



MUSIC Marketing

classroom

"Step By Step Music Career Training"

M.A.S

MUSICIAN . APOCALYPSE . SURVIVOR

-Lesson Plan-

Level I - Website Voodoo

- PRO EMAIL MANAGEMENT** - Allowing you to setup the automatic sales funnel process. Using our tools means your messages actually hit the email inbox which is where the magic happens.
- BUILDING THE BRIBE** - The musical version of giving away the Ferrari in exchange for an email address. This is what allows us to convert up to 80% of website visitors into lifelong fans.
- FAN CAPTURE** - Install the widget in under half an hour and automatically test it hundreds of times using our already successful template offers.
- CLONING PAGE SETUP** - This is where we take one new fan and put them through an automatic viral marketing process to create the word of mouth snowball effect.
- EVERYMAN WEB-DESIGN** - Need a new page to host your music or other content? Forget hiring someone, with our push button tools you use templates to build beautifully effective pages the moment you need them...so you don't lose one second of flow or momentum.



Level 2 - Fan Getting Voodoo

- CROWD OPTIMIZATION** - Take full advantage of all the effort you been putting in your marketing by funneling untapped sections of you current fanbase over to your fan-catcher and through the sales funnel.
- MAFIA PROMO TOOL** - This is what allows you to confidently work with already popular sites to “make them an offer they can’t refuse by paying and managing your army of partners automatically. They simply add the APP into their sites, you get fans and they get paid.
- NO FAIL PITCHING:** Dig up powerful promo opportunities, find exact contact information and then get a reply from 100% of the people you reach out to. You’ll also use our pitch tracking software to dial in your most effective offer, curing the “I’m getting ignored” problem forever.
- FREEBIE PROMO** - Using the most successful free offer from your fan-capture page you’ll once again fire up the “NO FAIL PITCHING” process to work with already popular sites pushing this amazing freebie.
- LOCAL GIG PROMO** - Get paid to build your fanbase and build a giant local profile with this seemingly simple yet powerful idea.
- POWER ADVERTISING** - Once your sales funnel is working you can confidently turn \$1000 into \$2000 all day long by jumping on Facebook and Google send over all the targeted music fans you can handle.
- VIRAL MARKETING BADASSERY** - We have an awesome tool that will allow you to incentivize the current fanbase to explode your reach via word of mouth. By tracking the people most activity spreading the word, you can unlock bonuses based on how hard they work for you.
- REPLACE YOURSELF** - Hire amazing people with a little investment to do all the marketing leg work for you, so you can focus on the high impact birds-eye view of your plan.



Level 3 - The Rockumentary Funnel

Part 1 - Being the most entertaining person your fans know...

- CONTENT PLAN** - Follow our set of already successful content ideas to build a set of emails that you know in advance your fans will enjoy.
- COPY AND PASTE EMAIL TEMPLATES** - Save time by copying our ready to go email templates...you spend a few minutes customizing then you're done.
- EMAIL TRICKS** - Including a little known strategy to send a video directly in an Email that begs to be clicked and the best way to setup your music delivery pages for maximum word of mouth action.
- THE POWER OF CURATION** - Nobody ever said that you have to make everything, and in this section we'll look at how you can easily track the most awesome things happening in the world and then be like the "reporter" who's value is the fact that they always have something cool to share.

Part 2 - Building your income...

- FAME BUILDING** - To ask a high ticket for you product your perceived fame level must be high in the eyes of your fanbase. That is why we're going to track them around the web and show your music and branding on the **BIGGEST** websites around. Think CNN, The New York Times, Facebook and the Huffington Post.
- PRODUCT SETUP** - This is where we go into detail on how you can deploy each new product type rapidly. So we look at package products, membership fan-clubs, memorabilia auctions, bespoke music, music lessons, the online world tour, house concerts and "come hang out" offers.
- PRODUCT DELIVERY** - This is about how you create sales pages, charge credit cards, auction your memorabilia and deliver your products while tagging your most active buyers so you can send them more offers based on what you know they already like.



- COPY AND PASTE SELLING** - The aim of this piece is to take all the headache out of your income creation by providing a series of scripts you can use as a starting point when pitching your offers.
- PRODUCT PARING** - In this section we'll match each product with an awesome piece of entertainment so that you build your income without it ever really feeling like you have to hard sell anyone. Since you focus on entertainment, fans make the buying decision themselves which is the most powerful form of selling.
- CLASSROOM SPONSORSHIP** - Allowing you to collect a \$5000 finders fee for each and every person you refer to our consultancy program.
- SEGMENTATION SECRETS** - In this advanced section of the training we'll look at how you can keep your fans happy by tracking what they click on, and only recommend products you already know they like.
- PROFIT BOOSTING** - We've pre-screen a series of 20 awesome affiliates products you can instantly add to your sales funnel to maximize overall profits and we've written the emails for you to spread the word about them.
- MAGIC REVENUE** - Allows you to show ads that will create income *out of thin air* even from the fans who never buy anything.

Your **BONUS** Package

- GUEST COACHES** - We speak to the great and the good in the music business to give you a very wide marketing knowledge and find out what's really working best on the front line today.
- ROCKUMENTARY VAULT** - Full uninterrupted access to killer documentaries following the biggest musicians in the world so that you'll never be at a loss for ideas. Plus the are just great to watch, because it's kinda like having Netflix just for music stuff!



- ❑ **INSPIRATION STATION** - Tracks the online footprint of musicians who are already doing amazing things, so you can cherry pick and rework the best ideas for yourself.
- ❑ **MASTERS OF MARKETING VAULT** - You'll have free access to training with my own personal mentors through high end seminars that can often be multiple thousands of dollars to attend.

Thanks so much for checking this out...I look forward to working on this with you.

- Ben Sword (Founder and Head Coach)

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