



A Strategy Guide For Succeeding As A Musician In 2008!

**A Simple (and maybe easy) Plan For Surviving
(And Thriving) In A Social Media and Download World!**

Hi there, it's Kavit Haria here...

As promised, here is the report I've been so excited to produce over the last two months and it's time has come. No hype, I want to get into it all and give you some meaty content so you can go away put it all into use to get you more fans and more subscribers.

Just before that, a quick personal note...

I've spent months and months researching, writing and speaking to a lot of people in the music industry. I will share with you in brief about my thoughts on the death of the music industry and what I think about it all. I think it sets the scene nicely for what's to come in terms of the tactics I'm going to share with you.

Now, to be honest, I have been absolutely gobsmacked by the number of people who've signed up for this report. I have had well over 18,000 subscribers sign up to receive it and as you're reading it now, someone, somewhere around the world is probably doing the same.

In doing so, I want to thank you for reading (and using) my work, and if you're a new reader, welcome to a new way of thinking about the industry. As I always say, if it works well for you, stick with it and consider using it. If it doesn't, leave it and continue to find the right thing for you.

A little bit about me for those who want some background...

I've been involved with music for as far as I can remember since a very young age. I am a trained Tabla player having studied with Pandit Sharda Sahai, a legendary maestro from northern India. From 2002 to 2005, I toured very hard playing lots of gigs in London as a freelance musician and in the process, spent some time interviewing some popular musicians and working with great artists.

I was fortunate to have the experiences I did at a young age and together with what I have studied, I set up Inner Rhythm in mid-2004 to share with musicians the strategies to

successfully promote their music. Since then, I have led workshops and seminars from just a few hours to days across the UK and have released numerous products and provided one-to-one coaching to musicians worldwide. I currently write a weekly newsletter to 15,000 musicians worldwide.

More than anything, I'd like my clients to do my talking so if you want to know more about what kind of results my clients get, hop over to the testimonials page at innerrhythm.org.

Right now, let's get on to a new way of promotion and doing things in 2008!

I want to kick off talking with you about the death of the music industry and how if we don't become aware of the situation and act now, **it might be too late.**



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Over the last ten months, I've taken some time out from doing workshops and seminars in London because I needed to investigate. My investigation of the state of the music industry is an idea whose time had come.

It's become pretty much unavoidable, and for most, rather obvious too - if we don't change our methods of working in the music industry, we're not going to achieve the fulfilment we desire. And unfortunately, it's because of the top dogs of record companies that I feel we have to go down this route.

When Napster broke onto the scene and pioneered music downloads and file-sharing, the big boys at EMI, Sony, BMG, Warner and Universal had a choice:

1. Become friends with Napster. Team up with the software. Then buyout Napster and offer file-sharing opportunities with advertisements so they still make money.
2. Or treat Napster like cancer. Before its malignancy makes it spread around the world, try to kill it. Fight against it. Get the troops out onto the battlefield and overpower it.

Can you guess which option they went for?

You bet! It was number 2. They treated it like cancer and tried to use their manpower as chemotherapy and fought it off.

But here's what happened...

In fighting it off, they didn't clear the battlefield. They left a few pieces of the cancer in the body. They left some of the "Napster pieces" on the Internet. Those small fragments that were left behind multiplied - immediately and rapidly. And today, we have dozens upon dozens of such file-sharing software such as Kazaa, Limewire, Ares, etc all available for download both freely and upon payment.

And the power of all these small events and their collective millions and millions of users has now struck a chord and has started a new revolution in the music industry. One in which CD sales, as we all know, are evidently decreasing each year and more and more artists are turning independent.

This is just one way the music industry has turned. There are, of course, many more but I wanted to get the ball rolling and share at least one with you here.

“But It’s Not All Bad... As I Put On My Investigation Boots, I Found The ‘Key’ That Musicians Need To Make Themselves A Copy Of So They Can Get Out And Avoid The Music Industry’s Forthcoming Funeral!”

Yes, it's true; there is a "key". It will give you the opportunity to unlock the door so you can get out of the rat race that this music industry has fast become.

It gives you the key to LOOPHOLES that exist!

The fact of the matter is you can only gain access and knowledge about the loopholes if you know what they are. The "key" that I'm talking about is the exciting insights and developments that are opening and the musicians that learn about and move towards them will be at a better place in terms of making money from the music industry by selling their music over the next five to ten years. These are what you call "foresights" – an important skill required for any successful person.

As I continue to sit in my research shoes, I know that I'll pull out more loopholes before the year is out. But for now, I've drilled down to four main loopholes and I want to share these with you. Choose which one (or more) of these might be most valuable to you?

- **Small-town, long-term growth:** using principles of the “ancient” music industry alongside an investment of long-term planning, self-discipline and local growth, you can spiral a worldwide following and an increase in CD sales than if you were to use the internet. Involves commitment and playing gigs.

- **A social musician:** you can make it big and you can reach your goals but it means you’re going to have to slightly deviate from music and add a little extra to your name. Just like you get “social entrepreneurs” – working on their businesses by contributing to society, there’s a new breed called “social musicians” and it follows the same suit. It’s an easier way to get media and attention for you, and as a by-product, your music. Easier to get on radio, on TV and in magazines, therefore generating you an interested and eager following and naturally, more sales.

- **Mini-niche musicians:** It’s no longer enough to be just an R&B or rock, or jazz or classical musician. Finding your spot, grabbing it and making yourself the king or queen of that ground is the next big trend. Let’s take myself as an example... I’m a Tabla player, and although I get regular work because I’ve been around for a number of years and most Bollywood and devotional music groups know me, I got more noticed when I broke out to work with violins. I made Tabla and jazz fusion my forte.

- **The static website is DEAD:** If you haven’t already realised that, then it’s important to take note of this. The internet has changed the world and because of its high usage, it’s become too saturated.

If you were an independent musician that got your website up and running during the internet’s toddler years (between 1994 and 1996), then you would have done pretty well. It would have been easy to “find” you online. Then came along pay-per-click marketing as Google Adwords. If you were one of the few musicians to use it in its early years, you would have done extremely well. I credit you for your good foresight. If you were like most, however, you went on it when everyone else went on so you didn’t get much luck.

With millions of musicians (wannabe's and serious ones) on the Internet, it's not easy to find you unless you have a seriously huge budget. The days of zero-budget marketing are near enough gone.

Unless...

You take your static website and turn it into a DYNAMIC one. That means it'll be much easier for people to find you online because of the new technology.

It'll be easy for you to get into Google's search engines and in the first 8 pages, at least. Keeping up with technology is my role when I step into my researcher boots. It's your turn to grab hold of the idea and stop beating about the bush.

More coming up later in this report.

Having A Vision - What's The Big Deal?

So just how important is having a big vision? Here is something quite interesting: most musicians don't sit down and craft out a vision for their life. But those that do, the small number of musicians who have a vision that's bigger than who they are as people go all the way and bring out amazing results like never before.



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And I've seen that with nearly all of my clients. Simply because I always start off and ensure they come up with a vision that's attractive to them, compelling to them and really forward-pulling.

So, I really encourage you, if you haven't got a vision for your career, to spend some time and come up with one. You may already know it, but you don't have it down on paper and in detail. So go ahead and write it all out.

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It may come to you in a few minutes, hours or days. Either way, follow what inspires you, think big with your career and really dig deep, look back on those positive moments on what you've had in your life in terms of results and believe in yourself.

I don't want to get all motivational on you, but the idea is simple. A compelling vision for your career will take you further than if you didn't have one. More importantly, it will give you direction and therefore keep you on track.

When I talk about vision to musicians, I find there are a few skeptical people out there. I'm happy to know that not everyone goes with my ideas, but I think this a concrete idea that works for most and my philosophy is that if something works, don't change it.

Henry Ford dreamed of a car for every family and Steve Jobs dreamed of a computer in every classroom. At that time, skeptics were also present and thought their dreams were impossible. But they were compelled to make it happen and so they played their part.

We Are Now In The Attention Age!

I want to shift gears now. The vision stuff is important so I had to include it, but I now I'm going to get into real actionable content to get your more subscribers and fans to your site.

There are two ways of thinking - opportunistic thinking and strategic thinking. The first are those who struggle with their career, don't have a focused mindset and jump to the next great thing in the market. The latter have a result they're after. They develop a strategy and find tactics to achieve it.

They continually focus on what they want to achieve and are now made to stop by the next fad diet or silly strategy to achieve their results. The opportunity seeker is looking for a get-rich-quick scheme to make lots of money overnight. The strategic thinker knows a consistent approach reaps bigger rewards in the long-term.

The strategic thinker's attention is set in motion with their vision. The opportunity seeker's attention is all over the place, jumping from one advert to the next.

Most musicians are focused on doing the same thing as everyone - getting a myspace page, adding friends, not getting sales. They get frustrated and then try to do more myspace, get more friends and the result worsens.

You see, we've now entered a new era. It's no longer the Information Age where there is so much information out there and we can go to it.

In fact, there's TOO much information out there.

So we've moved on, and here is the Attention Age. Every company, every musician, every person, every advert is fighting for it's fan's attention. Honestly, I am grateful I have retained your attention to this point, but I also know that I could lose it at any point. There is just so much out there in the world.

So now everything I do - whether it's write newsletters, give you this free content, work out a new product, etc - it's all to keep your attention and then retain it for as long as possible. But giving you a great report like this makes it easier as you may have some trust in my work through the results my clients have achieved.

You as a musician have to get the attention of the people you're targeting with your music so you can get them to hear your music, like it and then become fans. But as we all know, fans come and go and so if we don't keep their attention long enough, we'll lose them.

If you really get this point about the attention age, you'll see how important this is. Everything we do is about getting more fans so we can sell more music. But if we begin to look at it from a point of working to get their attention, we'll begin to do more quality work in our promotion because one mistake could lose a hell of a lot of subscribers, right?

Just think about it... the people you have been reading material from for a long time or been a fan for for a long time - isn't that because you trust and believe in the work they do? And as a result, they have your attention when you receive an email or hear a song from them? It's the same with you, and you must know begin to focus thinking like that.

It's a total shift in mindset. But, believe me, it can create radical change.

Why A Myspace Page Isn't Enough



Continuing on from above about the Attention Age, many musicians have a Myspace page and many of them have the Myspace page as their only website.

A Myspace page as your only presence on the internet isn't good enough. If you're working to get people's attention, then you've got to do something totally different and unique so people can remember and come and check you out.

Most Myspace pages look the same. They offer the same features. Nothing really stands out. So you add a friend to Myspace, so what? The only thing that happens is that the friend joins on to your Myspace page, listens to a song, leaves a quick comment and then leaves your page - (probably) never to come back again.

You got someone's attention for 60 seconds. And you lost it.

I understand why a Myspace page is good. I still believe it's a great tool and I'll explain more below but get this: it's not your website, it's simply a marketing/networking tool.

You Need To Get Your Own Website!

And so, with that all said, you need to get your own website - your own private space on the world wide web. And it's not expensive, you can pick up a domain for \$9 USD from www.namecheap.com and get some good hosting from www.hostbaby.com.

Listen, if you've read this far and understood the points on the attention age, then you're going to want to grab people's attention and most of all, RETAIN it.

A website gives you the power to do that. Here's why: when someone comes to your website, they have nowhere else to click apart from links in and around your website. Compare that to your myspace page where there are hundreds of links pointing to various pages but only one goes to your actual website.

You have a much better chance of retaining attention if the person comes to your own website. And of course, we haven't even begun to touch on this yet... you can capture their name and email address at your own site whereas you can't do that on myspace.

Maybe you're worried about how you're going to get people to visit your website...?

Read on...

The Power Of Niching

Once you have a website, don't worry, you'll be able to get people to your website. In fact, I think it's more easy to get people to your website in 2008 than it was in 2006 and 2007, and I'm about to show you why.

But before that, another important (and quick) note on niching.

My message is simple: you need to get niched! Become a specialized musician. Get a bit clearer on your type of music because being an R&B singer or a rock guitarist doesn't cut it anymore. There are too many Pop singers, Soul singers and Classical Vocalists. We need a mix, we need new genres and we need new niches.

I had a seminar participant once who branded himself as a Jazz-Reggae artist simply because he used to do a slight mix of the two and it increased his fan base. The same happened to a rock guitarist who mixed a bit of Spanish music.

Come up with something unique about your music. Listen to your stuff and try and give it a special label or tag that makes it stand out and start using those words on your website. Try it and see if it increases response to your work.

An Easier Way To Marketing And How One Musician Got 10,000 Fans In 14 Days

There are so many ways to promote your music from advertising to gigs and from shop promotions to having a newsletter. Most of the current ways cost a lot of money and so are out of reach from many musicians.

I want to introduce you to a new way of marketing - something that has taken off the last few months of 2007 and is literally going to rock in 2008!

It's called Social Marketing.

The opportunities in social marketing are literally so big that it is a once-in-a-lifetime thing that if you don't take advantage of within the next five months, you probably won't get as much out of it as you should.

It's all about **First Mover Advantage**. How fast will you act on it, how quickly will you get your deserved and loving fans and how rapidly will you move to stake your claim in the big field of social marketing?

The power of social networks has literally grown exponentially ever since Myspace started. But so many people have gone onto Myspace that they've forgotten about bigger and better ones like Facebook.

Fortunes are being made right now - my client got *over 10,000 subscribers in 14 days* in just a few hours each working on it, and you can bet that many of those subscribers would have gone on to download his tracks, right?

You might be thinking.... *"Wait a minute, Kavit. These sites are just places to hang out and are filled with teens and university kids."*

I thought that first, too. But here's some interesting stats to surprise you (*credit to Stompernet for sharing these stats*):

Go to Alexa.com and search traffic rankings for Facebook and Myspace and compare it with Google. It shows that there are an **estimated total of 45 million users EACH DAY surfing between Facebook and Myspace.** (And to think these sites were made by kids sitting in their rooms, eating pizza and drinking beer!)

Facebook adds ONE MILLION PEOPLE (aged 25+) per week to their site.

YouTube.com and Myspace.com EACH get over 50 MILLION VISITORS a month.

62% of Myspace users and 46% of Facebook members are over 25 years old!

These numbers are CRAZY. What's even more exciting is that it means if you do your marketing right and you put some consistency into it, you're going to see some big results and it's all free.

Listen up, these kind of sites have much more to them than just a place to "hang out" - they are real profit pulling junctions.

Social Marketing sites have massive benefits. They are involved in getting you some big and better rankings in the search engines, direct targeted traffic to your site and then higher sales conversions.

Let me explain it more easily...

First, search engines like Google and Yahoo love social networking sites like Myspace, Facebook, Bebo and LinkedIn. It loves the fact there are tons of people giving away lots of personal information and interests and so ranks your profiles and pages high in its search engines. What does it mean if you get higher rankings in Google? Well, if someone comes and types in "Spanish jazz music" (see the niching in effect?) and that's your kind of stuff, you're link will most likely pop high up.

Second, because people list their interests, favorite artists and type of music, you can target people who are your ideal fans with great specificity and then entice them to check out your work. The word "targeted" simply refers to the fact that people on the site are a match with your ideal fan profile.

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And finally, as a result of getting highly targeted fans to your site, you get better conversions if you sell things like merchandise, CDs, DVDs and downloads. It's a win-win situation and I love it.

This is great, let's go more into depth in explaining it all before I give you some concrete step-by-step strategies you can use right away.

There are three categories when it comes Social Marketing:

- Social Networking sites
- Social Content sites
- Social Bookmarking site

Social Networking sites are places where you can hang out, meet people who are ideal fans, build up trust with them as friends or "Facebook fans" and get them to your website. It's the same for places like Myspace and YouTube if you use them correctly.

Social Content sites are websites that allow you to list documents and other valuable content and at the same time has the features of sites above that get you better search rankings, targeted traffic and higher conversions.

The best kind of buzz about your work is other people talking about it. Social networking sites such as Myspace and Facebook gives your fans platforms to do this on.

The same goes for Social Bookmarking sites which are simply sites where you can bookmark webpages you like and share them with friends. The more people bookmark a particular site, the more it gets seen so potential for traffic is absolutely huge.

In this report, however, I want to focus on the first two, Social Networking sites and Social Content sites, and share with you some strategies for them.

Listen, there are no secrets to any of this. And there's nothing hard about it too. If you are really committed and determined to make some real results in your work, you'll get up and take action. You'll follow the steps and remain consistent every single day.

Strategy #1 - Set Up A Facebook Page

Facebook's business section allows you to create what is known as a Facebook page which can be tailored specifically to you as a musician and is a place where you or your bands can build a fan base.

On Nov 17th, 2007, here is what Facebook says on its official blog:

"We launched Facebook Pages, which are distinct, customized profiles designed for businesses, bands, celebrities and more to represent themselves on Facebook. We noticed people wanted to connect with their favorite music, restaurants, and brands; but there was no good place for these types of affiliations to exist. Now, there is a place for them and you can become a fan of whatever pages you choose in order to interact with your passions in new ways. You can post reviews for a local restaurant, buy tickets to a new movie, or be the first to get a heads up about new promotions."

Here are some examples of musicians with Facebook pages:

- Jay Sean: <http://www.facebook.com/pages/Jay-Sean/9266370870>
- Herbie Hancock: <http://www.facebook.com/pages/Herbie-Hancock-Official-Artist-Page/7211826782>

The simple fact is that there are still not many Facebook pages and so if you create one, start sharing it with friends and use the appropriate words, you could grow it to a big, big traffic puller. Follow these steps:

1. If you haven't yet got a Facebook account, go and open one at www.facebook.com as it's free.
2. Set up a Facebook page from here: <http://www.facebook.com/business/?pages> and follow the step-by-step instructions to adding all the images, text, web links, videos, etc and other information you have to make it an informative page.
3. Share the page with your friends by sending them an email and placing your page link in it. And ask them to forward it on.

There is also an Insights dashboard where you can see how many people visit the page and how many become fans. More than anything, it is an advertising mechanism to be used with Facebook's Social Ads which are pay per click advertising. If you don't have the money to pay for ads yet, still go ahead and set up a Facebook page to build up a fan base.

Strategy #2 - Place Content On Scribd.com

Above, I've already talked about the benefits of having your stuff on social content sites - it gets you great rankings in google and therefore highly targeted traffic.

Scribd.com is one such page where you can post content, get it read by others and get people to visit it. It is a site where you can put up lyrics, music tips, instrument tips, singing tips, etc and anything else you're ideal fans would find interesting.

I bet you're wondering... "But, I'm a musician. Why should I write articles?"

Good point, indeed. But with such an easy way to get yourself in the rankings and get traffic to your site, you'd be crazy not to, especially if you don't have money to pay for someone else to write articles for you. Follow these steps:

1. Go to www.scribd.com and create a free account. Once you've done that, edit your profile by putting up an image, putting in your website URL and a little bit about you.
2. Write a few articles around 350 words long on tips you can share with your fans.
3. Upload these to scribd.com.
4. Then, go to the community page and add as many friends as you can to your account. I would suggest adding 100 friends a day for the next few weeks. If you do that for 30 days, you are potentially adding 3000 friends who will then look at your work and if they like it, come to your website.
5. Continue to write one article a week and upload it to the site.

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Here's a tip if you don't like writing articles and have a bit of money - go to www.need-an-article.com and sign up for an account. There you can pay someone around \$5 to write a short article for you within a few hours. Great tool for those who don't like to write.

Strategy #3 - Use Video To Promote Your Music And Your Website

The power of video to promote your work is pretty phenomenal and I'm surprised more people are not using it. I don't even mean music videos, I'm talking about using videos to communicate to your audience. Do you remember how you got signed up to get this report? I put up a video for you to watch.

With sites like www.youtube.com and www.viddler.com making and putting videos on the internet has become very easy and inexpensive. All you need is a camera and you can hook up to the free software at www.viddler.com so you don't need your own software.

Simply go to either or both sites, open up a free account and start recording videos. Post them to your blog, post them to youtube, get your friends to go check them out and start sharing them with friends. Put these videos on your Facebook page, your Myspace profile and other social networks. Remember to put on your website link somewhere visible and watch the traffic increase at your site if you're consistent.

Strategy #4 - Start A Blog If You Haven't Already

If you have been reading my work for the last 8-12 months at least, you'll know how important blogs are because I talk a lot about them. The power a blog can give you if you write posts consistently and grow your readership is awesome.

Blogs give your website a real community feel. They make it welcoming, interactive through comments people can make, and exciting. People want to "hang out" at your blog and there's more reason for them to.

If you haven't started a blog yet, you need to jump aboard and get on with it. Go to www.wordpress.com or www.blogger.com and sign up for a free account. There you can create a blog for your music.

Then regularly, at least twice a week, write a blog post about what you've been up to, how your music is going, where your next gig is and all sorts. Think of it as a journal. Your fans want to get a view of who you are apart from the music.

Here are some musician blogs for inspiration:

- Evelyne Brink: <http://www.whereismyrecorddeal.blogspot.com/>
- Kath Bee: <http://songsforkids.blogspot.com/>
- Jonatha Brooke: <http://www.jonathabrooke.com/jonatha/>
- Camera Obscura: <http://cameraobscura-.blogspot.com/>
- Lloyd Cole: <http://www.lloydcole.com/weblog/index.php>

A final note: Your blog doesn't have to be a written one. You could post a weekly video with you speaking on it. Now, that's a cool idea.

Strategy #5 - Place Content On Squidoo.com

In the second strategy, I talked about scribd.com as a social content site. Squidoo.com is another one that's more specific to content and you can create the page as you want without uploading any files.

Squidoo is a small but powerful site that can be used in multiple ways. It allows users to create mini web portals with text modules, images, RSS feeds, and even affiliate modules with Amazon (Squidoo will pay you a percentage of the commission it receives from Amazon). Here's what you need to do:

1. Go to www.squidoo.com and in the top right hand corner of the homepage, you should see a 'Sign-up' link. Go ahead and register for a lens (what they call a webpage).

2. Start editing your webpage. I like to write a short introduction first off. Then I move to a text module. As always, it's best if you have unique content (the same content you use on Scribd.com is good enough). I would highly recommend writing your own content, especially if you want your lens to rank in the search engines. And believe me, they can rank in the search engines, in quite surprising places too.
3. In the RSS section, be sure to include a link to your blog so your blog can be seen on that page and updated automatically as soon as you put up a new post.

A final note: Make sure you link back to your website in the text module. This will give you a one-way link at the least, and if the lens gets any traffic, it can also generate some direct traffic.

The beauty is that you can make as many Squidoo lenses as you want. I suggest making many for the different keywords relating to your kind of music. The first one will take longer for you to do but subsequent ones will get easier. You can get a simple lens set up in 10 minutes.

Strategy #6 - Link Up Your Newsletter Sign-Up Box On Myspace.com And Drive Traffic!

First of all, you need to have your own newsletter or e-mail list to your fans. If you don't have one, use www.hiddensecretsofmusicsuccess.co.uk/profcs to get one because that's where building a good fan base starts on the internet.

When you have a newsletter box on your website and your goal is to get many subscribers (fans) as possible, it just begs the question that why isn't that newsletter sign-up box on every place possible - and that includes your myspace profile.

I am crying out loud here - get your newsletter sign up box on your myspace page because you can get those friends to join your list if you entice them with something

valuable. The people on your current myspace page are your friends but you don't have their name or email and so they cannot be qualified fans.

The idea is simple. Get the code for your newsletter signup box and put it into the main text body area of your myspace page. That's all you have to do.

(Example: <http://www.myspace.com/divaevemusic>)

Passion, Energy And Enthusiasm

Yes, I am very interested in Social Marketing. It has done for my clients in just the last few months what they have been trying to do for a year or more. And I am excited about what it can do for you if you take advantage and get in there first.

You still have time.

Catch your breath, and let's recap what we've covered so far...



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First and foremost, you need a vision that includes your niched music. As primary focus here, we uncovered Social Marketing and how it has three categories - Social networking, social content and social bookmarking.

We looked at the biggest effects of this free traffic - better search rankings, highly targeted traffic like never before and incredible conversions at your site. I used the statistics to show that these sites have MORE TRAFFIC than Google. And more importantly, if you want to put yourself in front of the big traffic, you need to be using Social Marketing.

And of course, we looked at six different quality strategies that can drive you free traffic if you put them into action with the step-by-step guidelines I've provided for you.

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How You Can Get Sales At Your Music Website Within The Next Five Months (Even If You Haven't Got Music Created Yet!)

What I've shared with you here in this report has only just touched the tip of the iceberg in what is really possible for you in 2008.

It's time to come to close this report here and I sincerely hope you've got some things you can get going with right away and I've inspired you to bigger results this year. That's what this report was designed to do.

You see, the beauty of all this is that I'm telling you what to do. It's PROVEN stuff that I've worked on for my own business and the musicians I've worked with too. It's bringing in sales for them (and me) every single day and I love it.

I want you to feel the same.

When it comes to teaching you something, I'm going with my integrity and only going to share with you what I know works. *I keep at it and if it doesn't work, I try again until I find a solution before showing it to you.* It's like the story of Colonel Sanders who went around 1,000 places taking his chicken recipe and everyone said No. But he kept going because the 1,001 place he went to, said Yes and it worked. **Persistence Pays.**

It's the same with marketing. It's all a TRIED AND TESTED system.

There is nothing that inspires me to keep going than the results musicians get using my stuff and so as we move forward in this new year (is it still new?), I'd like to share with you all I've researched and discovered so you can use it and get the RESULTS you deserve.

Most people want a path they KNOW is going to work. And they want someone to help them out and show them the way. They want to be told what works and it's pretty much the smart way to go.

I love to teach people and have done so now for a good few years. I am going to be working with just a limited number of musicians in an interactive environment for the next five months - and I have so many things to teach that they're really going to be blown away to great results.

This is my five month **Musicians Mastermind Coaching Program**, and those that complete the program will come out of it with a high quality musicians website, a system to get and build their fan base and convert the subscribers to sales of music and merchandise. It will be there for you to have as you follow my step-by-step instructions.

Here's how it is going to work...

Once a week, from the day you sign-up, I will send you an e-Lesson. This will be a detailed lesson (a few short pages) taking you from one step to the next. Each lesson will have step-by-step instructions and you will need to complete it within the week and report back on it (that means you get personalized feedback from me), ready to receive your next week's e-Lesson. There are a total of 20 e-Lesson's plus bonuses I will include where appropriate.

Along with the e-Lessons, you will have a forum where you can interact with other members in the coaching program. You can ask questions, get answers, share experiences, request feedback and share your insights with the group.

I know that as you go through the program, you may have tons of questions and so instead of replying to you, I will answer all questions every week in a quick video so that everyone can learn about it as many questions will be common to all. So, that's a short video to watch every week too!

I also have some surprises - each month, I will give you one of my e-book products for free in relation to what will help you in your quest for an online music marketing system. So if there's one of my products you've always wanted, you're going to get it. To close, a lot of people have asked for this so here is an outline for the Coaching Program.

e-Lessons Outline

Week 1 & 2 - Getting In Gear and Sharpening Your Saw

- * You'll get an informative, inspiring and motivational introduction to the program
- * You will understand the difference between application thinking, strategic thinking and opportunistic thinking and rewire your mindset for greater results
- * You will begin to cultivate the belief system of a successful musician
- * You will begin to shift your beliefs from average musician to sell-out musician
- * You will discover values that are important to you in your music career and will get your priorities in order in order to maximize your time on the program

Week 3 - Crafting a compelling vision and transform your enthusiasm

- * You will use my step-by-step model for crafting your own compelling vision
- * You will discover pro's and con's to sharing your vision
- * You will use my entire route-mapping system that will literally give you a journey and path to take for your music marketing and sales within 5 months.

Week 4 - Website 101 for Musicians

- * You will begin to see the REAL truth about Myspace and why it is simply just a page and not your complete website
- * You will see that if you really want to make money from your music, a Myspace isn't going to take you there
- * You will tweak your existing website for better results
- * You will get yourself a fast, super-efficient and low cost website in just a few minutes
- * Learn music website basics for 2008 and why you need a DYNAMIC website
- * You will begin to analyze other musicians websites that work well and that don't work well and discover what kind of pages a good music website should have

Week 5 - Building The System

- * You will continue to build on your new or existing websites and fix into it the elements that make your website a machine to convert visitors to fan subscribers and then to profit-pulling customers
- * You will use my suggested top strategies to build your automated auto-responder system and relationship building website
- * You will follow a step-by-step process to setting up and enhancing your mailing list to attract as many fans as possible
- * You'll learn how to use your sample music to entice fans to your site

Week 6 - Blogging for Musicians

- * You will discover how having a blog that's kept up-to-date and regular will get you fans faster than your own website.
- * You will learn new and unique ways of keeping your blog current if you hate writing
- * You will learn exciting ways to get others to run your blog for you if you don't want to
- * You will learn about podcasts, vid-casts and how these models can bring your website lots and lots of visitors.

Week 7 - Taking a Focus on Content

- * You will be working to build an authority site and learn why settling for nothing less is exactly how you will be thinking
- * You will produce music content for your site that builds trust with your fans and retains their attention for long periods of time
- * You will learn and begin to produce conversations with your fans without using email or phone (and learn why without conversations your fan base won't grow)
- * You will learn basic copywriting skills and writing models to help build a stronger relationship with your fans and sell more easily

Week 8 - Getting started with Social Media Marketing

- * You will learn everything you need to know about social media marketing
- * You will use my step-by-step instructions and get started on your favorite websites
- * You will follow my detailed blueprint in order to get 1,000 fans a week (at least)
- * You will begin to use Facebook as a tool for getting tons of fans and sales

Week 9 - A Focus on Building Your Fan Base Exponentially

- * You will differentiate yourself and stand out as a musician with big value to offer
- * You will get lots of new ideas for enticing visitors to become subscribers
- * You will use "feed" technology to try and double or triple your music fans

Week 10 & 11 - Taking Social Media Marketing to the Next Level

- * You will dominate the search rankings at Google.com and Yahoo.com by using social content sites and strategies so that you become top in your niche.
- * You will learn how to use your blog to drive 2,000+ visitors a day to your site using social bookmarking techniques and strategies.
- * You will understand how to capitalize on the huge flood of social networking traffic to position yourself as one of the most popular musicians.
- * You will build a huge network of friends and fans, and develop relationships with tens of thousands of your target niche.
- * How one client got 10,000 fans using social marketing within 14 days
- * You will learn how to tap into the incredible power of social groups that already exist with hundreds of members who are potential fans of your music

Week 12 - Using Gigs To Increase The Number Of Fans You Have

- * You will learn my Zone Booking Strategy for getting triple the number of gigs you're probably getting right now...
- * You will also learn to be selective in your geography when gigging
- * You will learn about the success model of starting locally and then growing nationally
- * You will learn new, innovative ways to get more fans signed-up to your mailing list using live gigs and concerts

Week 13 - Using Video To Quadruple Your Site's Traffic

- * You'll learn to use online video to get yourself in front of media, fans and televisions in order to get you overwhelming streams of website visitors
- * You'll begin to use new website technology to integrate your video to your site and send it through your built-up social networks
- * You'll learn ways to send your video virally around the net to get in front of tens of thousands of people

Week 14 - Creating Your Statistics Dashboard

- * You'll discover why a dashboard is the most important asset in your online system and why monitoring Key Performance Indicators (KPI) will help you radically save time and improve your bottom line
- * You will understand site analytics and what to look out for on a daily basis
- * You will learn how to perform 80/20 analysis (Pareto's Law) on your website and marketing and how to streamline your effects to save you time.

Week 15 & 16 - Getting Your Product Together

- * You'll learn my methods of brainstorming what music product (CD, DVD, online stuff, other entertainment, gigs, etc) you should be creating...
- * You will get my top questions for market research to identify your fan's wants, needs and desires so you can deliver appropriate musical material
- * You will choose the product you want to create and get an initial prototype ready (if you don't have or want to use an existing one you already have)
- * You will get the copywriting and website pages ready for your product with music/video samples, copywriting, payment integration, etc.
- * You'll learn how to quickly create merchandise for your music for you to sell
- * You'll learn how to automate your payment and confirmation system for the flood of sales you're about to receive

Week 17 - Record (or Product) Launch Process

- * You'll get ready for next week's big product launch (to make you money!) and understand what pre-launch activities need to take place
- * You'll set up launch day partnerships and viral networks
- * You'll learn about the Ultimate Record Launch and why you need to have one!
- * You'll craft an irresistible offers for your launch days (and get personal feedback from me to help you go one step further...)
- * You'll understand how the CD needs to have higher perceived value for a successful launch otherwise you just won't sell (and you'll create that value)
- * You'll have a great example of a full pre-launch offer that'll pull the profits in
- * You'll learn how to use a launch party to spread the word
- * You will get 10 creative ideas for a launch party
- * You'll create your very own timeline plan to set up next week's launch

Week 18 - The Big Launch Week

- * This week you will launch your product and make sales
- * You will build buzz before the launch day
- * You'll to continue the buzz for at least a week or two after the product
- * You will make the most of your launch day and learn re-launch tactics if you don't succeed in getting the sales you want (*there are always ways to make a launch a success no matter how the first time goes...*)

Week 19 - Bringing It All Together As A System

- * You'll feel confident knowing that you know have a proven system working for your music business and are in driving seat of your career online
- * You'll learn to monitor your system periodically (not like a maniac) and how to ensure it doesn't lose fuel on its journey to bigger things
- * You'll learn how to deal with a launch that didn't go as planned - and what you can do to ensure sales pick up in coming weeks.
- * You'll learn how to create both short-term and long-term opportunities for promotions, music launches and specials for your customers
- * You'll get some final words from me on building relationships, social media work and trust building...

Week 20 - The Principles, Thinking Strategies and Ideas Of A Musopreneur

- * You'll begin to cultivate the understanding that as an independent musician, the world is your oyster and you are not just a musician - you are in fact, a muso(entre)preneur.
- * You'll learn how to build a successful (street) team around you (even if you've failed before) so you can free up time to do the things that you are most passionate about
- * You'll learn outsourcing secrets and how you can get things done for you at really high quality and really low cost (and ultra-fast)
- * You'll learn important music business planning ideas that will give you enhanced clarity, intrinsic motivation and a deeper need for connecting with your fans
- * Finally, you'll have a new and inspired outlook leaving the program for your journey forward, five months after you joined...

Here is the link to check out:

<http://www.innerrhythm.org/article.html>