performance
5. Follow-up phone calls within 2 days of 2nd release
6. Final press release 1 week before performance
7. Final follow-up calls within 2 days of final press release

These times would of course vary with different deadlines for weekly & daily newspapers, and with magazines you'll need to start *at least* 2 months in advance to give them the lead time they need. Make sure to call or e-mail ahead of time to know the deadlines so you can plan accordingly.

Radio

For radio, use the same schedule as above if you're just looking to get an on-air interview to help promote a live show, but if you're looking to get regular

airplay, you'll want to do radio tracking, which is where you'll contact the station on a weekly basis to track the progress of your song being played.

But how do you go about getting airplay in the first place? Here's an action list to help you get started:

1. **Push a single.** Because of the sheer quantity of music at radio stations, it is wise to make their job easier by letting them know the song you would like them to play. Some will ignore your choice and go with the song they like most, but many will take your lead and play the song you recommended.
2. **Know the rules.** Radio tracking is done by e-mail in some cases, but is usually done over the phone. Stations almost always have specific days and times when they'll take calls for tracking, so make sure to find that information out and don't call at any other time!
3. **Line up song requests:** Without being obnoxious about it, you, your family, your friends and your fans should all be taking a different day to request your song on radio stations that have your CD. Even if the song isn't played, they've heard about you and your music each time.



Queen of Radio Play:

Indie artist Cookie Cutter Girl has received airplay on 500+ radio stations. She has a "Radio Requests" page on her website where she places links to each station that has her music, along with links & phone numbers for fans to request it!

4. **Give thanks.** Send a letter to thank the station for playing your music. This will prove you were actually listening and let them know that you are grateful to them for helping you out with your career.
5. **Giveaways.** A good idea to help you get on the good side of music directors and DJ's at radio stations is to offer up some CD's and concert tickets for giveaways. They're always looking to give away free stuff to their audience and this might help get your song played or even score you an on-air interview.

iii. Tracking Your Progress

Tracking the progress of your publicity campaign can be extremely helpful, and in our humble opinion, is *essential*. It will allow you to know who has

covered your music, who you're still waiting to hear back from, who has turned you down, etc., so you're not constantly spinning in circles trying to remember all of that information. This information will also be especially valuable for future publicity campaigns to see where you had success before.

A good, simple way to track your progress is to create a spreadsheet using Microsoft Excel, Apple Works, or even Google Spreadsheets. In this spreadsheet create the following fields:

1. **Name of media outlet**
2. **Contact person**
3. **Title for contact person** (editor, writer, music director etc.)
4. **Mailing address** (at least city and state/province)
5. **Website address**
6. **E-mail address**
7. **Phone #**
8. **Best way & time to contact**

Then include plenty of space for the **Communications Log**. This is where you'll put down the dates and outcomes of each contact with this media outlet. It's a great way to collect information about the people you're dealing with, especially for remembering the little details about the person that will help in your conversations with them in the future. Here are samples of a media progress sheet and a radio tracking log sheet:

Media Progress Sheet	
Name of Media Outlet	
Contact Person	
Title	
City	
State/Prov.	
Mailing Address	
Website	
E-mail	
Phone	
Best Way/Time to Contact	
Communications Log	

Radio Tracking Log Sheet	
Station	
City	
State/Prov.	
Contact Name	
Title	
Website	
E-mail	
Phone	
Best Way To Contact	
Status	
Details	



Tip: Follow-up!

Make the extra effort and start building long-term relationships with the media right away. Sending physical thank you notes to everyone who reviewed your music, interviewed you or played your music on the air is a great way to do this. How often do you get a physical thank you card in the mail? It's especially rare in these e-mail-focused times, so you'll really stand out. But at the very least, send an e-mail!

And yes, this goes for the bad reviews too. In those cases, you can still thank them for their feedback and hope that they enjoy your next CD. Don't burn your bridges!

Resource: Guerrilla P.R.

If you want to learn even more about running a successful publicity campaign, a great book to read is "Guerrilla P.R." by Michael Levine. It is filled with loads of helpful tips and advice about running a do-it-yourself publicity campaign!

6.3. Advertising

Will you take out any ads to promote your CD? There are various advertising options:

- TV
- Print (newspapers, magazines etc.)
- Radio
- Online

Ads can be very expensive, especially for TV and print ads, so you should always try to get “free” advertising through your publicity campaign first. Another idea could be to pair up with other artists or some of your partners and take out an ad collectively, limiting the individual cost. But again, go for free publicity first!



CHECKLIST:

- | | |
|--------------------------------|--------------------------|
| Draft Press Releases | <input type="checkbox"/> |
| Prepare Schedule | <input type="checkbox"/> |
| Prepare Log Sheets | <input type="checkbox"/> |
| Prepare Mail outs | <input type="checkbox"/> |
| Prepare Thank You Notes | <input type="checkbox"/> |

6.4. Distribution

Alright, now it's time to explore all of the different ways to make your music available to your fans:

- A. CDs: Physical Distribution**
- B. CDs: Online Distribution**
- C. Digital Downloads**
- D. Ringtones**

A. CDs: Physical

There are essentially 3 ways to distribute your CD in the “physical” world:

- **Distributors**
- **Consignment**
- **Live Shows**

Distributors:

Unfortunately most distributors will only deal with record labels and not directly with individual artists. But, if you've set up your own record label, present yourself in a

professional way, and can show them that you have a marketing plan in place (hey, that's what you're working on right now!), you can maybe get your foot in the door.

**Tip: Distributor One-Sheet**

A one-sheet gives distributors a quick read of all of the important information about your CD release. Its purpose is to convince them that this is a release to push because it has good planning and marketing behind it. Here are some possible elements to include on your One-sheet:

- Record company logo (if any) and contact information
- Album title and artist name (and logo, if any)
- CD catalog number and UPC number
- Suggested retail list price
- Release date
- Artist bio and album info
- Touring schedule
- Radio airplay plans and schedule
- Publicity plans and schedule
- Past press quotes and/or current album reviews
- Full contact info

Consignment:

If using a distributor isn't possible, there's always the consignment option. Start by going into the record stores in your area and filling out consignment forms. You can generally only put 5-10 CDs in each store, and then it's up to you to periodically check the inventory. If they sell out, collect your money and re-supply the store.

To help you keep track of your progress, create a spreadsheet with each store's name and contact information, the number of CDs you've left there, how many you've sold, and the details of the consignment deal (each store will likely be different). An example can be seen on the following page.

Retail Tracking Sheet	
Name of Store	
Contact Person	
Location	
Email/Phone	
Consignment Deal Details	
# CDs in Stock	
# CDs Sold	
Comments	

**Tip: Other Consignment Options**

When considering where to leave your CD for consignment, don't just think of record stores. Think about other places where your CD might have a tie-in with other businesses, especially with your strategic partners. Local cafés and restaurants, health food stores, yoga studios, clothing stores, museum gift shops, airports, bookstores, art galleries, grocery stores, sporting venues, and outdoor festivals are just some of the possibilities!

Live Shows:

This is of course a no-brainer, and for many artists live shows are where they sell the majority of their CDs. So just be sure you're always well stocked with all of your CDs at every show you play, whether it's a small coffee house or a large venue.

**From Indie Artist Gilli Moon:**

"When I tour, and perform, people want to still touch and feel my music and buy it there and then. Give them too long to think about it (i.e. drive home, get online, find the site, pay and download), and they forget. This market right now is based on impulse buy. We have so much media and communication thrown at us, that it's hard for people to make decisions unless they see it in front of them."

**Tip: Get someone to sell your CDs at shows**

When you sell your CDs at live shows, it's a good idea to have a fan (friend, family member etc.) selling your CDs at the merch table. That way, after your performance you can stand at the booth and talk to your fans while they buy your CD without holding up the line, which could cause you to lose out on some sales with people who don't want to wait too long while people tell you how fabulous you are!

B. CDs: Online Distribution

Making your CD available online is essential these days, and you have a few options for doing it. The first option is to use an online distributor, which you'll send CDs to and who will then do the order fulfillment for you.

Another option is to sign up for a PayPal (www.PayPal.com) account so you can sell your CD through your own website/MySpace page, Blog, etc.

**Resource: CD Baby**

CDBaby.com is the premiere online CD distributor for indie artists. They have incredible customer service and will email you with the sales information for every CD sold, and the best part is: they send you a check every week!

C. Digital Downloads

To make your CD available as a digital download, again, you have several options, similar to that of distributing your CD:

- **Distributors**
- **Your Own Site**
- **Live Shows**

Distributors:

A digital music distributor will make digital files from all of the songs on your CD and then 'distribute' them to the various digital music stores like iTunes, Napster, Rhapsody, eMusic, etc.

Resource: Digital Distributors

- CD Baby
- TuneCore

These are two of the best options for indie artists to get their music distributed digitally. If your CD is already on CDBaby.com, you can simply opt-in to their digital distribution service for no extra charge. They'll then take a small % from each digital sale to cover their costs, with no recurring fees.

TuneCore.com offers a different payment structure, where they charge a small fee upfront to submit your album and a small annual storage fee, but they don't take a % of sales. This can especially benefit artists with higher volume sales.

Another option for selling downloads of your music is of course through your own website or MySpace page etc. This can be done using a combination of PayPal payments and a system set up by your web designer, but it can be facilitated by the use of services like Nimbit or Snocap, which allow you to set up your own digital music store: www.nimbit.com and www.snocap.com

Live Shows

Selling digital music at live shows?! Yup. It can be as easy as setting up a laptop at your merch table and selling individual downloads or full album downloads directly to people's MP3 players, flash drives, laptops, etc. As people continue to move away from physical formats, it will no doubt become more important to have this option available at your shows.

Resource: Sell Downloads at Shows

Another way to sell downloads at your shows is through services that enable you to sell personalized cards to fans which can be redeemed for the MP3 downloads of your music:

- **Dropcards:** www.dropcards.com
- **FizzKicks:** www.fizzkicks.com
- **discrevolt:** www.discrevolt.com

D. Ringtones

Another way to get your songs out into the world is by creating and selling ringtones. This is one of the fastest growing markets in the music industry right now, as people become increasingly mobile and are using their cell phones more than ever before.

Resource: Selling Ringtones

The easiest way to create and sell ringtones for your songs is to use a service that will do it for you. Here are a few good ones for indie artists:

- **MyxerTones:** www.myxertones.com
- **Xingtone:** www.xingtone.com

6.5. Licensing

Licensing your music can be a great way to reach new audiences through movies, television shows and commercials. Some artists aren't comfortable licensing their music to sell products for larger companies, which is totally fine, but there are no doubt interesting opportunities in indie film and television projects that could get you some extra exposure and revenue for your music.

The amounts you'll be paid for licensing vary drastically depending on the budget of the film, television show or commercial. Many indie artists will waive the licensing fee in return for the exposure value that a song placement might bring, but in general, you should get *something* for the use of your music. Fees can range from a few dollars to *thousands* of dollars, depending on the production's budget, and how much of your song is used.

Resource: Licensing

There are now websites that act as licensing “agents”, where you submit your music into their catalogues and then wait to see if any productions want to use your songs. Here are a couple of the best ones for indie artists:

- Pump Audio: www.PumpAudio.com
- Rumblefish: www.Rumblefish.com

**CHECKLIST:**

- | | |
|--------------------------------------|--------------------------|
| Create Distributor One-Sheet | <input type="checkbox"/> |
| Research Local Music Stores | <input type="checkbox"/> |
| Research Distributors | <input type="checkbox"/> |
| Create Account w/Online Distributor | <input type="checkbox"/> |
| Create Account w/Digital Distributor | <input type="checkbox"/> |
| Create Ringtones f/Songs | <input type="checkbox"/> |
| Create Account w/Licensing Agent | <input type="checkbox"/> |

6.6. Promotional Materials

Promotional materials are all of the items you’re going to use to help get your name in front of people. Some of these you’ll be giving away, others you’ll use to sell as merchandise:

- | | |
|------------------|------------------|
| • Business cards | • Buttons |
| • Postcards | • T-shirts |
| • Stickers | • Hats |
| • Flyers | • Coffee Mugs |
| • Posters | • Fridge Magnets |

And so on. The list can be as endless as your imagination! Get creative and find ways to connect your promotional materials to the theme of your album.

Resource: Cafe Press

A great place to instantly have all kinds of merchandise available to sell online is through CafePress.com. They offer a wide variety of promotional merchandise to choose from, and all you have to do is upload the logo/design you want to use and they manufacture the merchandise as it sells, saving you the hassle of ordering different sizes, quantities etc.

Resource: Miscellaneous Promotional Items

For things like business cards, stickers, postcards, posters, flyers etc., a great one-stop shop is JakPrints.com. They offer great prices, speedy turnarounds and are very indie-artist friendly.

**CHECKLIST:**

- | | |
|-------------------------------------|--------------------------|
| Decide on Promotional Items | <input type="checkbox"/> |
| Decide on Promotional Merchandise | <input type="checkbox"/> |
| Decide on Graphic Design | <input type="checkbox"/> |
| Research Pricing | <input type="checkbox"/> |
| Order Promo Materials & Merchandise | <input type="checkbox"/> |

6.7. Promotional Tactics

It's in the following sections of your marketing plan where you're going to really let your creativity flow. Here's where you'll describe all of the different promotional tactics you'll use to get the word out about your album.

Approaching the media and playing live shows are things that you've already covered in your plan, so here are some other examples of high-impact promotional tactics:

Pre-sales:

By making your album available for pre-sale to your friends, family and current fans, you'll not only start generating revenue to help pay for the release of your CD, but also start generating a 'buzz' about its release as well.

**Tip: Encouraging Pre-Sales**

To help encourage pre-sales, many artists offer to put the names of the people who pre-order the album in the CD's liner notes, autograph their CD when it does come out, and even offer them a free ticket to their CD release party. Just be sure to find some way to make these dedicated fans feel special!

Promotional Copies:

Don't be afraid to give away copies of your CD, especially if it's your first release. Getting your name out there and generating a 'buzz' is extremely important. So besides the obvious targets like the media, don't hesitate to give away copies to various industry contacts like agents, managers, venue owners, etc. You can also hold contests and giveaways during your live shows, or hand out promotional CDs to fans of bigger name artists who you feel have a similar target market to your music (think about your competition profiles).

**Tip: Who *Not* to Give Away Your CD To**

Many artists have the instinct to give away copies of their CD to all of their friends and family. An understandable instinct is to want to share your CD with as many people as possible, *but*, if your goal is to make money from your album sales to help market your CD and save up for the next one, then your friends and family should be the first ones willing to pay for it!

"The best way to send information is to wrap it up in a person"

-Robert Oppenheimer

Street Teams:

Organizing a Street Team is a great way for your fans to feel involved with your career and for them to help you spread the word about your music. There is no better way for someone to hear about your music than through a devoted fan! Here are just some of the things that your street team can do for you:

- Hand out fliers (for a specific event, direct people to buy your album, etc.)
- Put up posters
- Request your songs on radio
- Call their friends and family to announce one of your shows

**Tip: Treat Your Street Team!**

Always remember to take good care of your street team. Give them free entrance to your shows in return for the work they did, thank them on stage, then go out for a pizza party after the show!

Affiliate Sales Program:

Affiliate Programs are another great way to spread the word out about your album and get your fans actively involved with your career. There are several different ways to go about doing this, but it can be as simple as asking your fans to send you half the money upfront for a set amount of CDs, then once they sell the CDs they send you the other half of the money. Once they sell a certain amount of CDs, be sure to give them some kind of prize or reward.

**Tip: Rewards for Affiliates**

For his Affiliate Program, indie artist Rob Szabo offered things like a signed poster for initial sales, to a special custom acoustic recording of a song of the person's choice once they reached higher sales, and for the mega-seller, a free house concert in their home!

**CHECKLIST:**

- | | |
|--|--------------------------|
| Develop Pre-Sale Strategy | <input type="checkbox"/> |
| Create Street Team | <input type="checkbox"/> |
| Create Affiliate Program | <input type="checkbox"/> |
| Develop Awards f/Street Team & Affiliates | <input type="checkbox"/> |

"Internet! Is that thing still around?" - Homer Simpson

6.8. Specific Online Promotional Tactics

Indeed, the Internet is still around. And because so many promotional tactics can be carried out through the Internet at little or no cost, this is where you'll likely spend most of your time and energy.

So here are just some of the ways you can use the Internet to help promote your album, and this is another chance to really get your creative juices flowing as the possibilities are almost endless!

Website:

OK, starting with the basics here. Having your own website is obviously a no brainer, and you should try to find ways to give people an excuse to visit your site often by continually updating it with news, new music, videos etc. Also be sure to make it incredibly easy for people to hear samples of your music, buy your CD and sign up to your mailing list.

Resources: Website Hosting and Design

If you don't have a budget to hire a web designer, here are some companies that offer services specifically for indie artists. They will not only host your website for a great price, but also provide you with easy-to-use templates and features so you can easily create a website on your own:

- **Host Baby:** www.hostbaby.com
- **Bandzoogle:** www.bandzoogle.com

Newsletter:

I'm willing to bet that most of you are already keeping in touch with your legions of fans through a newsletter, as it's a great way to have regular contact with your supporters and show them some love. If you're not, then start as soon as possible!

Resources: E-mail List Management

If you'd like to send out fancy HTML newsletters and manage your e-mail list a little more easily, there are some affordable services out there for indie artists that do just that:

- **Groupie Corral:** www.Groupiecorral.com
- **FanBridge:** www.FanBridge.com

Blog:

A blog is simply a web-based log of happenings and news related to your music projects. Starting up your own blog is great way to stay in regular contact with your fans, especially while you're on tour. You can post MP3's of new songs, post videos and pictures of fans you meet at shows, and stories about life on the road. You can write your blog through your own website, or through services like Blogger and WordPress, or even on a social networking site like MySpace.

Social Networking Websites:

Speaking of social networking, sites like MySpace, Facebook, Last.fm and other similar services are great ways to network with other artists, find new fans, announce shows and get exposure for your music.

Resources: Using MySpace

There are a couple of very good e-guides out there for indie artists that offer tips and advice about how to maximize your MySpace presence:

- **MySpace Music Marketing**, by Bob Baker
<http://www.bob-baker.com/myspace/music.html>
- **Using Myspace to Promote You & Your Music**, by Madalyn Sklar with Georgia Moncrief (GoGirls Music)
<http://www.gogirlsmusicstore.com/store/ebooklet2.asp>

Resource: Indie911

An interesting website designed specifically for indie artists is Indie911, which combines the community and social networking aspects of sites like MySpace with digital sales opportunities by providing tools and resources for musicians to sell, stream or share content. Check it out: www.indie911.com

Bonus Resource: Networking for Female Musicians & Moms!

Besides social networking sites like MySpace, Facebook and Indie 911, if you're a female musician, you can also become a member of GoGirlsMusic.com, a great network of female indie artists that offers a lot of opportunities for artists through conferences, festivals, song competitions etc.

And if you're a proud Mom, then Mamapalooza.com is a great place to network with other indie-artist Moms out there :)

Video Sharing Websites:

Video sharing through websites like YouTube, Revver, and MetaCafe have exploded in popularity, with some videos reaching in the millions of views. Indie artists have taken full advantage, posting music videos, live performance clips, video blogs and even running contests to get people involved with their music videos and creating enormous buzz for their careers.

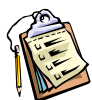
Resource: Using Video to Promote Your Music Online

Author, indie musician and former music magazine editor Bob Baker wrote a great e-guide on maximizing the use of video to promote your music online:

- **How to Use Video to Promote Your Music Online**, by Bob Baker
<http://www.bob-baker.com/buzz/music-video-promotion.html>

E-Teams:

E-teams follow the same concept as Street Teams, just that all of the work is done online. It can be the same people as your street team, but they'll just be doing different tasks, like posting info about you on message boards, inviting people to your shows through MySpace and Facebook events, rating and commenting on your videos on YouTube, and sending out links to your website, MySpace pages and YouTube videos etc. Again, the possibilities are endless.

**CHECKLIST:**

- | | |
|---|--------------------------|
| Set-up Website | <input type="checkbox"/> |
| Start Newsletter | <input type="checkbox"/> |
| Start Blogging Regularly | <input type="checkbox"/> |
| Create Account(s) on Social Networking Sites | <input type="checkbox"/> |
| Create Account(s) on Video Sharing Sites | <input type="checkbox"/> |
| Start E-team | <input type="checkbox"/> |

**FINAL MARKETING TIP: Diversify Your Revenue Streams!**

As an indie artist it is incredibly important to diversify your revenue streams. If you're expecting to make all of your money just off of CD sales, then chances are you're going to be bitterly disappointed. Give yourself every opportunity to succeed by making your music available in a variety of different ways as was discussed in this plan, as well as getting out there to play live shows and having merchandise available to your fans. Individually some of these revenues can be small, but altogether they can add up to a healthy income for you.

7. Timeline

Most marketing campaigns run anywhere from 8 months to 18 months depending on the budget and scope of the project. Start with the first month of the marketing campaign and list all the significant events for that month, whether it's launching your website, announcing your album release through a MySpace Event Invite, posting a video on YouTube, and all show dates. Be as thorough as you can and it will save you a lot of time trying to remember what you have to do, and when you have to do it.

Once you do this, make sure to transfer that info into a calendar, whether it's on your computer or on a physical calendar. A physical calendar is great so you can see it at all times, especially a year-at-a-glance style calendar. A calendar on a computer is great for setting reminders to help you stay on top of things, and many database programs have this feature.

8. Budget

And last, but certainly not least, the budget. Here's where you'll price out how much it will cost to implement your marketing campaign, everything from sending packages (remember, this includes the envelopes, the labels, *and* the postage!), to the promotional materials (posters, postcards, flyers, business cards etc.), to the cost of traveling (gas, food, rentals etc.), website hosting fees, cost of graphic design etc.

It's extremely important to know your budget as costs can add up quickly, so it's best to be prepared ahead of time to know what you are able to do, whether you have a \$1000 marketing budget or a \$10,000 marketing budget. The best way to go about this is to use a spreadsheet, and keep it as simple as you need to, but make sure to include all of your costs. A good rule of thumb is to always plan for an extra 10-15% in costs, as things tend to end up being a little pricier than you expect! Here's a sample spreadsheet that you can use as a template:

SAMPLE MARKETING BUDGET				
	Description	Low	Most Likely	High
MUSIC REVENUE				
	CD Sales (\$10/unit)	5,000	7,500	10,000
	Digital Sales (downloads, ringtones etc.)	1,000	2,000	5,000
	Live Shows/Touring	2,000	5,000	10,000
	Merchandise (Shirts etc.)	500	1,000	2,000
	Licensing	100	500	2,500
	TOTAL MUSIC REVENUE	\$8,600	\$16,000	\$29,500
MARKETING EXPENSES				
COST OF GOODS SOLD				
	CD Replication (1000 units)	1,500	2,000	2,500
	Mechanical Licenses	100	200	300
	Copyright Regs.	40	80	120
	Merchandise (Shirts etc.)	250	500	1,000
	Café Press Account	0	35	60
	TOTAL COST OF GOODS SOLD	\$1,890	\$2,815	\$3,980
LIVE SHOWS/TOURING				
	Posters	100	250	500
	Postage	50	100	250
	Travel Expenses (Food, Gas, lodging etc.)	500	2500	5000
	Conference & Festival Fees	0	250	500
	TOTAL LIVE SHOWS/TOURING	\$650	\$3,100	\$6,250
MEDIA/PUBLICITY				
	Sonicbids EPK	0	50	100
	Physical Press Kits (Letter, One-Sheet, envelopes etc.)	100	250	500
	Postage	100	250	500
	Sending Press Releases through Wire Services	0	100	250
	Research f/Media (Books, guides etc.)	0	50	100
	Advertising	0	250	500
	TOTAL MEDIA/PUBLICITY	\$200	\$950	\$1,950
DISTRIBUTION				
	Physical/In-Store (One Sheets etc.)	0	50	100
	Online CD	35	50	75
	Digital	0	30	50
	Downloads at Live Shows	0	10	100
	Ringtones	0	20	20
	TOTAL DISTRIBUTION	\$35	\$160	\$345
PROMOTIONAL MATERIALS				
	Business cards	25	75	100
	Postcards	50	100	250
	Stickers	100	200	300
	Flyers	50	100	200
	Buttons/Pins	25	50	100
	TOTAL PROMOTIONAL MATERIALS	\$250	\$525	\$950
WEBSITE & E-MAIL				
	Website Hosting	100	150	250
	E-mail List Management	0	75	150
	TOTAL WEBSITE & E-MAIL	\$100	\$225	\$400
PROFESSIONAL SERVICES				
	Graphic/Web design	250	500	1,000
	Legal	0	250	1,000
	TOTAL PROFESSIONAL SERVICES	\$250	\$750	\$2,000
MISCELLANEOUS				
	Database software	0	100	250
	Office Expenses	100	250	500
	TOTAL MISCELLANEOUS	\$100	\$350	\$750
	TOTAL MARKETING EXPENSES	\$3,475	\$8,875	\$16,625
	NET PROFIT	\$5,125	\$7,125	\$12,875

Conclusion

Well congratulations, you should give yourself credit just for taking the initiative of reading this guide, because by being proactive in your career, you're already well on your way to success! I truly hope you have enjoyed reading this guide and that it provided you with some useful and empowering information. Now the next step is to take the information in this guide and to create your plan. Make it a plan that will inspire you, one that is achievable, and most importantly, make sure it's *flexible*. Plans aren't meant to be written in stone, as there will no doubt be situations that come up which may change your plans, so obviously don't refuse any opportunities that can advance your career simply because they're not in your plans! There's a happy medium somewhere between letting everything in your career happen organically and not planning at all, and planning everything so rigidly you leave no room for spontaneity. Finding the right balance is the key.

And although releasing a CD and marketing it successfully on your own is certainly not easy, the exciting thing is that it's actually *possible*, as Cookie Cutter Girl, Ember Swift, Gilli Moon and Rob Szabo (and many others out there) are proving. There might be times when you'll feel overwhelmed, times where you can't quite see the light at the end of the tunnel, and this is normal, but you're giving yourself a huge edge by planning properly and clearly mapping out what you want to do, which can be paramount to achieving your goals.

But remember, it's not necessarily in the achievement of your goals that you will find all of your happiness and success, it can be in the very process of working towards those goals where you can grow, learn, and find true fulfillment. Here's a great quote from Ember Swift during her interview for my film "**What is INDIE?**" that I keep posted on the bulletin board in my office:

"Enjoy the journey...happiness and success can be in our every moment."

So with that in mind, Peter Spellman and I wish you all the best with your own journey, and if you need help with putting together your plan, please don't hesitate to contact us, we'll be happy to help you.

Take Care,

Dave Cool and Peter Spellman

Final (and Ongoing) Exercise: Be Grateful

Gratitude is a powerful emotion that should be part of your everyday life. For those times when you are feeling stressed and overwhelmed, step away from whatever you are doing and take time to be grateful for what you do have in your life. Think about your good health, your family, your friends, all of the opportunities you have, the technologies you have access to, and all of the abundance you already have in your life. When you do this, you'll see that your stress will subside. But you don't have to wait until you are stressed to do this exercise. Make this part of your daily routine, maybe as soon as you wake up in the morning to really set yourself up for a great day!

RESOURCES FOR A SUCCESSFUL CD RELEASE

1. SELLING YOUR MUSIC

Online CD Distribution:

- CD Baby: www.cdbaby.com
- earBuzz: www.earbuzz.com
- Bathtub Music: www.bathtubmusic.com
- Indie Pool (Canada): www.indiepool.com
- Bluetracks (Quebec/Canada): www.bluetracks.ca

Digital Distributors:

- CD Baby: www.cdbaby.com
- TuneCore: www.tunecore.com
- SNOCAP: www.snocap.com
- Indie Pool (Canada): www.indiepool.com
- Bluetracks (Quebec/Canada): www.bluetracks.ca

Downloads at Live Shows:

- Dropcards: www.dropcards.com
- FizzKicks: www.fizzkicks.com
- discrevolt: www.discrevolt.com

Ringtones:

- MyxerTones: www.myxertones.com
- Xingtone: www.xingtone.com

Licensing:

- Pump Audio: www.pumpaaudio.com
- Rumblefish: www.rumblefish.com

2. LIVE MUSIC

Find Venues:

- Indie-Music.com: www.indie-music.com
- The Musician's Atlas: www.musiciansatlas.com
- The Indie Venue Bible: www.indievenuebible.com
- Listening Room Tour: www.listeningroomtour.com

Find Conferences:

- Sonicbids: www.sonicbids.com
- The Musician's Atlas: www.musiciansatlas.com

Find Festivals:

- Sonicbids: www.sonicbids.com
- Indie-Music.com: http://indie-music.com/fest_search.php
- The Musician's Atlas: www.musiciansatlas.com
- Festival Network Online: www.festivalnet.com

Find Colleges & Universities:

- Sonicbids: www.sonicbids.com
- The Musician's Atlas: www.musiciansatlas.com
- OnlineGigs: www.onlinegigs.com
- Indie Band Manager: www.indiebandmanager.com

Advice about the College Market: <http://cdbaby.net/college2>

House Concerts:

- www.Houseconcerts.com
- www.Concertsinyourhome.com
- www.AcousticRoof.ca (Canada)

Help with Booking Gigs:

- OnlineGigs: www.onlinegigs.com
- Sonicbids: www.sonicbids.com
- Eventful: www.eventful.com

How to Be Your Own Booking Agent, by Jeri Goldstein (www.performingbiz.com)

3. MEDIA/PUBLICITY

Research/Finding Media:

- The Indie Bible: www.indiebible.com
- The Musician's Atlas: www.musiciansatlas.com
- The Virtual Publicist: www.thevirtualpublicist.com
- Indie Band Manager: www.indiebandmanager.com

Create an Electronic Press Kit:

- Sonicbids: www.sonicbids.com

Sending Press Releases:

- Music Industry News Network: www.mi2n.com
- Billboard Publicity Wire: www.billboardpublicitywire.com

4. ONLINE PROMOTION & NETWORKING

Social Networking:

- indie 911: www.indie911.com
- MySpace: www.myspace.com
- Facebook: www.facebook.com
- Last.fm: www.last.fm
- Fuzz: www.fuzz.com
- Ning: www.ning.com

- **MySpace Music Marketing**, by Bob Baker (www.bob-baker.com/myspace/music.html)
- **Using Myspace to Promote You & Your Music**, by Madalyn Sklar with Georgia Moncrief (GoGirls Music: www.gogirlsmusicstore.com/store/ebooklet2.asp)

Other Networking:

- GoGirls Music: www.gogirlsmusic.com
- Mamapalooza: www.mamapalooza.com
- Just Plain Folks: www.jpfolks.com

Video Sharing Websites:

- YouTube: www.youtube.com
- MySpace: <http://vids.myspace.com>
- Google Video: <http://video.google.com>
- Yahoo!: <http://video.search.yahoo.com>
- Revver: www.revver.com
- Metacafe: www.metacafe.com
- Veoh: www.veoh.com
- Vmix: www.vmix.com
- Dailymotion: www.dailymotion.com
- Vimeo: www.vimeo.com

- **How to Use Video to Promote Your Music Online**, by Bob Baker (www.bob-baker.com/buzz/music-video-promotion.html)

Blogging:

- Blogger: www.blogger.com
- WordPress: www.wordpress.com

Website Hosting and Design:

- Host Baby: www.hostbaby.com
- Bandzoog: www.bandzoog.com
- NIMBIT: www.nimbit.com

E-mail List/Newsletter Management:

- Groupie Corral: www.groupiecorral.com
- FanBridge: www.fanbridge.com

5. GETTING ORGANIZED

Database Software:

- Indie Band Manager: www.indiebandmanager.com
- Filemaker: www.filemaker.com
- Microsoft Outlook: www.microsoft.com/outlook
- Act!: www.act.com

Financial/Spreadsheets:

- Google Docs: <http://docs.google.com>
- Microsoft Excel: www.microsoft.com/excel
- Apple's Numbers: www.apple.com/iwork/numbers

6. SONGWRITING COMPETITIONS

- Billboard World Song Contest: www.billboardsongcontest.com
- Independent Music Awards: www.independentmusicawards.com
- International Acoustic Music Awards: www.inAcoustic.com
- International Songwriting Competition: www.songwritingcompetition.com
- John Lennon Songwriting Contest: www.jlsc.com
- The Singer/Songwriter Awards: www.wearelistening.org

7. MERCHANDISE

CD Manufacturing:

- Disc Makers: www.discmakers.com
- Oasis Disc Manufacturing: www.oasiscd.com
- Indie Pool (Canada): www.indiepool.com

CD Displays:

- CD Stands: www.cdstands.com
- SumaDek Portable Listening Display: www.sumadek.com

Promotional Merchandise (Shirts, buttons etc.):

- CafePress: www.cafepress.com
- JakPrints: www.jakprints.com
- Pure Buttons: www.purebuttons.com
- The Button Store (Canada): www.thebuttonstore.com

Promotional Materials (Stickers, Flyers, Postcards etc.)

- **JakPrints:** www.jakprints.com
- **Go 4 Color (Canada):** www.1000cards.net

8. PERFORMANCE RIGHTS ORGANIZATIONS

- **ASCAP:** www.ascap.com
- **BMI:** www.bmi.com
- **SESAC:** www.sesac.com
- **SOCAN (Canada):** www.socan.ca
- **Sound Exchange (Digital):** www.soundexchange.com

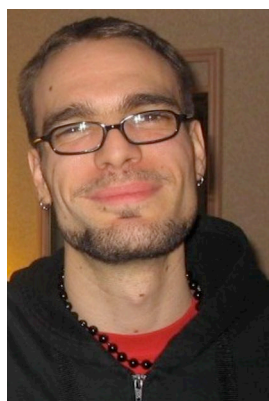
9. FURTHER RESOURCES

- www.artistshousemusic.org
- www.bemuso.com
- www.musesmuse.com
- www.musicbizacademy.com
- www.musicdish.com
- www.starpolish.com/resources

10. RECOMMENDED BOOKS

1. **The Self-Promoting Musician: Strategies for Independent Music Success** by Peter Spellman (2000, Berklee Press)
2. **Indie Power: A Business-Building Guide for Record Labels, Music Production Houses and Merchant Musicians** by Peter Spellman (2004, MBS Business Media)
3. **Indie Marketing Power: The Resource Guide for Maximizing Your Music Marketing** by Peter Spellman (2006, MBS Business Media)
4. **Start and Run Your Own Record Label** by Daylle Deanna Schwartz (2003, Billboard Books)
5. **I Don't Need a Record Deal!: Your Survival Guide for the Indie Revolution** by Daylle Deanna Schwartz (2005, Billboard Books)
6. **Guerrilla Music Marketing Handbook** by Bob Baker (2005, Spotlight Publications). Also, the Encore Edition (2006)
7. **How to Be Your Own Booking Agent** by Jeri Goldstein (2004, The New Music Times)
8. **I am a Professional Artist** by Gilli Moon (2004, Warrior Girl Music Enterprises)
9. **The Artist Entrepreneur: 13 Modes of Flirting with Darkness** by Leonardo de Luca (2007, Avatra)
10. **Guerrilla P.R.** by Michael Levine (1994, Collins)
11. **Guerrilla Marketing Excellence** by Jay Conrad Levinson (1993, Houghton Mifflin)

12. **The Tipping Point: How Little Things Can Make a Big Difference** by Malcolm Gladwell (2002, Little, Brown, and Co.)
13. **The Purple Cow** by Seth Godin (2003, Portfolio)
14. **The Pursuit of WOW** by Tom Peters (1994, Vintage)
15. **Never Eat Alone** by Keith Ferrazzi (2005, Doubleday)
16. **How to Win Friends and Influence People** by Dale Carnegie (1998, Pocket)
17. **The 7 Habits of Highly Successful People** by Stephen R. Covey (2004, Free Press)



About Dave Cool

Dave Cool (and yes, that's his real name!) is an author, filmmaker, consultant and passionate musician's advocate who is dedicated to helping and empowering independent artists. After a severe ear condition cut his own music career short, he founded Stand Alone Records, a unique record label that actually encourages artists *not* to sign record deals. Working with artists and companies on the cutting edge of the music industry, he dedicates his time and energy to documenting and advancing the "indie" revolution and to helping artists who want to follow that path.

In 2006, Dave made a huge splash in the music industry with the first release from Stand Alone Records, an inspiring documentary he directed and produced called "**What is INDIE? A look into the World of Independent Musicians**". The film featured interviews with several leading experts in the indie music world including **Derek Sivers (Founder, CD Baby)**, **Panos Panay (Founder, Sonicbids)**, **Suzanne Glass (Founder, Indie-Music.com)** and co-author **Peter Spellman**, as well as with 20 independent artists. Without any background in film and funded entirely on his own, he took the film from a small do-it-yourself project and turned it into an indie success story in its own right that was even featured on CNN.com and in Newsweek Magazine.

Do you want to:

- ***have your marketing plan reviewed?***
- ***receive guidance and coaching to help develop your plan?***

Dave is a compassionate music coach and consultant who can help guide you through the process of writing your plan, or simply review your finished plan to give you valuable feedback.

Contact him at: info@standalonerecords.com

Special Offer!!

Receive 20% off the DVD of Dave Cool's inspiring film "What is INDIE? A Look into the World of Independent Musicians": www.mbsolutions.com

What You Get in the 2-Disc Package:

- What is INDIE? Feature film
- In-depth interviews with advice for artists from Derek Sivers (Founder, CD Baby), Panos Panay (Founder, Sonicbids), Peter Spellman, (Author, Director of Music Business Solutions) and more!
- Resource listings for artists • Mini-Featurettes • Deleted Scenes
- PLUS the Soundtrack CD with over 71 minutes of music!



About Peter Spellman

Peter Spellman is Director of Career Development at Berklee College of Music, Boston and the author of several handbooks on the music business, including *The Self-Promoting Musician: Strategies for Independent Music Success* (2000, Berklee Press), *The Musician's Internet: Online Strategies for Success in the Music Industry* (2002, Berklee Press), and his latest, *Indie Marketing Power: The Resource Guide to Maximizing Your Music Marketing* (2006, MBS Business Media).

He also wrote the chapter on Internet promotion for the 2nd and 3rd editions of *The Musician's Business and Legal Guide* (1996, 2001, Prentice-Hall/Jerome Hedlands), the most used music business textbook in U.S. colleges and universities. Peter has over thirty years of experience as a performing and recording musician and is also President of Music Business Solutions (www.mbsolutions.com), a business and marketing consultancy for independent musicians, songwriters and music businesses. He has worked as a booking agent, label director, music editor, artist manager and producer. In addition, Peter teaches courses on entrepreneurship, music publishing, and music marketing at the University of Massachusetts-Lowell. Peter performs and records as percussionist with world music ensemble Friend Planet (and slams a few Cat Stevens songs with his daughter, Anna).

Do you need to:

- *write a business plan?*
- *map out a marketing campaign?*
- *expand your music career?*

Peter also offers career, business and marketing consulting.

Contact him at: success@mbsolutions.com or call 888-655-8335



BUSINESS-BUILDING BOOKS BY PETER SPELLMAN

❑ **NEW! PLAN YOUR BAND!: SAMPLE BAND BUSINESS PLAN AND INVESTOR AGREEMENT**

ALL-IN-ONE (Music Biz eGuide - .pdf- instant download), 49 pages. Are you starting a band? Are you managing a band? Are you serious about making it work? Then put a plan into your passion. PLAN YOUR BAND! is both a Sample Band Business plan and an Investor Agreement all in one. It lays out the key pieces of how to achieve band success today. **\$19.95 (eBook).**

❑ **INDIE POWER: A BUSINESS-BUILDING GUIDE FOR RECORD LABELS, MUSIC PRODUCTION**

HOUSES & MERCHANT MUSICIANS, 8.5 x 11 pb, 267 pages. **Contains:** Unique strategies for starting a label today • Checklist for going into business • Sample contact management system • Record label personnel flow-chart with task assignments • Budget projection sheets for new releases • Real examples of: income/expense balance sheets, quarterly payment report from distributor, retail vendor agreement, distribution sell-sheets, radio bounce-back cards and MORE • Sample artist contracts • Examples of music licensing agreements • Music-related tax deductions sheet • Current list of reputable record distributors & manufacturers AND MUCH, MUCH MORE! **\$24.95 (eBook) / \$39.95 (print)**

❑ **INDIE MARKETING POWER: THE RESOURCE GUIDE FOR MAXIMIZING YOUR MUSIC**

MARKETING, 8.5 x 11 pb, 388 pages. **Contains:** Marketing plan outlines • Charts detailing trends in consumer entertainment spending • Real examples of media marketing plans, radio promotion reports, feedback inserts, press releases, booking research forms, distributor one-sheets, music merchandising tie-ins, direct marketing pieces • Charts detailing the Top US Sponsoring Organizations & Businesses, Interactive Game Sales, the Most/Least Risky countries to do business with, the World's Fastest-Growing Music Markets, Radio Format Rankings, Music Merchandiser Services Compared and more • List of all distributed indie labels by major labels and large indie label • Complete guidelines for setting up ecommerce • Effective tips for getting your label distributed • Product life-cycle charts • AND MUCH, MUCH MORE!!! **\$29.95 (eBook) / \$45.95 (print)**

❑ **THE SELF-PROMOTING MUSICIAN**, 252 pages, pb. Written primarily for performing / recording musicians looking to create a buzz on a budget, this book addresses the entrepreneurial needs of musicians and offers tried-and-true guidelines on writing a business plan, securing radio airplay, obtaining publicity, finding out-of-way gigs, booking shows and penetrating the lucrative multimedia market. **\$21. (print only)**

❑ **THE MUSICIAN'S INTERNET**, 142 pages, pb. An easy-to-follow handbook for building site traffic, raising your visibility, expanding your music career, creatively marketing your music, and spark a global fan base! " 'The Musician's Internet' is the best how-to book I've ever read on how to get your music to the world." – Derek Sivers, CDBaby.com. "Nothing short of the 'key' to the internet for musicians and performers". – Mark Northam, Film Music Network. What are you waiting for? **\$21. (print only)**

❑ **RECORD COMPANY BUSINESS PLAN**, 36-page stapled document. Complete with mission statement, executive summary, company description, industry analysis, marketing & promotion plans, management description, complete financials, and bonus tips for hunting down financing. Designed for a multi-genre label that puts out a broad spectrum of music, from jazz to rock, the plan is easily adaptable and relevant for any label venture. This plan will help whip your own business plan into shape and multiply your chances for securing financing. **\$24.95 (print) / \$19.95 (eBook)**

Ordering info: www.mbsolutions.com