



## **MAKING MONEY**

### **A MUSICIANS GUIDE TO CREATING MULTIPLE STREAMS OF INCOME**

#### **In This Interview:**

#### **Ariel Hyatt & Randy Chertkow Discuss How Musicians Can Earn More Money in the “New” Music Business**

To celebrate the launch of our affiliate program, “Cyber PR Roadies” I wanted to address an important topic: Making money.

All of the musicians we represent at CYBER PR who make a full time living making music have one thing in common: **They *all* generate multiple streams of income.**

What follows is an interview featuring my friend Randy Chertkow, who is an expert on this subject. Randy is a musician and the co-writer of “The Indie Band Survival Guide” and he has created his own multiple streams of income and he is someone who I admire deeply.

**Ariel: As I was reading your book, I was extremely amazed that, of course, you’re talking about multiple streams of income. So I wanted to talk to you about how you did it with Beatnik Turtle, Please introduce yourself and tell us the history of how you started thinking about multiple streams of income and started implementing them.**

Randy: This is Randy Chertkow. I’m with the band Beatnik Turtle. We have 18 albums and have been together 11 years and have had licensing deals with ABC Family, which is an affiliate of Disney, for a commercial campaign. We have a song that is in a TV show that’s being shown in 26 million homes right now. We do a lot of podcasting and song writing for all kinds of projects. We put out our own albums. I’m also the co-writer of “The Indie Band Survival Guide”, which is a book that is the complete manual for the do-it-yourself musician.

**Ariel: how many streams of income do you actually have right now with Beatnik Turtle?**

Randy: With Beatnik Turtle, with the band, we have about five or six. That includes live shows, for sure. That’s definitely a good one. The music sales that we have, merchandise, licensing, performance royalties, and also a number of our band members, since we’re a

rather large band, each of them does different things to make money with their music as well. So we have one of them who's just an extremely active player in the Chicago scene. He gigs probably two, three, four times a week and is often showing up at our recording sessions, coming right from another live gig. He's just constantly playing. Actually, a number of our players do that. I, myself, play with some theater groups. I'm in a show called "The Pinups" which is a show that does 1940's music. So, a lot of us do all kinds of live gigging and filling in. We also had members do booking for other bands, as well as ourselves. Probably one more thing to mention is we do songwriting on demand as well. We actually have a C-list out there, which we talked about, but we have people asking us to write them custom music and we have our own studio, so we have no problem doing that for people.

**Ariel: Can you talk about the most lucrative one for you? And, Is there something you do that's a little bit more passive, where you get a check once a month or once a quarter and it's an additional stream of income?**

Randy: The best one, ironically, has been our recorded music, the i-tunes and all of the albums that we have on the digital network. The reason why this is the case is because We've spent a lot of time getting our name out there and trying to get known by as many people as we could. So we've given away a lot of our music.

What we did last year, in 2007, was a project that we call Song of the Day, where we released one song for every single day of the year and we gave that away as a podcast. It had a little podcast bumper at the beginning of it that just had the website name sung out and then immediately a song. Well, the longer we did that, the more people got interested in the band and, in spite of the fact that we gave our songs away, that income increased over time. Now we get regular checks from CD Baby, who we use to get our music in all the digital networks. It's actually worked out pretty well. You should never believe that just because you gave some music away that people won't support you. You just need to get it out to enough people and really get yourself out there. Ironically, that's worked out pretty well, although I think generally as an income stream, that stuff is some of the hardest to make your money on these days, because people feel that they can get it and they don't always pay money for that kind of thing. It's still a good one, though.

**Ariel: Do you have all 400 songs that you've written throughout your Beatnik Turtle career up and available on I-Tunes?**

Randy: We do. There are over 450, I think, right now. There are probably a few that aren't up there right now, just because they're also, at that song website, releasing more every week. So there are some new ones that have not been on an album yet. But everything up through all the Song of the Day, I think there's about 448 or something like that up there.

**Ariel: If I was a band and I was beginning to think about multiple streams of income and how I might create multiple streams of income, what would be the first piece of advice you'd give to a band that is just now beginning to think about their music in the context of this "new" music business, which of course you talk about throughout your**

**book... I talk to and meet a lot of bands and they know perfectly well about releasing albums and selling it through CD Baby who place it on to a lot of the different sites like I-Tunes. That's a stream that's appropriate for artists. Can you recommend another stream that's not live- playing related and not sales on I-Tunes and/or CD Baby or online? Do you have a first place that artists could start thinking about?**

Randy: I can't even give a first place, because I think that there are so many options with live music. That is to say, if music is definitely where you want to just restrict your income, because you don't have to do that.

**“It's hard to make an entire career out of a self-directed music career.”  
- Randy Chertkow**

Frankly, the easiest way to make multiple streams of income is to have a day gig and make your music one of the streams of income that you have. It's hard to make an entire career out of a self-directed music career. The ones that we've seen do it, though, and we interviewed a number of them in the book, all do multiple things. The ones that are most successful, George Hrab, somebody that we talked to, he's got an extremely successful wedding band on top of doing some great independent music on his own. The wedding band I think is his top source of income, but the other stuff that he does, because of that, it really opens him up. Of course, wedding gigs are pretty good because they happen just during the weekends for the most part. It gives him all week to work on the other stuff.

The Brobdingnagian Bards is another group that we've talked to. They tour all over the country, actually. There are two guys in the group. They do merchandise. They have multiple albums.

**Ariel: Are you talking about Marc Gunn's group?**

Randy: Yes, Marc Gunn.

**Ariel: I've met Marc in Austin, Texas, and I'm a big fan. What's amazing about Marc is he has an omnipresence all over the Internet. If you're looking for any kind of Celtic music online, you will run into them, into The Bards. They've got multiple podcasts, multiple websites. What they've learned is, and I think this is what's genius about what they do, is they've niched down all their different sub-genres. They don't have just one Celtic website; they have multiple websites and multiple podcasts and multiple places where people can bump into them on the Internet.**

**That's actually something that I'm learning about from all the Internet marketers that I study with. They don't just have one portal where you could find them and their things and how they make money. They actually have many different portals, which I think, for a lot of bands and artists; this is a totally new concept. It's like you have**

**your website and then of course you have your MySpace and your Facebook, but aside from that you don't think about having multiple websites or different sub-genres where you can put yourself. Did Marc talk about that a little bit when you were interviewing him?**

Randy: Oh, absolutely. He talked about basically constantly developing his presence. He said that he originally started one of his Celtic podcasts in order to just play some of his music. But then he started to get submissions and it got to the point before long that he just had submissions on his podcast. What does that mean? It means that anybody listening to Celtic music hears their name because they're so closely tied to this. He basically kind of is, as you said, omnipresent inside of the Celtic music area. That is just brilliant, brilliant of them because he also noted that the more music that they put out, the more sales that they get. It doesn't matter which album of theirs you run into, there's more to explore. His sales of even his earlier albums only went up, the more albums that he released.

**Ariel: Which is amazing. Well, when I met him, he gave me a CD that he had just put out and it was Irish Drinking Songs for Cat Lovers.**

Randy: Yes, which is a great name, great name.

**“A great stream of income can be based on finding a niche market where there are people who maybe don't want to just check out a random band they've never heard of, but you make something that's extremely relatable to them.”**

**- Ariel Hyatt**

**Ariel: It's just so hilarious. It's called: “Irish Drinking Songs for Cat Lovers.” On the website it says, “Are you a cat lover? Do you love Irish drinking songs? Here's a new CD for the wonderfully demented kitty-cat fanatic. Listen to music you've heard on St. Patrick's Day or by the Dubliners, the Clancy Brothers, the Wolfe Tones, and the Irish Rovers, then laugh.” What's hilarious is Marc has cats. He has two big tabby cats; I have one very little tabby cat. He created this album, about his cats, and the crazy things that his cats do. This has become an enormous seller for him because it's a total niche. People who love cats and might not even be huge music fans are buying this record because they connect to their cats. I know some of you might be listening in or reading this and thinking, “wow, this is really cheesy. I would never make an album about cats”.**

**But the point here is: A great stream of income can be based on finding a niche market where there are people who maybe don't want to just check out a random band they've never heard of, but you make something that's extremely relatable to them.**

Randy: Oh, yeah. And that's something that we talk about pretty extensively in the “Indie Band Survival Guide”. It's critical to target niches now because that's actually where the

actual meat is. That's where the money is if you're talking about a multiple stream of income. The people who love cats and Celtic music will find this album irresistible and it's so much easier to make your way into a niche like that. The whole thing is before people always thought that there was just mass media or nothing at all. Really, that was the only kind of media there was. I think everyone still has in their head this idea that there's still just four channels on your TV and if you're not on one of those, well, you're off the list. We live in an age now of YouTube where there are no channels at all. There's whatever you want to get a hold of. So how do you get in front of people? That was the whole idea of music before. Let's just get it in front of people and then just become popular. The way to do it is through these niches because people are paying attention to whatever their interests are.

**Ariel: Right, exactly.**

Randy: Whatever their interests are. And some of those interests are not small. Saying niche doesn't mean that it's tiny. It could be people who like tennis. There are a lot of people who like tennis, but it's still a niche. If you wrote an entire album about tennis, and you started to talk about it on tennis message boards and tennis groups, people would be interested in it. It doesn't have to be small. The bands that we've seen that have done the best actually do that kind of stuff. Derek Sivers, who I know is somebody you talk about a lot on these things, also mentioned that his top sellers on CD Baby, he always looked at them saying, "all right, what do they have in common". They all targeted niches. All of them, it's all just aimed at a particular group of people.

**Ariel: When you were creating your multiple streams, I know you chronicled very heavily your experience with Beatnik Turtle on your blog and now in your book. Do you have one pitfall that you would avoid around creating multiple streams of income? Was there any mistake that you made or something that you bought into that you thought, okay, this is going to be a fantastic stream of income for us and then it didn't turn out so well? Is there some piece of advice you'd give? Things to avoid?**

**“Don't spend money on anything unless you have to.”**

**- Randy Chertkow**

Randy: Number one, don't spend money on anything unless you have to. For example, the print on demand T-shirt and also not just T-shirts but any kind of item that you can get, you can get print on demand merchandise of all sorts. That can tell you what is actually popular before you spend money on buying like 100 or 200 of a particular item to try and sell it. This is even true with CDs, by the way. You can do CDs print on demand. For those of you who haven't run into that before, print on demand stores cost nothing to start. Zero dollars. That includes even doing things like, for CD stores, you can even sell books if you want for zero dollars upfront on something like Lulu.com or CreateSpace. So between all of these types of things, you could try stuff out until you can actually find out what will make you some money. Then start putting some money into it. There's no reason to waste money if you don't have to nowadays. It's just amazing, the customization that you can do.

**Ariel: Let's go back to those two sites, because that's some gold information. Lulu.com.**

Randy: Yes, that's for books and actually some similar related items. If you ever wanted to make a book for your band, you can do that. You might be thinking, "Well, why would I want to do that?" One example that we give of something you can do is let's say you're having a CD release party. Bring a camera; take pictures of not just the band but also the crowd, for example. You've got pictures of all the people that were there. Put together a book and Lulu.com gives you templates that makes it very easy to just sort of drag stuff on to there and have pictures and words without going to too much trouble with layout issues or things like that. You can put together a book pretty easily. Put those pictures in. Put your cover of your album in, lyrics, notes, whatever else you want to put in the book. Then go to your mailing list and say, hey, those of you who were at the CD release party, you're in this book. They're in the pictures for it.

**Ariel: That is a great idea.**

Randy: Here's where you can buy it. Right there, instantly, you've got people interested because if there's one thing they're interested in, it's themselves. That's just one way to use Lulu. You can probably come up with quite a few others. In fact, both Marc Gunn and George Hrab both made books as well.

**Ariel: Do you know what their books are about?**

**“The more items you have, the more chances it is that you're going to make that sale and make a little extra money.”  
- Randy Chertkow**

Randy: I believe that Marc Gunn did a comic book with somebody, if I remember right. And George, I think he did a kids' book. I'm trying to remember back to our interview. But they all tried lots of different things in order to have extra things that they could sell. The more items you have, the more chances it is that you're going to make that sale and make a little extra money. Like I said, with Lulu, you could try it out and see if it will actually make any money before you even do anything significant with it. The thing about print on demand, I want to be clear about this, not only does it cost nothing to get into that stuff, but—and here's the key thing—their prices, their profit is built in. They'll say, all right, you can make this book for \$14.95. Anything above \$14.95 that you charge, you make. So from your very first sale, it's profitable immediately. Just costs your time.

**Ariel: Right, very cool. There was another website that you mentioned. I think you said CreateSpace.com?**

Randy: Yes, CreateSpace.com does CDs on demand. So you could basically send them your CD, and a digital image of your CD artwork, and you can also do the front cover and the liners and everything. You could just sell CDs, same thing as the print on demand books. It

doesn't cost you anything upfront. For every sale, you actually make a profit. It's not nearly the kind of profit you would make if you duplicated your own set of CDs, but then again, CDs aren't selling so great anymore anyway. A lot of people buy digital music. So basically, you could still have a CD to sell, even though you didn't put any upfront money into making it.

**Ariel: Amazing, very cool.**

Randy: I'm telling you things off the top of my head. Keep in mind, if you go to [indiebandsurvivalguide.com](http://indiebandsurvivalguide.com) and you go to merchandise, we have categories for each of these things. We have all of the ones that we've ever found. So you can just explore that and find all these options.

**Ariel: A lot of the bands I talk to have done two things. Thing number one is they have a studio and they, obviously, either rent the studio out or they do production work in the studio or they'll create, like you guys have done, theme songs in their studio. The other thing that a few bands that I've spoken to have done is they have purchased CD duplication machines and they actually, when they meet other bands that are looking to have their CDs manufactured, they charge them a fee to duplicate their CDs, which I think is brilliant. They can make professional CDs with printed artwork. To print my *Web 2.0 BootCamp*, I hired one of my musician friends who has his own duplicator and he makes all of my products for me, which is awesome for me because I don't have to go through a big CD duplicator and I get to support him. Any other ideas like that, that you've seen bands doing?**

Randy: You need to also understand how music publishing works and music licensing and also all of the aspects around the legal side so that you can get paid right. If you want the music publishing income, which is one of the sit back and collect type of things that you were talking about, you really need to sign up with a pro as both a songwriter and as a publisher or else you're leaving half the money you can make on it on the table. There are a number of things that you need to do, just to sign up and get that stuff right. Now, it's hard to make money off of publishing. But if you want to make anything off of it, you do have to sign up in the first place.

**Ariel: Are you talking about ASCAP and BMI?**

Randy: Yes, ASCAP, BMI, SESAC, and if you're in Canada, SOCAN. If you're in Europe, there's a whole host of other ones that you need to go after. For example, you can't just sign up as a songwriter because then the half of the money that goes to the publisher... They always split it in two, whatever money you make.

We talked to a musician named Grant Baciocco. Grant has just a lot of things going on, too. He does the same thing. He's really a good example of multiple streams of income. He talks about having a song of his actually getting picked up for some radio play and he got a nice check. Then, a few days later, he got a second check of the same size, which was fairly substantial at that point, because he was the publisher as well.

**Ariel: Very cool.**

Randy: So all these things require you to do just a little bit of setup. We didn't know any of this stuff when we went in at first. The more we talked to people and did research, the more we found that basically there's nobody holding your hand on any of this stuff. That's what we try to do is explain: Wait, you've got to do this and this and this and then you can get paid for it.

**Ariel: So it takes work before you can sit back and collect the money.**

Randy: Right. Which doesn't happen too much. You've got to know that that stuff is nice and it's stuff that you should set up and then you should go after the actual active streams of income and that list is just incredibly long.

You can play live like a lot of our guys do. The big three, of course, are selling merchandise for any band, playing live, and selling albums, selling your music. But then if you get creative, like with merchandise like we were talking about earlier, that becomes good. Going beyond that, there's so much you can do in music. You can teach music. You can repair instruments. You can work music retail. I will send you an entire list of stuff that I've brainstormed about ways to make money off music. It's more a question of choosing which ones are right for you.

**Ariel: The whole purpose of this interview is just to get people's brains going. Is there anything else you'd like to add?**

Randy: There is one more thing. Look, now you're talking about multiple streams of income. You are now a businessman or businesswoman and doing it yourself. This is the time where it's a good idea—they're not that expensive really—to talk to an accountant. Because, you're going to make a certain amount of money and you want to know how much are you leaving on the table or giving to the government that they don't deserve? Can you take that deduction? Or are you taking deductions that you shouldn't so you're going to be audited? This is stuff that comes into play and, let's face it, this is advice you'd give any businessperson that's going to start a business of any sort. If you didn't even say music and you just said, "Hey, I'm going to start a business." Well, you should talk to an accountant. It's the first thing you're going to do. I really recommend that for musicians as well.

I know that a lot of us are kind of scared of the whole business side of everything, but that's what they're there for. The one that we eventually hooked up with has just been great about explaining what is acceptable and what isn't, what's a red flag for the IRS and what isn't, what's good deductions to take and what aren't. We've actually changed the decisions about when we bought things or what we bought and the way we did it and how we structured the band as a business. That's all stuff that you kind of need to set up ahead of time if you want to be effective at it and really try to make a living at it.



**Ariel: Thank you so much for your time today. Congratulations on your book, “The Indie Band Survival Guide”. I look forward to many more conversations with you, my friend.**

Randy: Absolutely. Thank you so much.

### **37 Ways To Earn Income Randy Chertkow’s Multiple Income Stream List (With a few Additions from Ariel Hyatt)**

Randy: The easiest path to multiple sources of income is to have a day gig, and make music your night gig. I don't know why more musicians consider it so terrible to have a day gig. Most of the stuff you'd do with music is at night anyway, so the day gig doesn't tend to get in the way as much as you'd think. In fact, in our own band, we found that our day jobs made us spend our time much more wisely, and we were actually more productive. (We released 365 songs in one year from [thesongoftheday.com](http://thesongoftheday.com), all while having day gigs. Our nights were spent in the studio.) We found that others that we knew that quit their day gigs in order to "dedicate themselves" just organized their lives around meals, and still did their work at night.

If you want to dedicate yourself to music, let your music career tell you when that time has come. This is what happened to the musicians that we interviewed for “The Indie Band Survival Guide” that went out on their own. They started to make some money from the music, and at some point, they got enough income that it made sense for them to quit their day gigs.

If you want to make money at music and solely at music, here's a list of stuff that's all related to music just to give you ideas. We've either done these, or know people who do them:

1. live gigs
2. t-shirts
3. selling your music digitally
4. selling ringtones
5. selling CDs
6. merchandise
7. sponsorships
8. advertising
9. songwriting for money
10. recording for money (which you can do over the internet too!)
11. teaching music
12. licensing music
13. accompanying
14. playing weddings/corporate events/etc
15. house concerts
16. playing conventions

17. instrument repair
18. music retail
19. music for TV/radio/podcasts
20. music publishing (PROs)
21. master licensing (SoundExchange)
22. backing a theater company
23. music arranging/notation
24. music photography
25. graphic arts for musicians
26. web design for musicians
27. band manager
28. band publicity
29. radio promoter
30. booker
31. recording engineer
32. live soundman
33. live lighting guy
34. mastering
35. selling other bands music and products
36. online affiliate marketing
37. CD duplication

and...the list goes on. Your best bet is to take a talent that you're good at and apply it to music somehow. If you can't do at least 3 of the above, I'd be surprised.

### **Make Extra Income**

### **By Signing Up To The "Cyber PR Roadies Affiliate Program"**

We have recently launched the new Cyber PR Roadies Affiliate Program. I will pay you a referral fee for suggesting my "Music Success In 9 Weeks" book, my BootCamps and Cyber PR's online services to other artists.

All you have to do is add a link to your website with a description of what we offer artists. The links are all directed to your PayPal accounts and we deposit commissions straight to your account as a way of thanking you for referring your friends.

Sign Up Here:

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

Within a few minutes of signing up you will receive instructions on how to use the program. Please contact me if you have questions: Ariel@ArilePublicity.com

## **Links & Resources From This Interview**

### **The Indie Band Survival Guide Website**

Randy's book site – Endless amazing resources for bands.

<http://www.indiebandsurvivalguide>

### **Music Success in 9 Weeks**

Ariel's book that discusses building multiple streams of income to support your music career. Each book comes with a full membership to Ariel's online private mastermind forum

<http://www.cyberprbook.com>

### **Derek Siver's Blog**

Download his free ebook that talks extensively about multiple income streams and it's packed with great marketing tips too.

<http://www.Sivers.org>

### **Ariel Publicity & Cyber PR**

Ariel's home site with tons of article, tips and information about her books, workshops and affiliates programs.

<http://www.ArielPublicity.com>

## **Print On Demand Resources**

### **Create Space**

Manufactures physical products when customers order so no pre-built inventory is needed (no money up front). This service links directly to Amazon.

<https://www.createspace.com/>

### **Lulu**

Use Lulu to publish and sell a variety of digital content including books, music, video, software, calendars, photos and artwork

<http://www.lulu.com>

## **Performing Right Organizations**

### **ASCAP**

ASCAP is a membership association of over 320000 US composers, songwriters, lyricists, and music publishers of every kind of music.

<http://www.ascap.com/>

### **BMI**

BMI is a performing right organization: It collects license fees on behalf of its songwriters, composers and music publishers and distributes them as royalties to those members whose works have been performed.

<http://www.bmi.com>

**SESAC**

SESAC is a performing rights organization with headquarters in Nashville and offices in New York, Los Angeles, Atlanta, Miami and London. Membership by invitation only

<http://www.sesac.com/>

**SOCAN**

Society of Composers, Authors and Music Publishers of Canada

<http://www.socan.ca/>

**Artists Mentioned in This Interview****Grant Baciooco**

Grant is involved with multiple projects including Radio Adventures of Dr. Floyd - family friendly podcast, Throwing Toasters a comedy rock band and Mr. Grant kid's songs.

<http://www.mrgrant.com>

**Beatnik Turtle - The Song Of The Day**

Randy's band Beatnik Turtle presents TheSongOfTheDay- one band. One year. 365 free songs. A multiple income stream generator.

<http://www.thesongoftheday.com>

**Brobdingnagian Bards**

Irish, Folk & Celtic Music from Austin, Texas, founded by Marc Gunn

<http://www.thebards.net>

**George Hrab**

George runs his Geologic Podcast, drums, blogs and all around rocks.

<http://www.geologicrecords.net>