



MUSIC Marketing

classroom

"Step By Step Music Career Training"

Getting Hits - All of our most effective promotions in one place...



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The idea of this document is to be a quick reference and planning tool to help you master probably the most taxing part of our work together, which is of course...

GETTING MOUNTAINS OF HITS TO YOUR FAN-CATCHER EVERYDAY

The first big goal is to reach 10,000 people on the email list, because that usually means your income will be substantial and the project will be "financed".

Here's a quick recap on why we developed this goal...

As you know we're in the process of building a sales funnel of high ticket products at the moment... and if everything works out well you should be able to make at least \$1 per month from each person who gives you their email address.

That is a very "ball park" figure though.

So at first we always like to be conservative and make an educated guess that with 10,000 fans you should have at least \$5000 to live on...even if things don't work out quite how we plan.

NOTE: If you really can't cover your costs with that income then use the formula above to work out what your specific target number of fans should be.

For example if your bare minimum is \$10,000 your goal should be a **CONSISTENT** 20,000 fans to be on the safe side.

The reason I put "consistent" in big bold capitals is that it's natural for a percentage of people to unsubscribe each month. Meaning that even



when you reach your target number you'll still need to keep your eye on the ball, topping up your fanbase and shooting to exceed your goal if you want to sustain and then increase your income.

How to use this document...

Quickly read through and decide on 1-3 promotions (and their corresponding commitments) that you're going to take action on 5 days a week over the next three months to build your traffic.

That's the kind of dedication and plan that successful people naturally create... so let's copy them :-)

At that point we'll look at what worked...tweak the plan...and keep going.

"I fear not the man who has practiced 10,000 kicks, I fear the man who has practiced one kick 10,000 times" - Bruce Lee

...gotta be my favorite quote ever and it basically means that if you have a very focused plan you'll master it and make progress much faster.

WARNING: Do not try and do everything in this document...that would leave you totally burned out!

FOCUSING ON WHAT WORKS

There are literally thousands of things you can do to get hits to your fan-catcher but what I'm going to lay out are only the promotions I've personally tried, tested and found to be most effective.

We call this our collection of "Approve Promotions"...and we'll followup to cover the nitty gritty where necessary.

It's still going to take time, effort and commitment to see results but at least you know that you're working a sensible plan and you don't have the doubt that most people are faced with coming into online marketing.



Let's



Guest Blogging

You write (or have written) a killer article then approach popular blogs to publish it.

Each time you successfully have something published that blog becomes part of your “network” for the next big thing you put out.

Why does it work? Because those popular blogs have done many years of groundwork and already have a built in audience you can tap into. Not to mention the fact that they are always on the lookout for wonderful new writers to contribute, because it saves them time.

After folks read and enjoy your article they are likely to click the author bio link, which will lead them over to your fan-capture page.

- SUGGESTED COMMITMENT:** Create one killer article each month for distribution around your network. Pitch your latest article at 10 new websites each day.

Interviews

Approach influential people related to your music scene (such as other musicians, DJ's, bloggers, promoters, journalists) and interview them for your own blog or YouTube channel.



You can do this via Skype in audio format or just a text based interview will be great as well.

Why does it work? Because when you post the interview the person you featured is likely to share it with their crowd who may also share it.

Plus the content will get hits from Google and the other search engines at some stage.

- SUGGESTED COMMITMENT:** Contact two influential well known people for an interview each day and start with posting two interviews per week.

Opinion posts

Works in the same way as an interview but it's possibly even more effective.

The idea is that you pick a topic that is relevant to your target fanbase...

(so for a Jazz musician it might be "All Time Greatest Jazz Singers")

...then approach lots of influential people for a short answer.

Why does it work? Because it only takes a couple of minutes for your guests to take part making the resistance really low. (I always do this in text format)

It can go viral because you'll have lots of people who have an interest in sharing it. (Make sure you have a picture and link to each person you feature)

- SUGGESTED COMMITMENT:** Contact 10 contributors each day, post once a week.

Bonus Promo

Offer your epic freebie as a bonus to add value for others selling cool products online.

Ideas:

- Ebooks
- Online Courses
- Seminars
- Other Musicians who are already selling music
- Music Production Software

Why does it work? Because your helping other product owners add value, and reaching a new audience at the same time.

SUGGESTED COMMITMENT: Contact 10 product owners each day to pitch your idea.

Free Gig Promo

This promotion is about playing off the beaten track to build your local following, rather than trying to go for the same gigs that every other musician is pitching.

Your secret weapon is offering to play for FREE because we know that in the long run having a bunch of enthusiastic people on your mailing list will pay you more than any local show.

But you can actually generate a little instant income on the night by passing round the hat for tips and making connections with audience members for private parties later.

(Consider passing on the tips to your favorite charity as it might make it easier to get your foot in the door, while helping a good cause at the same time)

MOST IMPORTANT: Only choose the free gig promo when you know a venue is going to be busy...like a Friday or Saturday night.

- how do you pitch this?

Contact the manager of your target venue, and they if they don't "bite" offer to play for free as a last resort. (Although I'll always start with trying to get paid)

Make sure you only ever speak to the decision maker (no point repeating your pitch 100 times) and send them only your very best songs and videos as well as any cool reviews or shows you've done in the past. Make sure you keep a tidy pitching spreadsheet and followup plan.

You might also offer to pop along to the venue and meet with the decision maker to play them a few tunes as a kind of informal audition.

The goal is really to give them confidence that your legit and are going to entertain their crowd.

Also mention that you're going to run a series of Facebook ads to everyone in the area promoting the event. (cost should be around \$5)

Why does it work? Because there is less competition for gigs when you play off the beaten track, and it's easier to book when you're not asking the manager to risk an upfront investment.

Ultimately the point of this is to have a great show at a busy place and collect lots of new email subscribers.

Then if the first gig goes well turn it into a regular event.

- Where can you play?

- No brainer places: Bars, clubs, pubs, cocktail joints etc.
- In the foyer before a big gig of a popular band.

(That's like sneaking into a cool support slot : -)

- Coffee shops
- Shopping Mall
- Independent Cinemas / Bowling Alleys / Skate Parks / Ice Rinks
- Restaurants
- Record Shops
- Instrument Shops
- Art Galleries
- House Parties
- Conferences / Conventions
- Colleges

SUGGESTED COMMITMENT: Call 2 venue managers each day.

Host Your Own (New Music) Show

When you start using the Free Gig Promotion you might have people who will allow you to play but not on a busy Friday or Saturday night.

Maybe they want you to do a Monday because that's when the venue is empty.

In that case do some research on up and coming bands in your area and book three of them to come play.

I know in London at least there are lots of radio shows and magazines that already feature new hot bands so a lot of the hard work is done for you.

Use the contact links on their site to offer them a gig, and the hook is that they can sell their own tickets and keep ALL the money.

Remember that our goal right now is to build our audience and turn that into revenue later, so you can be real generous with the bands.

If you don't want the hassle of hiring a giant PA rig, selling tickets and hiring security for your event just do a low key acoustic show for charity and aim to have 6 new acts come down and play a few tunes each.

Why does it work? The venue manager is happy because his place is busy.

The bands are happy because you're giving them the best deal anyone ever offered them. (or because they get to show support for a good cause)

And you're happy because you get to play and connect with some killer up and coming musicians, and collect email addresses from the most passionate fans who actually get off the couch and go out to see live music.

But the main point of this is that, as the other bands already have a little buzz you can anticipate that they will bring an audience. (As long as you encourage them to promote the event a little)

SUGGESTED COMMITMENT: Host your own night twice a month.

Busking for Fans

Most musicians go out busking with the goal of making money which is always going to be tough...

...but when you switch it around and make the main focus getting people on your email list then a couple of hours on the streets can be well worth while if you play somewhere really packed...

...like the town centre on a Saturday afternoon.

Then the tips become a bonus that you can re-invest straight into your online advertising efforts making your busking trip even more high impact.

MOST IMPORTANT: Make sure you have your website loud and proud right in-front of you.

My banner looks like this:



Visit BenSword.com
To download all my music FREE

I suggest you use a similar banner anytime you play ANYWHERE.

Why does it work? Because it gives you massive exposure and you're able to automatically find those people who instantly connect with your music the most.

It's also a great way to turn "practice" into "proactive" (see what I did there?) because rather than hiding in your house working on your skills, you're out there in-front of the masses getting instant feedback on how you're doing.

- SUGGESTED COMMITMENT:** Go to the busiest place in your town every Saturday afternoon and busk for a couple of hours.

Cover Hit Songs on YouTube

Follow the charts on [BillBoard](#) and post covers of the tunes that you feel you can do something interesting with.

Whenever you post a video on YouTube you should always invite people back to your fan-catcher page to collect your freebie.

Why does it work? When a song becomes popular there is always an explosion of people looking for it on YouTube which means you're likely to get some views.

Not every cover will get a million views but if you keep at it you can be pretty confident that something will go big once in a while.

SUGGESTED COMMITMENT: Post two covers a week on YouTube. Start by getting every song you already know out of your head and on the internet where it can be driving hits to your site forever.

Cover Targeted Songs

Post a series of covers from very similar musicians.

Whenever you post a video on YouTube you should always invite people to your fan-catcher page to get your freebie.

SO IMPORTANT I HAD TO SAY IT AGAIN!

Why does it work? Your view potential is less than with a massive hit, but it will usually be easier to rank for less popular songs...and the people looking for very specific music are probably the most fanatical which means they are great people to have in your gang.

The other cool thing about this promo is that often you'll also be more familiar with this music so you can get the videos online faster.

□ SUGGESTED COMMITMENT: Post two covers a week on YouTube.

Tutorials

First of all I would suggest that if you're going to be posting covers it's a good idea to post a followup video on how to play the song as well... for a double whammy of hits.

But don't stop there...

Brainstorm anything that your naturally gifted at, or that took you a long time to learn.

(this is a way you can use your current job to help do music full time, because you've probably mastered skills at work that you have almost forgotten others would love to learn)

Create a step by step lesson plan with action points to pass on that knowledge, then simple videos to help get the info out of your head and onto YouTube where it can help people and drive hits to your site.

Why does it work? Because folks hit the internet to learn cool stuff, and if you provide them some outstanding lessons it will build good karma.

That means if you mention you're a musician as well they will be likely to return the favor and be interested to check out what you got going on.

This could be very music specific like guitar lessons or home recording advice...or it could be something totally unrelated but that still shows your personality like "how to do a spinning roundhouse kick while juggling 35 tennis balls" :-)

Another way to approach this is to post tutorials about something you want to master (like music marketing) because when you share what you're learning with others you build a deeper understanding of the ideas yourself.

- SUGGESTED COMMITMENT:** Post every cool idea you ever learned on YouTube 1-3 videos per week.

Attention Grabbing Videos

Write songs about inspiring blog posts, famous people, best selling books, cool movies, popular products and things in the news.

Why does it work? Because you're putting out content around things that people are interested in right now and it has the chance to be shared by the folks directly involved (like the actors in a movie) because it's totally flattering to have a song written about something you put a lot of hard work into.

I would say that 90% of times I've done this one of the key players has at least re-tweeted the song.

- SUGGESTED COMMITMENT:** Post two songs a week on YouTube

Freebie Giveaway Promo

You take your epic freebie and pass it on to relevant websites as an awesome good karma building gift for their audience.

Why does it work? Because people are always looking for something cool to share with their visitors.

Who should you contact?

- Popular websites
- Sites ranking in Google for relevant keywords

- Popular LinkedIn Groups
- Popular relevant YouTube channels
- Popular Facebook pages
- Popular Blogs
- Popular Forums
- Popular Twitter Users
- Popular Podcasts

Did I mention they should be “Popular”..? :-)

- SUGGESTED COMMITMENT: Contact 20 partners per day to share your freebie.

100% Commission (Mafia Promo)

The idea here is that you’ll allow other popular websites to SELL your freebie and keep ALL of the money.

You’re “making them an offer they can’t refuse” which is why we call it our MAFIA PROMO.

Why does it work? It’s a very cool incentive for your partners and a great hook to include as part of your pitch. Plus each time a sale comes in you get a hot new email address from someone who has already PAID for your music. This means they will be massively more likely to buy something in the future than someone who just came in for free.

- SUGGESTED COMMITMENT: Contact 20 websites per day to pitch your idea.

High Ticket Commissions

Let's say you'll do a house show anywhere in the world for \$10,000...your offer could be that each time a popular website successfully recommends a new booking you'll give them \$2000.

Why does it work? Because a big offer like this is hard to ignore.

- SUGGESTED COMMITMENT:** Contact 20 websites per day to pitch your high ticket idea.

Fan Share Promo

If you already have a sizable email list this is an awesome way to double it overnight.

The idea is simply to create a massive incentive for fans to share your freebie with their friends.

Example: if they get 100 new people on your email list you'll do a private show for them via Skype.

Why does it work? Because it can go viral as most of your fans will have more than 100 friends on Facebook and probably the same amount of email contacts. The new people that come on the list have the opportunity to share as well so there can be viral snowball effect.

- SUGGESTED COMMITMENT:** Run a fan share promotion once a month.

Traffic Optimization

If you already have plenty of shows, radio play or press then your traffic is pretty much in the bag, you may just need to start funneling those people a little more effectively onto the email list.

This means that at every opportunity you get it's a good idea to mention the awesome free offer you developed and where people can go to get it.

So at the end of an interview you throw in the URL to your fan-catcher page...

...or at a live show you might say something like this:

“Right guys the next tune is called DOGHOUSE BOOTYCALL (excited cheers) but we ain't going to play it until everyone in this room goes to our website and signs up to received the most crazy generous musical freebie ever created in the history of the world. So pull out your smart phone right now and go to BenSword.com to get in on the action.

And if you want to get super brownie points hit the Facebook share button to become Mr or Mrs Popular with your friends!”

Including a “fan collection” moment in every show you play will make each and every event a direct source of new subscribers not only from the people at the gig but their friends on Facebook as well.

(And of course don't forget to always have your trusty banner handy so they can see where they need to go loud and clear)

After the gig make sure the whole band is hanging out at the merch booth personally chatting with people and getting them on the email list.

Use an iPad if possible because then you don't have to manually enter the information later from beer soaked paper email list.

Moving forward I'm going to boycott the backstage area at my gigs and spend every moment I can personally connecting with fans.

Why does it work? When you already have attention you're in the best position to start solidifying your fanbase onto an email list, you just have to heard the cattle in the right direction :-)

- **SUGGESTED COMMITMENT:** Mention your freebie in every interview, at every show and actively collect contact information every chance you get.

Advertising

The idea with your ad campaigns is if you invest \$100 your sales funnel will at least generate \$100 return. Meaning that you can continue to build your email list for free without the hassle and hard work that comes with a lot of other traffic generation methods.

It does take some testing and tweaking to get to that point which means at first you risk loosing money. That's why we start small (maybe with \$10 per day) and only ever invest what you can afford to loose.

But when you have this working it totally changes the game, because getting hits becomes easy as you're working with the biggest websites in the world to find your fanatics.

If I could go back in time I would have spent the majority of my spare cash from the day job on advertising to be able to do music full time sooner. Rather than waste money cheering myself up with fancy clothes, food and booze because doing something I hated for a living was so depressing.

Advertising works great with something like the "Free Gig Promotion" because every-time you get someone on your list for free it gives you a better chance to break even on your advertising.

- Go local

For right now I like to keep ads local and only show my offer to folks who live within a 50 mile radius of where I am in London. The reason for that is it gives you the opportunity to followup with a local show which will help cover advertising costs.

Talking of covering your costs here are a few of the things we include in the sales funnel that will help you do that:

- Digital download of all your music with a cool discount
- Private parties
- Skype gigs
- High ticket experience days
- Promoting relevant products where you take a commission
- Custom songs for fans
- Memorabilia
- Be the promoter of your own local gig

Tools: there is an amazing tool called [Lead Jacker](#) that will allow you to create a Facebook custom audience only from the people who liked or commented on similar musicians Facebook posts. These are the MOST passionate fans and showing your ad to these folks gives you the best bang for your buck.

Why does it work? You're able to laser target perfect fans to your website. I'm talking about people who are already spending money supporting VERY similar musicians.

- **SUGGESTED COMMITMENT:** Decide what you are able to spend each month on Facebook then divide that number by 30 to get your daily ad spend. Start driving ads through your sales funnel and see what kind of return your getting. We'll always be looking to increase the return on your investment.

Influence Advertising

You use Facebook ads to show your very best music to people who might be able to help you spread the word.

Ideas:

- Managers
- A+R
- DJs / radio show producers
- Bloggers
- Music Reviewers for big publications
- Live Agents
- Show Promoters

That's just a short list off the top of my head but I'm sure you can think of more.

Just work out who you want to reach...

...then find their Facebook profile and ID.

Now you can create a "custom audience" targeting just that person with an ad on Facebook.

You should send the ad to a page on your site with your very best music and contact email address.

Why does it work? You can put your message directly in-front of very influential people and if they're inspired to contact you it can lead to untold coolness!

SUGGESTED COMMITMENT: Setup five new ads per day.

Build The Best Site

The idea here is that you setup a blog to document all the latest news in your music scene.

You could even go the extra mile and post music reviews, interviews with the movers and shakers or a new music podcast. (See the “Podcast” promo for more on that)

A simple way to do this is to fire up [Feedly](#) and track all the latest news resources in your genre to curate everything that’s going on.

So you become like Mashable or Huffington post, but focused around a very tight music scene or genre. (It’s actually a good idea to keep an eye on [the most popular blogs in the world](#) to make sure you’re really providing a awesome service)

Moving forward you could work with guest writers to run the whole thing for you and it becomes a real hands off traffic strategy.

Why does it work? Fans will visit you because they can get fully up to speed with what’s going on in just a few minutes. You make yourself essential to them.

Traffic will come from people you feature sharing your stories and in the long term you will also start to get free traffic from Google.

Then you basically advertise your own music on the site, because you know the people are interested in that kind of thing.

You will probably also get noticed by other advertisers who want to pay you for a spot. That’s just a bonus baby!

SUGGESTED COMMITMENT: Login to Feedly everyday and post the latest news to your blog.

Free Music Coupon

The idea is that you print up 2000 bright and bold business cards very cheaply which basically offer your freebie. Then go out to the busiest place in your town at the busiest time of the week and look for cool people to pass them out to.

The coupon will direct folks to your website and after they enter their email address you'll also suggest they share the freebie with their friends on Facebook. (This will save you some leg work and get more local people on the list)

As you start to generate new subscribers book a local show to solidify their interest and pay for more coupons.

Why does it work? Because you can give out lots of coupons fast and people love something for free.

- SUGGESTED COMMITMENT:** Go out every Saturday afternoon and spread your coupon.

Music Competitions

Use [Google Alerts](#) to track the keyword "music competition" and enter everything you can find with the very best music you got.

Why does it work? Because you're able to get amazing feedback often from smart influential people in the music biz, not to mention the fact that you can win cool stuff and get a lot of exposure.

- SUGGESTED COMMITMENT:** Enter every music competition you can find with the very best thing you've ever done.

New Music Podcast

Track all the latest and greatest bands in your genre and feature them in a weekly new music show.

Why does it work? Because those bands will hopefully appreciate the mention and share the link with their own fanbase.

You can also take this one stage further by organizing a monthly gig featuring the bands you mentioned. (see the “Host Your Own Show” promo above)

SUGGESTED COMMITMENT: Track all the new music in your genre using [Feedly](#) and post your show once a week.

Whoa we made it to the end!

I really hope you found this useful and please direct your questions and comments to benswordmusic@gmail.com