

MAKE THEM BEG TO
BUY YOUR MUSIC :
EXPANDED EDITION



*How to make a full-time income in the extremely
overcrowded music scene...*

Used by the **most successful** independent
artists & producers online.

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WELCOME

Thank you for deciding you want to become a **serious** music artist!

I'm going to be getting into a lot of new information that may be unfamiliar to you, but as long as you stay the course and finish the book, you're that much closer to knowing what it takes to make a full-time music income as an independent artist.

The important thing to remember is not to run from your new set of skills after you finish the book. I've consulted with thousands of artists, so I'm familiar with how resistant we are to change, but the fact that you're reading this shows that you know something isn't right with the way you market your music.

Your success isn't far off as long as you're willing for the journey!

My number one goal is to help you succeed making a full-time music income.

There's nothing wrong with having a day job, but you know there's something in your bones that's telling you music should be paying your bills.

With the techniques laid out for you in the chapters, you'll be able to get fans off the couch and out of their seat to buy your music using advanced marketing tactics and psychology.

I want you to achieve this because I know (from first-hand experience) the **pain** of not living your dreams. The **pain** of seeing others earn thousands and thousands of dollars every month with their music, when you know that you could do the same (if not, better).

And the best way to help you get *successful* at selling your music is through giving you 100% authentic information.

I hope you enjoy the book as much as I've enjoyed writing it for you!

ABOUT THE AUTHOR



Nathaniel Omari Moore (Omari MC) is an independent music producer and consultant. Originally from Pittsburgh, PA, he is self-taught and currently has made over 500 instrumentals to date. He specializes in Hip-Hop, R&B, and Pop production, but has also incorporated elements of many different styles into his work. His websites have received over 4.1 million plays to date. Most of his music can be found online at www.omarimc.com

Nathaniel has worked with VH1, North Music Group Publishing, Engine Room Audio in Manhattan, and also many artists and producers. He has helped artists like Tito Lopez enhance their talent and opportunities (Tito Lopez was crowned, "The Voice of the Underdog", by Dr. Dre). He began consulting in 2014 and has accrued experience with over 10,000 artists, producers, and DJ's. He is an active blogger at his personal site www.omarimc.com/blog.

1

INFORMATION IS THE MOST VALUABLE COMMODITY

Something I've seen become a downfall for the careers of many musicians is the unwillingness to invest in information. Reading books, taking courses, and expanding your scope of knowledge is essential for furthering your career. In fact, I applaud you for reading and digesting this book right now.

However, simply reading the knowledge is not going to be enough. You must put it into action. I've seen success with these strategies that I'm going to lay out for you, and so have thousands of other artists, producers, and DJ's, but the key is having the consistency day in and day out to actually do what the information says.

Think about it like this.

People pay billion entrepreneurs like Daymond John, Mark Cuban, and Donald Trump hundreds of thousands of dollars to come speak at their events.

Why?

Because the very knowledge and information they give out is of extreme value. You're not reading this book to benefit me. You bought this book and invested in this knowledge to benefit your music career, so you might as well put things into practice.

From doing music consulting with over 4,000 musicians there's an overarching theme that I've learned. People don't like to change. Sure we have new year's resolutions and always tell ourselves things like, "This year is going to be my year." More often than not those goals don't come to fruition.

I don't mean to sound negative, but wake up and smell the record sales. If you didn't make much music income last year, and you keep doing the marketing methods that you're currently doing, what makes anyone think that something is magically going to change just because the clock made another tick?

Things don't work like that. Your mindset is going to have to change in order for you to start having full-time success with marketing your music. Plain and simple. There are marketing strategies that work and those that don't.

Picture you run a lawn mowing business. You're in the hot sun all day cutting grass hours on end with a push mower. You're exhausted from working so hard and making little money. You know you're putting in the effort, but the profits aren't coming in like they should be. Then someone comes along and looks at you puzzled, "What on earth are you doing still using a push mower? Don't you know you can use a tractor and make 5x the money?"

Consider the way that you used to market your music the push mower. You can work as hard as you want with it, but no matter how fast you go someone with a tractor is always going to be able to outdo you.

They're going to get more customers. Which leads to them getting more revenue. Which leads to them growing and building their business faster. You both had the same vision of making it in the business, but one was smart enough to use the extra tools around them to make their business thrive.

Now obviously I'm not teaching you how to build a landscaping business. Although if you want to use some of these marketing methods for that be my guest. The point I'm trying to drive home is the smart worker is going to outdo the hard worker. A hard worker is useful, but a smart worker is indispensable.

Even after reading this information, continue to look for more ways you can further your marketing skills. We live in the technology age, and there are constant advances in technology that are going to allow us to market our music more efficiently.

To kick things off, let's take a look at what you're probably doing to market your music. There's an "old" way, and a "new" way. Sadly, I still see 99% of artists thinking the "old" way to be modern. Here's what you're probably doing at the moment for marketing in some variation:

- Press
- Social Media
- Live Shows
- Radio
- SoundCloud/ReverbNation, etc.
- Networking

We try to reach as many people on social media with the thought being, "If I can just get enough people to listen, then they'll tell a friend, and that friend will tell another friend, and I'll be famous through word-of-mouth."

Largely the thought behind the marketing most musicians are doing today is exposure based. They approach the music scene the same way the major labels do. The big problem is that independent artists don't have the capital that record labels have, so it leaves them flat broke and working the day job instead of doing what they love full-time.

Labels are exposure based because they want to see if something will stick before they put out a larger investment on an artist. Labels do have resources, but there's a big thing independent artists today overlook. Labels are largely investing in small businesses, they're not artist development anymore.

When you read that you may be thinking, "My music is great. I don't need development."

That's not what I'm talking about here.

Look at a label like an investor, and you're the start-up entrepreneur. There's literally millions of musicians trying to do exactly what you're doing. The only way a label is going to invest in you is if they see a proven business model that's already working for your music, and the only way we can make that model happen is if we market for sales, not exposure. Once they see you know how to make real money they'll be much more likely to join the band wagon.

Now, I know some artists say they just want to reach souls with their music, but they've got to enlighten themselves a little bit. The only way you're going to be able to reach more people is by investing one of two things into your music. More time or more money. Quite frankly, if you're not making a full-time music income at the moment there's no way you're going to have enough time to make the greatest impact on the biggest amount of people.

Start living in the real world. I want people to enjoy my music as well, but that in no way takes away from the fact that I'm worthy of my wages, and if I didn't have those wages, the less I'd be able to dedicate to my music career.

No one needs a label to be able to do music full-time; however, if you want to get signed there's a smart way to go about it. Take a look at the old vs. the new music industry.

The Old Structure To The Industry:

- Less competitive than today.
- The labels (investors) invested in a music artist. The artist made the product (the music). Then the label sold this product to a mass market (consumers).
- Labels signed music producers to their label. Then the producers' instrumentals were sold to the label's music artists.
- Profit (money) was made from mainly album sales and touring.
- Music producers were paid mainly through royalties.
- Harder to make money as an independent because there weren't as many resources.

Now, let's look at the new structure that you'll be adapting to.

2

THE NEW MUSIC INDUSTRY

In this lesson there is a plethora of groundbreaking information you need to remember about marketing.

You'll likely need to refer to this chapter for the rest of the book.

What is marketing really about?

Marketing is the study of human nature and understanding 'triggers' that cause people to do certain things. It's important because even if people can afford or need what you're selling, they will not buy it if it's not marketed correctly. Your income is made in your marketing, and it is equally as important as your music.

Marketing Basics:

- Listeners are more prone to buy based off emotions. Emotions control the decisions that every single person in the world makes every day.
- For example, your strong desire and passion to make a full-time music income made you buy this book.
- Find an emotional trigger and stick to it when selling to listeners. Look at some of the things you buy. You might buy something because it's rare, or if time is running out on a sale. Why haven't we adapted this method to our music sales? We see marketing tactics like this every day in grocery stores and clothing shops. Why? Because they work.

Get Your Target Audience:

One man's trash is another man's treasure. Come to the realization that not everyone wants or needs to hear your music. Spend time focusing on getting a highly targeted audience to your music page. People send me Grunge Metal stuff all the time on my Twitter account. Have I ever listened to a single unsolicited message?

Nope. Not ever. Because Grunge isn't my sort of deal. I wouldn't send one of my R&B beats to the Grunge Metal guys either. It would be a waste of my time.

Understanding Value:

People compare products in order to place a value on them. If all you do is hand out music for free, then the value of your music is going to decrease in the listeners eyes. If you're going to give away your music for free, then there needs to be something in exchange for it.

No one can survive and pay the bills from just handing their music out. You'll see in later chapters that you should at the very least get an email address in exchange for a free download. More on this later.

Brand Awareness:

How many people know that your music exists? The right people need to know about your brand. Just think for a second. How many people would like your music in the closest major city to you?

This number is likely millions considering there's billions of people in the world, and when we use the internet correctly we'll be able to find a targeted group of listeners who are willing to support our music career.

We all have the internet, but we don't all have the correct knowledge to use it to its full potential. Just having social media and a SoundCloud page isn't going to cut it as you'll see later on.

Effective Marketing:

Never stop marketing! Why do you think companies like McDonalds and Wal-Mart keep marketing even though they're worth billions of dollars? Because they make sure their brand doesn't go away.

Be innovative, creative, and different when marketing your brand. Give things a fair shot whenever you market, but if you see it isn't working for long enough ditch it and move on to the next strategy. Remember, what works for one avenue might not work for another. I wouldn't market the same way at a live show as I would on Twitter or Facebook.

The Most Crucial Marketing Tip:

People buy from who they know. It's imperative you develop a relationship with your target audience in order for them to trust you and buy your albums, merchandise, and concert tickets. This is where the next chapter is going to come in handy with the importance of a mailing list. It will be the most profitable thing you've ever done in terms of making money with your music.

You might be thinking, "Really, a mailing list?" Absolutely. It is 100% the most important aspect of your music career right now. You'll see what I mean in a second.

3

LIST BUILDING

I had no knowledge of the strategies I'm about to share with you when I first started selling my music. I reached a pretty rough patch at one point and didn't know where else to turn.

I was lost, disheartened, and close to going crazy trying to figure out how to sell my music. At one point I was working at my old job at State Farm, (no my name isn't Jake, so get that out your head) and out of sudden realization I knew that if I didn't change something about my marketing, then I wasn't ever going to have a career in music.

I came across an internet show that kept emphasizing that I needed to build my email list in order to be able to connect with my listeners more, so I went on Twitter and found a bunch of email addresses, then I sent out an email blast and was eager to see the results. Big mistake.

Email marketing is completely different than email blasting.

Something I had to learn the hard way. I had copied and pasted people's names into the Gmail address bar and hoped for the best when I sent out a mass email, but it failed miserably, as it should have.

The worst part about all this was the show I was listening to had a course where they were teaching aspiring musicians how to build an email list and market their music the right way. Like so many others I did myself the disservice of passing on that course and trying to figure it out myself. I didn't realize how foolish my thinking was until I actually bought my first course a few months later.

I probably lost a good bit of money in those few months by waiting too. The thing that drives me crazy about my own logic was that I was being cheap by not buying the premium courses, and at the same time I was hurting myself by thinking I can just skate in life off my own knowledge. It takes a humble person to realize they need help.

The day I let my humility win me over I bought my first course at \$27 and haven't looked back since! I've also invested in two more expensive courses along the way because I know that the value I'll get out of taking a good course far outweighs the cost.

And guess what?

Within the first month of me picking up that course I turned my music career in a completely different direction.

The funny thing is, it's so simple to put into action. All it takes is that one burst of motivation, and you will never look back. The big thing every single course emphasized was building an email list.

Here's a short summary of why you need to start an email list, and you needed to start it yesterday.

Statistics show that over 98% of people who come to a website do not buy the first time, and why would they? Would you buy something from a random person, or from a trustworthy figure you know? In the context of our industry, if a listener came to your website, it's been proven the chances of them buying your music the first time are almost non-existent. Therefore, they're going to just click away after maybe listening to a couple songs and forget about you forever.

We organize an email list so we can have maximum fan retention. If I send out a tweet, Facebook post, and email, respectively, the email is going to be 11 times more effective than the tweet and Facebook post combined!

There is too much noise on social media to grab the attention of enough people, so once you do get in front of someone you have to make sure they don't forget about you and move on to the next act. This is done in your email list.

Here's how it works.

Take your listener to what's called a landing page. Pretty much just a page where email addresses are collected. You can entice the listener to get on your email list by giving them something for free. This can be the latest single you put out, or even a mixtape or EP.

Now that they're on your email list you can send them a series of emails that gives them a chance to get to know you and also connects with their emotions at the same time. After they get a few personalized emails they're going to be more familiar with you, and thus more likely to buy.

The key is not to spam your listener, but give them interesting content before you ever try to sell them something. You can tell them a story about how you fell in love with music, or how you played an awesome show and it brought the house down. Just be interesting the first few emails you send, and space them out a few days apart. After you send those you can offer them your premium content. This can be an album, EP, merchandise, etc.

To save you the trouble, I'll start by saying you can't do this in Gmail or Yahoo! It needs to be done in a professional service like MailChimp. This way they're all in a database and it looks like the email was sent to them personally.

Here's a special link for you to get a \$30 credit for setting up a MailChimp account. They have a free service that lets you add up to 2,000 names, but the affiliate link below will give you the \$30 off the paid service, so you might as well get the benefits of going premium for free a few months since not many people get this link.

MailChimp discount link: Eepurl.com/7T9PX

Instead of driving traffic to a SoundCloud or ReverbNation page, you'll take them to a landing page where they can sign on to your email list! Those people will be sent a few cool stories about your music, then a couple weeks later you can entice them to buy with a limited time offer sale, or other psychological trigger depending how you want to do it.

How do you get the people to the landing page?

We'll go over some traffic generation methods in the next chapter.

4

TRAFFIC, TRAFFIC, TRAFFIC

Driving thousands, or even tens of thousands of listeners to your website each month really isn't as hard as you think. We already went over why it's important to get highly targeted listeners to your landing page. Now we'll go over some ways to get them there.

Remember this simple formula when it comes to making sales for your music:

Sales = The right traffic + The right budget

The right traffic is simply targeting the market you are aiming for. The right budget is the amount of money you allocate to a marketing campaign. You can make the best music in the world, but you won't make any sales if you're driving bad traffic to your site.

Traffic Keys:

- Traffic = People coming to your website
- Lead/Prospect = Potential customer
- Client = A customer who has already purchased
- Must advertise where your target market hangs out
- Don't stop advertising

Traffic Generation Methods:

Article Marketing:

- This is writing or taking an article about something listeners are interested in surrounding your genre and giving the content to your visitor for free. (e.g. Writing a Hip-Hop article about Dr. Dre, and relating it back to your music if your genre is West Coast)
- Make sure you use effective signatures, and only write on high quality sites, forums, and blogs.

- You'll see later that I suggest making your own website so you can host a blog on your registered domain name.

Video Marketing:

- It is very powerful. Seeing you subconsciously builds up a more trustworthy relationship, leading to more sales.
- Also, it is easier to convey emotions and make the information more exciting. Make sure the videos are short, but full of free value.

YouTube Marketing:

- Having professional videos is key. You don't grab attention by just slapping together a make shift video. Just because you can, doesn't mean you should. If you're on a budget, at least make the video interesting. You don't have to be rich to be creative.
- Use annotations on videos to get people to your website where they can sign up to your mailing list.
- Use description keywords that are popular in your genre so you can generate traffic off the search results. Head to Google Keyword Planner to see the popular search results for any given keyword.
- Keyword ex. Hip-Hop beats, Country singers, Folk songwriters, etc.

Facebook Ads:

- Facebook has one of the best filter systems on the internet. It allows you to narrow your advertisement with gender, income, interests, behaviors, and more.
- Select the PPC setting and start small when advertising your music, and remember, send them to a landing page.
- Test what works and doesn't work. Spend more money when you find an advertisement that works for your music.

Effective Headlines in Advertising:

- Qualify people who are only involved with music you create.
- Don't have really vague advertisements. This will be a waste of time and money.
- Be specific. One of my advertisements says, "Do you make music? Get a free music marketing blueprint at omarimc.com/music-marketing-blueprint ☺ It's already helping over 3,937 sign ups." It

tells the prospect exactly what they'll get when they click on my link and qualifies my audience.

Mailing List:

- Look back at the last chapter. People will buy from you over and over again once they're on a good mailing list.
- Never spam your email book, but steadily send them interesting content before you sell them on something.

These are all traffic generation methods that I've seen work very well for myself and others. It's important to set aside a budget though. Remember, without a budget you have a hobby, not a career. Marketing isn't an expense, but an investment for future customers and sales. The reason why you market is so you can gain more fans and make more money. Next we'll look at some promotional strategies that work well for making sales.

5

HOW TO PROMOTE FOR SALES INSTEAD OF EXPOSURE

People don't buy because you tell them to. Heck, people don't even buy because they like your music. People buy because of the promotional strategies put in place by businesses to persuade them to purchase a product.

There are a few psychological triggers you can use in your email list to entice people to get off the couch and buy your music.

Discount Deals and Packages:

- This has worked for every type of business model around the world. If it ain't broke, don't fix it. You always hear about buy one get one free when you're out shopping for a good reason. It works. I know every time I go the grocery store I'm buying the bread that's on special that week like clockwork. Whoever has the bread on sale is going to get my money.
- Make sure the more people buy, the better the deal is. If you have 5 albums recorded, then make a box set and sell it for \$30 instead of just one album for \$10.

Limited Time Offers:

- When something is only available for a limited time it creates a sense of urgency. Making a special album available for only a week could entice people to buy because they know that after that week is gone, they're not going to be able to purchase it again for a while.

Rarity:

- Similar to the last one, but a subtle difference. The reason why people buy diamonds today is because they're told that diamonds

are rare, and because of the billions of advertising dollars people have spent to convince you to pay thousands of dollars for a small stone, but rarity is a powerful selling tool.

- Making a limited number of copies available can drive up the price for the item you're selling, and don't just think luxury items like vinyl here. You could sell a limited number of copies of your album online and stick to it. The Wu-Tang Clan only made one copy of their latest album and never released it to the public. Thus, it became a collector's item. Whenever something is rare people want to buy it more.

Partnerships:

- Working with two people is always easier and more effective if you do it right. Partnering with someone who already has a big fan base can drive a good amount of traffic to your site, but you have to be able to give them value in return. I almost laugh when people tell me they'll promote for me if I give them one of my products for free. I'm not trying to be mean, but the reality is they don't have a marketing mindset at all if they keep wanting everything for free without giving any real value. Listen to this story...

One producer was at a music event, and there was an incident which was massive in Hip-Hop at the time. He was right there and saw everything happen. Instead of blurting it all out to the journalists, he saved the information and gave it to an extremely well established Hip-Hop news website.

In return for his story (which was very exclusive at the time) they allowed him to have free banners and advertising space on their website, which easily got over 100,000 views.

Presenting value to important people will make them want to work with you. Don't email important bloggers asking for a chance for free help. Scratch their back first. Right now they have more power than you. They'll be much more likely to feature your material if you approach them this way.

6

HOW TO AVOID THE MUSICIANS TRAP

I've seen this happen time and time again. An artist will try to build an email list or do some of these promotional strategies for 30 minutes, then they'll go back to doing what they used to do before.

Our attention spans have been ruined. Using some of these strategies you can see real results within just 30 days, but the key is you have to stick with them. Independent artists are infamous for thinking that they're doing 'the best they can', but I'm calling that bluff. You can and will do better by sticking with the marketing strategies laid out in this book.

Business maintenance is key to a long lasting and profitable endeavor. You need to be on top of improving and developing all areas of your music career.

The longer you hold off on doing the things that will make you more successful, the more money you lose. People don't realize that every second you hold off on building a good email list you're losing money. It's that serious.

That's why I feel it's of utmost priority that I make you aware of the importance of acting on information. So here's some goals that must be followed if you truly want to succeed with your music.

1) Time Management:

- Schedule your day accordingly and be strict about it.
- For example, I check my email every morning and respond. Next I do website maintenance for www.omarimc.com, then I'll drive traffic to the page with some of the traffic generation methods I told you about before. Also, I'll spend time listening to my audience to figure out which articles to write, etc.

- The point is stay focused and have a schedule. Prioritize your tasks. Put the most important ones first and least important ones later.
- Do not forget that your marketing may be more important than making more music at the moment. This is a leadership decision though. If your songs are mixed and mastered and ready to go, but you're not making any sales, you need to be putting a ton of time into your marketing.
- You may have to say no to going out some nights with friends. You don't need to go out every weekend.

2) Set Goals:

- Set goals for the day, week, month, and year.
- If you're falling behind on your goals, then you know which area you need to pick up on.

3) Budgeting Your Money:

- One thing I get really tired of hearing from musicians is that they don't have any money. Stop acting like you're helpless. You don't need to buy thousands and thousands of dollars of new equipment if your marketing isn't on point.
- Spend your money with the thought of getting a return on your investment. It is not bad to spend money, so get that out your head, but be sure to invest in products that will help you make more money.
- Your music is a business, so treat it like that. Like I said before, if you already have a professional product recorded, sometimes you need to shift gears towards marketing.
- For myself, I probably spend 20% of my time on creating products (music, books, courses), and the rest of the time I spend marketing it.

4) Networking

- I said this before, but I need to drive it home. When you network, make sure there's something in it for the other person too. I have people contact me all the time with no real value to offer.
- Don't just spam people asking them to do stuff for you, offer them value in return.

5) Learn How to Conduct Business:

- Don't give your opinion unless asked for.
- Don't swear.
- Always handle yourself in a professional manner.
- Treat everyone with the paramount respect.
- Never try to cheat people in deals.
- Always take a win/win approach.

6) Take Advantage of Opportunities:

- Remember, opportunities are everywhere.
- Keep in mind there other books and courses you could read and take besides this one.
- Thinking of an idea? Think about it, and then do it. I wasted enough time in my life by procrastinating. I'll say this again, you lose money by holding off on your dreams. Now that you know building an email list will make you money, go do it!

7) Upsell Your Listener:

- You can't just live off of album sales. If you don't have anything else for your listener to buy, then you're losing money.

Imagine someone buys your album for \$10.

Now, imagine they were on your email list, and they also came out to a live show because of a personalized email you were able to send them because of MailChimp.

Let's say it was \$10 to get in the door. Because of the profits of the show you earn an extra \$500 from all the attendees because you've built your email list up enough that you have an extra 100 people in the door at the push of a button.

They buy drinks and spend money, which earns the venue more money, which means you get more money because all a venue wants to know is if you can make them more money. (I said money a lot in that paragraph, didn't I?)

Now, let's say 10 of those people spend \$20 buying merchandise after the show. That's an extra \$200!

You see how it can add up. This is why having a good email list is important. More important than social media by a mile. Social media is what we use to drive people to our email list.

I'm not saying ditch social media at all. I'm saying build it up so that you can push everyone from the social media towards your list.

7

FROM 0 TO 4,098,797 HITS

I was selling my music on a site called SoundClick when I first started producing. I was good at networking on the site, and it led to me getting a solid amount of money and exposure from people hearing my work.

The key to networking successfully on any social or music site is to show an interest in what others are doing before yourself. Musicians love to talk about themselves. You'll see what I mean if you go look at Twitter. Everyday there's people trying to get me (and probably you) to listen to their music, but they never take any interest in what I do. The common mistake I see artists do is say, "Hey, what do you do? I make music. Check out my page." This isn't an effective way of communication.

If you want to get someone to listen to and buy your music, you have to break in the conversation in a different light. Show that you care about your listener by showing an interest in what they like. Read a couple of their tweets and make comments, or if they're another musician, make a specific comment about one of their songs. After you've shown an interest in their music, then you can ask them to listen to yours. The law of reciprocity. That's how you network correctly.

At one point I was even paying my rent and bills from all the money I was making through SoundClick alone. I thought I had it made and could just coast. All I had to do was keep networking on the site, and my career was safe, but then something changed.

SoundClick decided to get greedy. They had a chart system, and they knew if they charged people to be on top of the charts they'd make a boat load of money. Pretty good business structure right? I had millions of listens on my SoundClick site and was rolling in the dough from people buying my instrumentals, but it all came crashing down when SoundClick changed their algorithm. I could either pay a bunch of

money to be on the top of the charts, or I could figure out a different way to market my music so that I could see a better return on my investment.

I chose the latter. It's not wise to put all your eggs in someone else's basket. Remember MySpace? It completely tanked when it was one of the biggest sites in the world. Be careful of posting all your material on SoundCloud or ReverbNation. Whenever the ship changes you'll have to pick up anchor and move elsewhere.

Imagine that you amassed millions of plays like me on SoundClick, and all of a sudden they change their chart system.

What would you do?

You can't do anything because you don't control the site.

You would lose profit and everything you worked so hard to build up.

I'm saying this from personal experience. Moving to your own website where you control the tempo is one of the best moves you can make for your music career.

Why?

Because you're in control of your business. You run the design and control the layout. You don't have to worry about someone else's rules on your music. You do whatever you want to do.

Now I'm not saying delete your SoundCloud or ReverbNation, but I am saying you need to start transferring listeners to a personal site where you control the flow.

The key is to have your other music sites available, but have the freedom of doing what you want on your personal site (e.g. Fans signing up to your mailing list, or upselling your listeners with box sets like I mentioned before).

See what I mean?

If all you have set up is a SoundCloud page, then you are missing out on a ton of revenue.

Just as an aside, the mailing list on ReverbNation isn't all that good. Having a more professional one like MailChimp can do so much more for your music career. The emails look more professional, and the functionality is more advanced.

Also, if ReverbNation tanks so does their mailing list.

Take control of your music career. You've only got one.

8

MAKING 25K IN 2 MONTHS WITH CONCERTS

Think about making \$25,000 in 2 months from doing concerts as an independent artist. That's what Shannon Curtis did in her book, *No Booker, No Bouncer, No Bartender*. The instructional "how to" guide describes how she went on a house concert tour and made \$25,000 in a very short period of time (\$18,000 of which was profit). She didn't have to pay club owners or split profits with a bunch of other stage hands.

She thought of a really good idea to do house concerts instead of the traditional club venue and made a killing doing it. The book breaks down in plain language and precise detail a plan for artists that doesn't follow the traditional route.

First, she organized a good email list (Told you the email list was important). She connected with her fans through her emails and grew relationships with the listeners. Then, one day a fan asked if she would play at their house. Sounded kind of odd then, but she agreed to it. They set up a house concert where the host would invite all the attendees. Friends, family, and neighbors attended the concert and had a great time. It's important I note that these are legitimate concerts though. They aren't background music at a cocktail party. The artist is front and center with all eyes focused on them.

Next, Curtis goes through creating the ideal performance space and how to focus the attention of the audience in an intimate and connected area. This leads for more sales at the end of the night when they're asked to make a donation. It's important that the house concerts are donation based. One, it gives no pressure to the host to come up with the budget themselves. Two, it allows people to give freely and generously if done right.

Shannon then delves into how an artist should carry themselves before and after giving their performance. Being sociable and friendly

can give off a better vibe than having a rock star attitude. We talked about this lightly in earlier chapters, but being humble as an independent artist is key in getting your listener to relate to you.

Curtis says: “My decision several years ago to abandon traditional club touring in favor of house concerts has made my career as an artist better on every measurable level. I sell more albums and merch, generate more income, receive more signups to my email list, and most importantly, I make stronger, deeper connections with the people listening to my music. With this book, I’m confident that you can open the door to a whole new world of deeply enriching performance experiences, whether you’re a veteran artist or a complete rookie to touring.”

I will say this book is more geared towards singer-songwriters. It can also work well for conscious musicians or spoken word artists. However, the tips in the book can also work if applied to a regular concert venue as well. The key to this chapter is realizing that your income is not limited. Booking a live show doesn't have to be about begging a venue to get a spot. Anything is possible once you have some power with your list.

9

GETTING THE ATTENTION OF MAJOR LABELS

I've worked with several major artists and companies such as VH1, Capital Records, and North Music Group (Publishing). Also, I've had my articles featured on sites like Independent Music Promotions, Indie Band Guru, and Music Crowns. These are credible blogs that get thousands of visitors a day.

Why do I tell you all this?

Because I understand how hard it is to get a major placement, especially when there are millions of competitors out there. The first key to getting a major placement is your music has to be on point. Stop listening to what your mom and friends tell you. If complete strangers start complimenting your music voluntarily and buying it, then you've got something going. You know you're good when you don't have to ask people to share or like your music. They do it voluntarily because they know your music is of value to them.

The second key is you have to know how to network. Important people don't have time to hear every song that comes their way. In reality, it's not about you sounding like the greatest thing they've ever heard. As long as it's professional, you've given yourself a fair shot. It's about showing you're a serious business person.

One of my favorite sayings is, "Don't do business with people who aren't about their business."

That's the same attitude important bloggers and label executives have. They don't have time for people who don't have basic business skills to apply to their music career.

For example, if you contact a major label or blogger and say, "Yo wassup. Ima super hot artist and we have the city on lock. I just need

someone to give my musik a chance. I'm tryna get rich! Put me on bro!" No one is ever, and I repeat, ever going to take your message seriously.

Bloggers and label executives have people sending them unsolicited material all the time (sometimes hundreds of emails a day). If you copy and paste your message without any personalization, then it's going to get deleted. So I'll let you in on the secret to successfully networking with labels and bloggers.

Remember, they don't have a lot of free time so keep your message short and uncluttered. They should be able to read it in less than a minute.

Be specific.

You can play a little bit of mystery in the subject line to get them to open it, but your message should state exactly what you want without dancing around anything.

Be personal.

If your subject line has personalization it is much more likely to get opened, but often blogs have standards they want submissions to follow, so be sure to read them. Here's an example of an email I might write to get a blog post of mine featured on another website. All you have to do is adjust some of the text to fit your music submissions.

*Hey *First Name of Head Blogger on Site*,*

I've been reading your 'Indie Music Blog Title', and you guys have a ton of great information available for independent artists. I'd love to write a guest post if possible.

The topic would be '5 Reasons Why Even Talented Music Artists Fail', spinning off the recent (extremely well received) article I did on the same subject on my blog.

I would be addressing both things that artists do that are common mistakes, as well as some solutions to fix them to help with the frustrations of the tough music industry.

Obviously, I would also send my email list and traffic to your site when the article is posted.

Thanks and let me know what you think so I know when's the next time I should follow up with you.

- Nathaniel

<http://www.omarimc.com/blog>

<http://www.twitter.com/OmariMC>

Short, sweet, and to the point. I recognized the blogger by name, gave praise to their site, and showed them how my article could help

their site all in one go. This email got responses from almost every single person I submitted to.

Have your social media link, a link to your music page, and always have perfect grammar. Appear professional.

You can copy and paste a little, but you're going to have to personalize the messages so the people will respond more. Be persistent as well. You may not get a response every time, so you'll have to adjust the message a little the next time you send it, but don't give up just because someone didn't answer.

Realize this isn't a do or die strategy. A major label is not the only route to go in the industry. By all means, you can build your email list up and make a full-time income from that just like Shannon Curtis and other independents, but getting good relationships with executives never hurts. Just for picking up this book, I'm going to let you in on a list of sites that accept music submissions, and also a list of exclusive industry contacts with names and phone numbers.

Remember, when you contact these people be specific and offer value. People contact them every single day, but once you build up your music business with your email list and site, then you'll have something legitimate to bring to the table when it comes to talking to executives.

The resources and list are attached to the book in PDF's. Have at it! With all these resources available there's no more reason to continue putting off your dream. Make it so you can't fail because you've acquired all the knowledge and put it into action.

If you need a good, strong course to get more step-by-step instruction, then we'd be happy to have you over in my Advanced Artists Academy. It's an over-the-shoulder course that teaches you how to implement the entire marketing system in extreme detail.

It's a monthly program, and the training is updated constantly.

SECRET BONUS:

HOW PRODUCERS MAKE \$1,000/MONTH ONLINE

This is an extremely effective method for selling beats online that a few select producers know about. This book is mostly for artists, but I know there will probably be some producers reading it, so I wanted to give out this secret bonus.

Don't pass this along to too many people because it will only hurt your sales if the secret gets out.

Here's how to make \$1,000/month from selling beats online.

Step 1:

- Look at what genre of beats are most popular. This step isn't that important if you apply the other marketing lessons before this one. However, it could help you attract a wider audience.

Step 2:

- This step is the most important. Look on this website (http://www.loopmasters.com/genres/24-Hip-Hop#a_aid=5797d5ce58b19&a_bid=31d6dc57) and buy loops. This will *save* you so much time, but *make* you so much profit.

Step 3:

- Sit down and make 20 exclusive hot beats using the [loops](#) you've just bought. Make sure they are only available with exclusive rights for \$50/\$100 each.

Step 4:

- Now, using the lessons from previous chapters, market your 20 new exclusive beats to your website, social media accounts, mailing list, etc. Let them know they're first come, first serve purchases since they're so cheap.

Step 5:

- $20 \times 50 = \$1,000$

And that's it.

It really is that simple.

This is the '*big secret*' that can generate you at least \$1,000 a month selling beats online.

This technique is great for creating quick profit.

BONUS #1: HOW TO BUILD A PROFESSIONAL WEBSITE IN 1 HOUR WITHOUT A DESIGNER

Step 1:

Get your *domain* name and *hosting account*.

Go to www.hostgator.com to buy your own hosting and domain name. You can use my affiliate link below to save 25%. (Or just use the code ACADEMYDISCOUNT at check out)

Domain name and hosting are very cheap and important to get as we discussed in the earlier chapters.

A domain name is www.omarimc.com for example. Once you buy the domain you will own that name.

Discount link: <http://partners.hostgator.com/c/241792/177309/3094>

Get a domain that is your artist name, or just use 'music' after your name if it's already taken. (Ex. www.omarimcmusic.com)

Hosting is simply a place on the web where you can store your website content and put it on the actual internet for viewing. I use Hostgator and have never had a problem with them.

When you're on the site, select the payment plan called the "baby plan" which is the best value for your money.

Select your payment info and you're ready to start building your site. Hosting is very cheap!

Step 2:

After you sign up there will be a one click install of something called *WordPress*. It's a publishing platform that you use to organize your site so you don't have to know how to code.

It will be in your c-Panel, and if you have trouble finding it you can always look at the get started video Hostgator has for you, but it will be a one click install of WordPress.

You will NOT need to do anything at Wordpress.com. (Two different things)

That's it! There's some free themes available which will let you design a basic website. However, I use a paid theme. This means that instead of hiring a web designer I bought something that allows me to do it myself.

I use Optimize Press. It is without a doubt the best theme in my mind. Normally you'd pay at least \$500 to get a good web designer, and then if you need to change something on your site you have to call the designer for every little detail.

I say forget that! I change and add stuff on my site all the time, and Optimize Press makes it the easiest thing in the world.

It costs \$97 for the cheapest package, and it's worth every single dollar.

Here's my affiliate link so you can use it too.

<https://zf137.isrefer.com/go/op-pricing/OmariMC/>

That's it!

WHAT TO DO NEXT

Thank you for allowing me to take you through the first steps in *transforming* your music career.

I've really enjoyed sharing this knowledge and hope it has helped you the same way the information helped me when I first started.

Don't be afraid to email me if you have any questions about marketing your music: info@omarimc.com

Also, you're more than welcome to join us in the Advanced Artists Academy for even more in-depth instructions on building a successful music career.

I realize trying to put everything together may take a while, and you probably want your results as fast as possible. Trying to figure out the right headlines for a landing page, knowing exactly what to say in your email list, and what pages will work best for selling your music can be a headache.

I've taken the liberty of doing most of the work for you in the Advanced Artists Academy. All you have to do is watch over my shoulder in instructional videos and do what I do to set up the entire system.

<http://www.omarimc.com/advanced-artists-academy-access-page-options>

We go over enhanced traffic generation methods like SEO, which plug-ins to use in WordPress to drive the most sales for your career, and how to make your landing pages, sales pages, upsell pages, payment systems, and more!

It really is a one of a kind course to seriously start generating income from your music career.

Access to the Academy can be found at the link below:

<http://www.omarimc.com/advanced-artists-academy-access-page-options>

NOTES

Curtis, Shannon. *No Booker, No Bouncer, No Bartender: How I Made \$25k on A 2-month House Concert Tour (and How You Can Too)*. San Bernardino, CA: Shannon Curtis, 2014. Print.

Wiggins, Jack. *How to Sell Beats Online* Bristol, UK: Jack Wiggins, 2014. Digital.

EXPANDED CHAPTER 1: HOW I EASILY GET OVER 1,000 EMAIL SUBSCRIBERS PER MONTH

There's a few things I've picked up on since I wrote the original version of this book. One of them is how to effortlessly get email addresses. So much to the point that I almost don't direct any traffic to my squeeze page. Not because directing traffic there is a bad thing, but because I don't even have to at this point. If you've signed up through one of my squeeze pages, it probably looks like this...



This page converts well because of the headline and the simple styling of it. I used an odd number, 10,275, instead of just saying 10,000 (This seems to work better for some reason), and the photo has a motivational quote within it. All good indicators that the offer I'm giving away for subscriptions is of high value for musicians. Here's another squeeze page of mine for artists to get free beats for another email list.

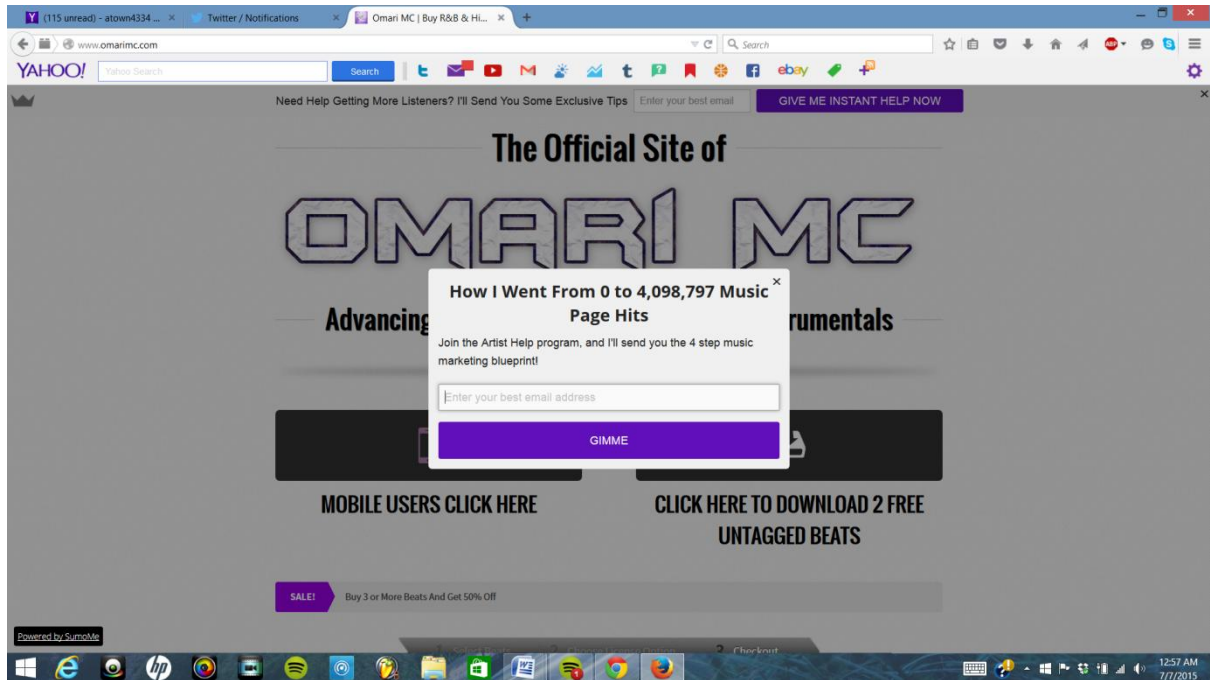
I used terms like high-quality and professional to describe my beats and put logos (free license photos from Google) of a couple companies that I'm able to associate with my work (one of my songs was featured on VH1 and an artist I've worked with was on the last season of American Idol). This page also converts well.



But... The thing that brings in a ton of email subscribers for me is a plug-in called SumoMe. You'll have to have your website set up to install it, but SumoMe is a WordPress plug-in that does pop-ups. Many people have seen this on my site, and that pop-up alone has brought in thousands of followers to date. There's also the smart bar at the top of my site that gets sign-ups and another scroll box that collects them (A scroll box is usually used on article pages and activates whenever a reader scrolls through a certain percentage of an article).

If you check out the headline for the pop-up (below), it's really not all that different from my squeeze pages. If you don't have millions of plays for your music, you can use a similar headline to the one on my squeeze page for my instrumentals. Having a good headline and sub-headline will bring in tons of

extra leads and setting up SumoMe will only take about 30 minutes. Just search for it in the WordPress dashboard and it should be pretty self-explanatory from there.



I recommend turning part of your website into a blog for this to work at its best. You may not be able to come up with music related content at first, but what I recommend is checking out Buzzsumo.com. It's a site to find popular content on the web. All you do is search for music related items within the site and create similar stories as the ones on Buzzsumo since you already know people are sharing them.

Be careful not to plagiarize, but give credit where it's due if you're going to copy and paste a section of another blog, and always link back to your sources.

Also, you could link to squeeze pages to specific song downloads from your ReverbNation or SoundCloud pages. I'm sure you're familiar with the many songs who have the 'Free Download' text under songs on SoundCloud. All you would do is link that to a squeeze page where you would trade an email address for a download!

I've used all these methods and they work like a charm! I've even scrubbed my email list about 3 times for inactive users, and it still gets at least 1,000 per month. If you have the traffic, a good headline, and are diligent about it, I see no reason why anyone can't copy this model.

Another thing that's boosted my website traffic is taking blog submissions for music. I was getting a pretty steady following and figured I could feature some other artists and promote as well.

Stop and think for a second... Why did this work so well?

Like I've said before, and will say a thousand times, people care about THEMSELVES. Especially in an ever-growing narcissistic society (excuse me if I sound old), but it's true. Everybody, everywhere, wants YOU to listen to THEIR music, so I started listening to everyone else's music.

The catch is I only listen if they submit it through a submission form on my site. That way, they're shown the pop-up and given a chance to sign up for my email list. If I like the submission, I feature it on my blog. This is why having a blog aspect to your site is useful. It gets others involved because of self-interest. People want their name in lights, and blogs are quickly becoming the most effective way to promote music.

EXPANDED CHAPTER 2: GETTING OVER 50 SOUNDCLOUD FOLLOWERS PER DAY LIKE CLOCKWORK

The only reason I'm starting to advise musicians to use their SoundCloud more is because they started monetizing their site. You can now get paid per stream on SoundCloud just like on Spotify.

These days, music can be found for free almost anywhere. Seems like bad news for us musicians, but it may not be that awful in the end. Services like Spotify and Pandora allow listeners to enjoy as much music as they want for free as long they don't mind listening to advertisements every 4 or 5 songs.

SoundCloud has just as large a fan base as Spotify, but their profit sharing model hasn't been friendly to musicians until their inception of the [OnSoundCloud](#) program. The new feature allowed for a certain number of popular profiles to enable advertisements through their channel and share in revenue with platform.

The big problem with the OnSoundCloud program was that it was invitation only. Even if you were getting a good amount of traffic to your SoundCloud page, it didn't matter if you weren't invited to share in the profits.

I've always advocated musicians to learn [smart marketing techniques](#) in order to be able to sell their music to

fans, but it certainly doesn't hurt to earn money from streaming even when fans aren't willing to purchase the music.

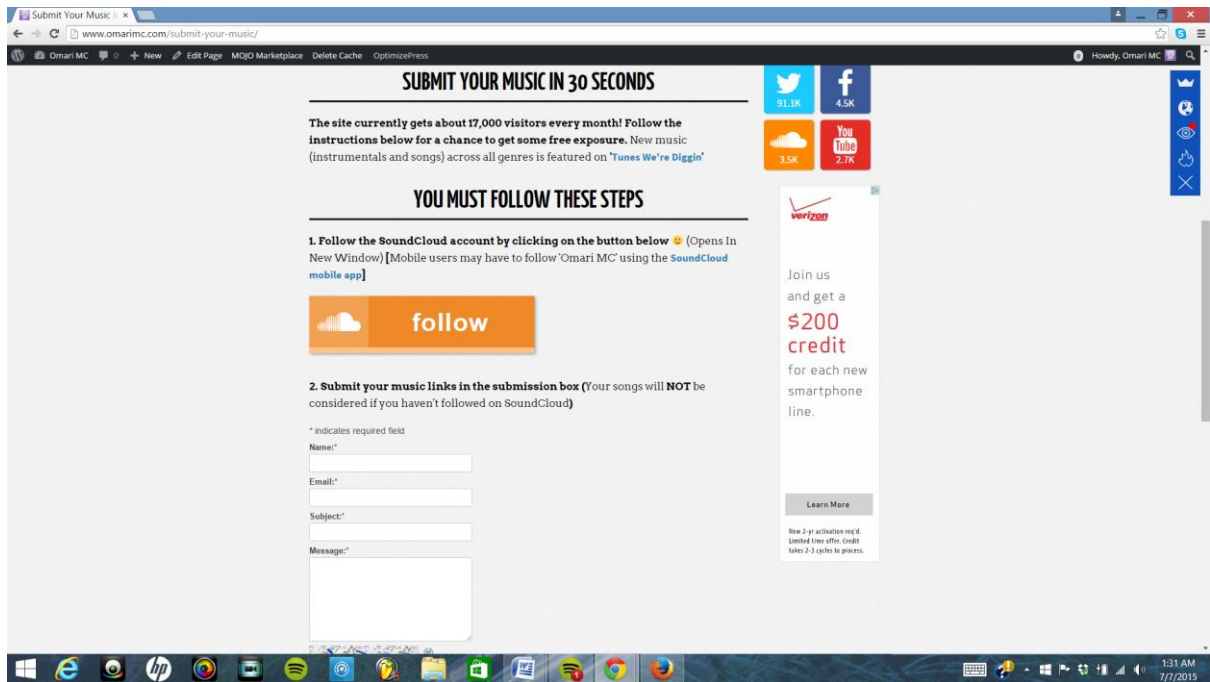
Musicians are now able to monetize their streams through [beatstars.com](https://www.beatstars.com). Don't let the name fool you. They just recently did a HUGE site update that is artist friendly as well. If you've ever been to my [homepage](#), you've probably noticed the widget (provided by Beatstars). They allow you to set up your own music store that is FAR more sophisticated than the widgets from ReverbNation or SoundCloud.

Head to this link if you don't have a Beatstars account yet: <https://www.beatstars.com/sell-music> You can sign up for a free account to get started. The premium accounts allow you to keep all of your profits from selling music. It makes sense to get if you're experienced in marketing, but if you're new to making music, a free account will do just fine for now. After you sign up, head to your account>social connect to sync your SoundCloud profile.

Next, go to music distribution>SoundCloud to start submitting your tracks for the service. They'll review the songs and distribute them within a few days or so.

That's it! I'm not sure how much per stream you get with the service as they just implemented it about a week ago, but this makes sense for anyone to do now that it's an option.

Now that you know how monetization works, fan gates are up next. Fan gates are primarily what I use to build my SoundCloud audience. The first type I use is on my submissions page. In order to submit a song, musicians must follow my page on SoundCloud.



Next, you can set up a follow to download tool for your SoundCloud songs. This allows you to set up a fan gate if you want to give away an mp3 download. I've built a site that can make free download gateways at this link:

<http://soundcloudfollowers.org>

Same concept as giving away a song for an email address, but now you'll be doing it for a SoundCloud follow. You can switch up this method depending on the song if you like.

Next, I connect with other blogs. I have a growing audience, and others have a growing audience. Why not combine efforts? What I do is look for profiles on SoundCloud that have similar followings as I do. I'll then send them a private message or email asking if they want to partner up. The details of the partnership are usually just a re-post or two per month for each other and including a partner link in our SoundCloud profiles. This way, I can get free re-posts from other channels.

Occasionally, I'll pay for promotion as well if it's a larger channel. Don't shy away from paying for promotion. I see this common mistake among musicians. There's a reason why Wal-Mart and McDonald's still advertise even though they don't necessarily have to. Promotion helps you grow substantially. It may be a long term investment in some cases, but you have to do it.

Finally, if anyone likes or re-posts one of my songs, I send them a personal message thanking them and asking if they would follow my channel if they already haven't.

Those are my current strategies for growing my SoundCloud channel. Have a look at my progress at <http://soundcloud.com/omari-mc>

EXPANDED CHAPTER 3: HOW TO MAKE MONEY EVEN WHEN YOU DON'T HAVE NEW MUSIC TO POST

Constantly creating new music would be impossible. Especially when you're trying to make your music dreams happen while working another full-time job.

As an independent, you have to be promoter, publisher, creator, organizer, marketer, designer, etc. It can get overwhelming. That's why I suggest setting up a blog where you feature other musician's music.

Why?

Because it deals with the problem of exposure. I recently transformed my personal SoundCloud page into a blog. Artists, of course, submit the songs willingly to be featured, but I also let them know that their songs might be monetized by putting a disclaimer at the bottom of the submissions page.

Most people care very little that I'll be monetizing the content because they see it as a trade for free exposure. There are a good number of YouTube channels that do this. Take Mr. Suicide Sheep for instance. If you haven't heard of him, he has a YouTube channel with about 2,000,000 subscribers.

What artist in their right mind wouldn't want to get in front of that audience size. Everyone can see that ads are being run on the content, but it's a simple and easy trade for 99.9% of aspiring artists who submit music to his channel.

Same concept here. I will say be careful of uploading remixes to YouTube and always put a disclaimer on your submission page to clear you of any legal ramifications if you want to start a blog channel, but setting one up is pretty fun and brings in steady traffic.

In my experience, people pay more attention to my SoundCloud than my YouTube, so I send subscribers there. Try it out for yourself and see which one works best! Don't expect your channel to just get thousands of visitors everyday right off the bat, but over time, it'll start to add up. As you build a larger audience, you can start featuring your own music into the funnel. That way you get free exposure off your channel.

This is almost like creating a promotional label. Not exactly the same thing, but similar. If you feel this method isn't for you, then leave it out of your strategies.

Another way to monetize your music site is by setting up Google AdSense. You'll have to have your own hosting and domain, but AdSense allows you to put those banner advertisements on your site. Whenever someone clicks on them, you get money. It's not an outrageous amount, but it usually adds up to a couple dollars a day for me. That money pretty much covers my mailing list expenses every month.

I'm not talking about the pop-up ads you see buzzing around the web. Just the banner ads. You can take a look at my blog if you don't know what I mean. I'd say have 2 or 3 ads per page. That gives users a good chance to find an ad they may like and click on it.

Lastly, becoming an affiliate for a music product that is already selling well is another revenue stream to add to your music funnel. I knew musicians liked to get promotion from Fiverr, so I signed up for Fiverr's affiliate program and set up affiliate links on my site where musicians can order promotion

from Fiverr. I get paid if Fiverr gets paid. It's that simple. The bad news is that you'll likely have to be approved by Fiverr determining on how much traffic your website gets. That's another reason why I suggest turning a part of your personal website into a blog.

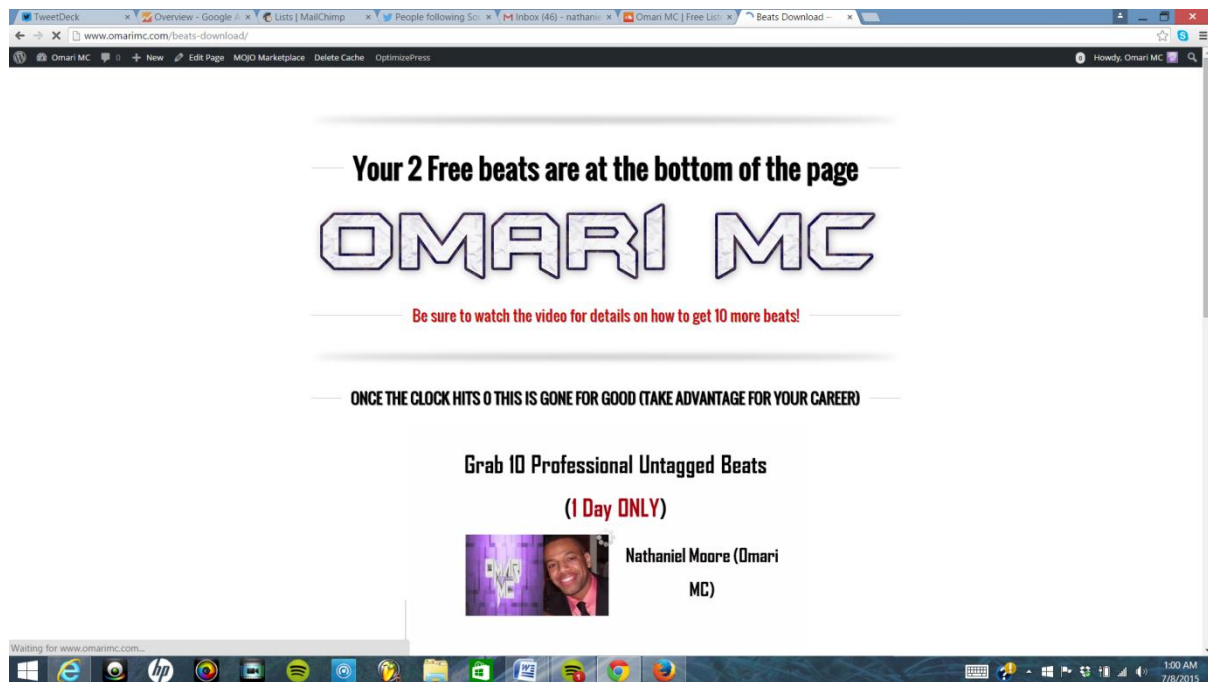
Those are a few ways I've been able to monetize extra parts of my website. Some months, the ads and affiliate offers can pay out in the hundreds of dollars. Not too bad for setting it up one time and letting it run.

EXPANDED CHAPTER 4: THE ONLY WAY PEOPLE ARE GOING TO BUY YOUR MUSIC THE FIRST DAY THEY LISTEN TO IT

This chapter is going to take some work. Unfortunately, getting someone to buy your music the first day they listen to it will be pretty difficult, but it can be done. Be careful not to use this method too much or you'll burn out your email list by asking them to buy things too frequently, but having a tripwire offer can bring in sales of your music after the first day! Here's how to set it up.

First, you'll need to have at least an EP to sell. If you're a producer, you can just put 10 instrumentals together and call it a beat album. What I do is give people 2 free beats after they sign up for my mailing list. They're sent to my download page automatically after signing up (Mailchimp allows for an automatic email to be sent).

Take a look at the first part of the download page below.



At the top of the page I tell the new subscriber that their download is at the bottom of the page. This is strategic because they have to scroll past everything else on that page before they reach the download.

I created a short video explaining to them that they can get 10 extra beats for the price of 1 for 1 day only (I set up a plug-in called Page Expiration Robot so the page will expire after a 24 hour period). I included a link to buy the 10 extra instrumentals as well as a short demo of each instrumental so they can check them out before they buy within the page. Put all this content ABOVE the free download.

I sell this for \$30 at the moment. It normally costs \$27.00 to get a lease off my site, so getting this is a pretty big deal for artists who are looking to buy beats. The point of the tripwire is to make a ridiculously good deal that's hard for listeners to pass up on. Once someone buys something off you, they're psychologically turned into a buyer, and as long as your product delivers, they're much more likely to buy again.

If you have an album that you sell for \$10, you can offer it at \$3 for one day only on your free download page. It needs to be low hanging fruit that's still high quality.

I send another automatic email 12 hours later to whoever hasn't bought the instrumentals letting them know that time is running out. If they don't buy it after that, then so be it, but having a tripwire offer is the best way to get listeners to purchase your music promptly.

Feel free to look at my offer and model yours after it:
<http://www.omarimc.com/beats-download>

I use the Page Expiration Robot on a number of offers for my site. I wouldn't use it on every single piece of music you have to sell, but it can come in handy. Try this method out for yourself!

EXPANDED CHAPTER 5: COPY & PASTE THIS EMAIL SERIES TO TURN LISTENERS INTO BUYERS

This email series is a more subtle approach into asking people to buy your music if you don't necessarily want to use the tripwire offer. You'll need to have an automation campaign set up in MailChimp for this to work. The automation is only included with the premium version of MailChimp. You can get the premium version free for 3 months if you sign up through my affiliate link:

Eepurl.com/7T9PX

Once in there, set up an automation campaign and copy and paste these emails into it. All you'll have to do is change around a few words and stories to make it personal! It's also a good idea to download the Page Expiration Robot for these examples.

Email 1 - Free Download (Send immediately)

Possible subject: *|FNAME|* Here's Your Free Music Download

Hey *|FNAME|*,

Thanks for listening to my music. It really means a lot that you would take the time out of your day to do so ☺. Included in the link is your free download of my latest tracks "single title 1" and "single title 2" from my EP/Album/Mixtape "EP title or album title, etc."

All you have to do is click on the link below and you will be able to download the files.

Download link

Also, keep an eye open for more emails from me. I have some more free stuff and other cool things I share with my listeners!

P.S. I love hearing from my fans so feel free to reply or just to say hi!

Talk soon,

Your name

Email 2: Starting the Relationship (Why You're a Musician) (Send 1-2 days after)

Possible subject: *|FNAME|* I Made This For You

Hey *|FNAME|*,

Hope you had a chance to check out the music I sent you. Thanks again for listening. I work really hard on my music and I always appreciate when someone takes the time to listen.

I know I said I'll be sending you some cool stuff occasionally too in the last message I sent you, and I actually wrote a blog post that involves you on my site!

Well sort of, you'll see what I mean when you read it:

Link to blog post

Thanks and I hope you like the post,

Your Name

Sample Blog Post: Your blog post could be a once in a lifetime shot of your explanation as to why you're involved in music. If you have 5-10 minutes to tell someone your story on why you make music, this is the blog post. You can take a look at mine to get a feel for it, then of course make it yours.

Here's an example:

I couldn't have been more than 5 years old when I first started my love for music. My parents would always have Gospel albums playing in the car as they drove me and my brother and sister from our basketball, soccer, and baseball games.

Like most people, all I needed was to hear the right rhythm and I became obsessed with a song for months on end. When you're young you don't really focus on how complex a song is, but all you know is that there's something about music that just connects with a certain innermost part of you.

I became an avid listener whenever I was around 15 years old. Once my older friends got their drivers licenses my parents didn't really have to drive me around so much anymore. My friends and I would blast our favorite music at the house or in the car as we went to our high school football games. Most of the time we would crank "We Ready" by Archie Eversole to get us hyped for the big match!

That same year one of my neighborhood friends started telling me about how he made beats, and he would play some for us all as we hung out in the basement. I always thought it was so cool how it was one of my personal friends making music. I didn't have much background training in music myself, but I decided I'd give instrumentals a go. I knew how much I loved listening to music, I figured it would be that much more rewarding to try and make some myself.

Honestly, I don't even remember the first program I downloaded to try and make beats, but I knew I was hooked the minute I started. As soon as I came home from school I'd go straight to computer and work on more tracks. I didn't even know what a chord was when I started playing around on FL Studio! But hey, we've all got to start somewhere right?

I started going on YouTube and learning different songs to play on the piano to enhance my skills and really start to learn my craft. Admittedly, my playing wasn't the best at first, but I couldn't expect to be Beethoven right out the gate, so I practiced more and more until my fingers would get cramped from me playing so much. Once I started getting better I decided to put my skills to the test. I setup my first page at a website called SoundClick so people could check out my music, and what do you know some people started messaging me where they could download my instrumentals so they could put lyrics to them! Not only that, some people even asked if they could buy my beats from me! I already loved making the music and now artists were willing to pay me for my work.

I've never been into the fame and glory aspect of the music industry myself, but I really dug the fact that people liked my music and were willing to support me along the way. Fast forward almost a decade later and I still love

it just as much today as I did when I started. I've spent countless hours trying to perfect my craft, worked several internships to hone in on my skills, and amassed a following of thousands of listeners across the world. But anyone can download a program and start making music and call themselves a producer (I'm sure you've seen some). To really make professional music it takes WORK. The months spent studying engineering, the years spent intensely listening to music to be able to pick apart a song and tell someone just how many instruments are in it and how Jazz and Pop songs are emphasized at different frequencies, and the lifetime spent of perfecting a craft are all part of the process. It's the feeling of not going out on a Saturday night because I have a song I want to finish, or sitting in the studio for hours and playing back a record several times to make sure the fans will love it.

I've worked with small time artists all the way up to TV networks like VH1, and all of them have one thing in common, they like hearing good music. Music that can put them in any mood from joyful to relaxed to excited. It's the listener I focus on whenever I make my music. I know all my hard work will be worthwhile when people like YOU hear my music and fall in love with something I've spent so much time trying to perfect. So whether you're involved with music like I am or just like enjoying music through listening I thank you for being a part of my journey. Here's to YOU. I hope my music can positively impact your life and that it will continue to do so for many years ☺.

If you'd like to hear the latest piece of my journey, click below to listen to my most recent works, "album title".
Download link

Thank you for listening and enabling my dream to become a reality.

Email 3 - More free stuff and Credibility (send 2-3 days after previous)

Possible subject: The First Time I Heard my Music on Power 105 in NY

Email Content:

[FNAME] This was a crazyyy day for me that I wanted to share with you,

There's nothing like the first time I heard my music on the most popular Hip-Hop station in all of the Big Apple:

Blog post link

I still get excited thinking about it.

Hope you enjoy and talk soon,

Omari

Blog Post:

I still remember it like it was yesterday. I sat in my room and waited for the call from my manager. My friends dad had been in the music business for over 20 years and he finally felt I was ready to start submitting instrumentals to his label.

He called me one day and said, "Don't get too excited, but I think I have someone who's interested in one of your tracks." My mind started racing. I was anxious to find out who it was that heard my music! Turns out it was Angela Yee from Power 105 in NY. She had a new artist she was promoting and they needed music for her single.

One of the girls from a VH1 show was going to have her single featured on an episode and they needed a fresh track for the performance. My manager had me making dozens of tracks and pulled one of them from the catalog to give to Angela Yee. They loved it decided to make a song!

Me being a 20 something year old in college, I felt like I was on top of the world. I had sold music before, but never to be published in TV, and to sweeten the deal the single was going to be featured on the Breakfast Club on Power 105. I already loved sharing my music through my website, and now more established people were digging it too.

I was always a late riser in college (usually around 11 a.m.) but this special morning I woke up bright and early at 7 in anticipation. My song actually wasn't due to air until a few hours later, but I sat at my laptop and listened to most of the morning show through the Power 105 website.

Drake's new single '5 a.m. in Toronto' debuted right before my song, then the radio host came on and announced my track, "And now here it is, the new single by Lore'l right here on the Breakfast Club." Heck, I don't even remember exactly what the guy said, all I knew was my music was not only on one of the most popular Hip-Hop stations in the world, it was the featured song!

I was a kid in college working hard to be heard above all the noise out there, and this was a huge step for me. The song came on and the synths, bells, and effects started hitting my ear drums in a way that somehow sounded more crisp than before. Never mind that it was being played on radio quality as opposed to studio quality, it sounded supreme.

I'll never forget that day. Not because of the radio play or TV spot, but because of the potential to reach more fans who appreciate my music.

As a thank you for being one of my subscribers I wanted to share the track with you. You can download below for FREE, no strings attached.

Download link

If you dig it you can listen to more like it on my new album "Album title". There's a collection of tunes on there that are even better now than when I had my music first air back when I was in college.

Thanks for reading,

Omari

Email 4 - The Sale (Send 1-2 days after previous)

Possible subject: *|FNAME|* Here's my album for free (Next 72 hours only)

Email:

Hey *|FNAME|*

Just wanted to let you know that I'll be giving away a copy of 'Album Title' for FREE to anyone who picks up a copy of , 'Album Title 2' for the next 72 hours.

You can get them here:

Download link

I got a great response from sharing my story about my song being featured on Power 105 in New York the other day and it put me in a great mood!

So, I've put together this special offer where you can get a FREE copy of 'Album title' when you get 'Album title' as a way of saying thank you.

Download link

But please remember this is only good for 72 hours and this is ONLY for my email subscribers (that's YOU). It's not available to everyone and this will be good for a limited time.

So if you want to get 2 albums for the price of 1 you can download now:

Download link

Once the clock hits zero this offer will be gone for good.

Talk soon,

Omari

PS, If you missed my last email you can download the free single that got all the great feedback here:

Link to last blog post

Email 5: Reminder (Send 1 day after or according to how much time you gave them to buy)

Possible Subject: Get an exclusive free copy of my album (Time Sensitive)

|FNAME|,

Just wanted to be sure you got my email yesterday as it is time sensitive.

I'm giving away a free copy of 'album title' for 72 hours whenever you get 'Album title 2'.

Here's where you can get them both for the price of one:

Download link

I'm doing this because I appreciate the kind words I received in sharing my story of the first time I heard my music on Power 105 in NY. You guys are the best and I am in a great mood 😊

Please remember this is only good for 72 hours total, and then this offer will be gone for good. Once the clock hits 0 it's a done deal.

Keep in mind that the clock is literally ticking as we speak, so if you were interested in getting a free copy of my album 'title of album you're giving away for free' then please act fast.

Talk soon,

Omari

PS - If you didn't get a chance to check out my story of how I got my music featured on Power 105 that got all the great feedback, you can see what all the hype is about here

Link to article

Email 6: FINAL NOTICE (Send according to how much time you gave them to buy)

Possible subject: Final Notice: Last Chance To Get My Album For Free

Hey *|FNAME|*

This is just a courtesy email to let you know that the 72 hour special is running out.

In case you missed my last 2 emails, I'm giving away a free copy of 'album title' whenever you get a copy of 'album title'.

Here's where you can get it:

Download link

This is how I'm saying THANKS for being one of my email subscribers.

Please keep in mind that whenever the clock hits 0 this special is gone for good. So you can take advantage of the deal by getting 2 for the price of 1 at the link below:

Download link

Thanks,

Omari

EXPANDED CHAPTER 6: MUSIC PUBLISHING

One important aspect of making a living with your music is to have multiple streams of income. Talk to any entrepreneur and this will be a key concept in making a living.

I'm not a fan of putting all my eggs in one basket, but using music publishing to make a supplemental income can be beneficial for the DIY musician. Some artists even use it to make their entire living!

What exactly is music publishing? It deals with the rights of songwriters and song owners. In essence, you can sell a portion of your rights to songs you make, and a publishing company will license the song to TV, film, video games, and more.

You are then paid a licensing fee and a percentage royalty through your PRO (Performing Rights Organization). The most popular PRO's are BMI, ASCAP, and SESAC. These organizations collect royalties for artists and have a pay schedule whenever your song is used.

The good news? You can make thousands of dollars when your song gets licensed, and the royalties keep coming in as long as the show or film using your song is still running.

The bad news? It does take some time to get the song licensed. Often times you have to split royalties with a publishing company, and placements don't happen overnight.

It takes a while, but if you build up a reputable catalog with a few publishing companies, you can have a nice supplemental income for your music.

So how should you go about getting your songs into publishers hands for TV and film opportunities?

First of all, you NEED to make sure your music is on point. No way around this. Professional mixes, masters, instrumentals (no tags), and songwriting. If someone is going to pay you thousands of dollars for your work, they expect nothing less than the best.

Spend time on getting your craft up to par before submitting to publishing. There are free services out there. Do any of them work? I wouldn't waste my time on it. If you're serious about your music, go with the paid services. They actually get results as long as your tracks sound professional.

Personally, I've gotten a few contracts from www.modernbeats.com/song-submit/. This is a paid service because they weed out all those not serious about their music.

You submit your music to the publishers and if your song is selected they will contact you with more information. Then you can work out a deal, sign your contracts, and get busy placing more songs!

EXPANDED CHAPTER 7: YOUTUBE CONTENT ID MARKETING STRATEGY

The music industry is changing at the most rapid pace we've ever seen. Just a year ago if you asked me what my marketing strategy was, it would be quite different from now.

Partially, this is from all the new things I learn as I grow my business every day, but also because the advances in technology are making leaps and bounds. The latest technology that you'll see popping up around the world's most popular websites is Content ID. YouTube has already started, and I'm being told that SoundCloud and Facebook will start doing this in the near future as well.

Think of Content ID as a "tracker" on your music. You're probably familiar with the advertisements you see across videos on YouTube. If you're a YouTube partner, you get to share in the revenue from the ads served on your videos.

But what if someone else uploads a video on YouTube and they use music that you've created without your permission? Until now, you'd have no way of knowing who used your music and someone else could be making money off your music without your consent.

Enter YouTube Content ID. Now, if someone else uses your music and uploads it to YouTube, you'll get the ad revenue from their video (unless you consent for them to monetize).

This is especially big for producers. Sometimes people rip our songs from SoundCloud or YouTube without paying for

them, then they'll upload it to YouTube and try to make money off it. I'm all for sharing the wealth, but I'm never a fan of stealing. The implementation of Content ID is huge for this problem.

To start putting it on your songs, head to [Beatstars.com](https://beatstars.com) and set up an account if you haven't already. After you sign up, head to your account>social connect to sync your YouTube account.

Next, go to music distribution>YouTube Content ID to start submitting your tracks for the service. They'll review the songs and distribute them once they've reviewed the content. This won't work for sampled songs as the content is probably already claimed, but as long as it's original content you're good to go!

This will probably be the next big thing for artists and producers! Look at it like this. Instead of always convincing people to buy your music, all you have to do is convince them to use it now. Much, much easier to do.

For producers, if someone purchases a lease or buys one of your beats, you have the option to white list accounts so they'll be able to earn income from their respective channel. You can just contact support in BeatStars and they'll do it for you.

This is another reason why I recommend people offer free downloads for at least a portion of their music. You don't have to give it all away for free if you don't want to, but the more people use your music, the more you get paid. It will take a lot of pushing and marketing to get popular songs, but it's worth it in the end when there's recurring income every month all from people listening without even buying.

To put some of the recent numbers I saw into perspective, one producer using Content ID made about \$12K last month with about 37 million views across all his content. This guy has hundreds and hundreds of beats and has been building his fan base for years, but one thing will never change, artists and listeners love good production. There could be 1,000 videos using the same beat, and he's collecting revenue from all of them!

Keep growing in your knowledge of marketing and making better music and people will be sure to use your songs!