

BMI[®] CAREER survival guide

BUILDING YOUR BRAND — HELPING YOURSELF

The concepts below will help you think of different ways to keep your focus on building your brand and creating a path for success. If you think of yourself as your own small business, then the following information can become your personal marketing plan.

GOAL: MAKE A LIVING MAKING MUSIC

INTERNAL CHECK: SELF-IMAGE

Everything starts with a look within.

- Is this going to be a hobby or is this going to be a career?
- Understand your music genre and how to represent to it
 - Does your name work?
Is it simple for people to recall?
 - Does your logo and graphics fit the style of your music?
 - Does your look coordinate with your sound and audience?
 - Do you know where you want to be with your music?
 - Do you and your band members share a common goal?
 - Are you affiliated with a Performing Right Organization like BMI that will collect royalties on your behalf?
- Do you know that it's free?
- Have you registered your songs once you have joined BMI?

EXTERNAL REVIEW:

Know your audience.

- What is your target market?
 - Age
 - Gender
 - What is the demo you are trying to hit?
 - What songs connect the most with your audience during your live performances?
- How do you reach your fans?
 - Live gigs
 - Email
 - Internet
 - Mobile
 - Printed materials and merch
- How do you get fan engagement in your success?
 - Referrals
 - Social networks
 - Included in videos/music
 - Contests



RESEARCH:

Your fans are your biggest and most valuable source of information and support to determine your level of success. You have to know who they are, where they are and how to reach them.

- You must capture and build a database of your fans' email addresses. This may be one of your most important areas of focus.
- Track what areas of your web-based information are accessed most often.
- Releasing new music? Ask for fan feedback and look for trends.

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PROMOTIONS:

You have to be your own **advocate**. You need to be thinking about **promoting** yourself/band every step of the way. **Build local and grow national** when playing live.

- Promote shows and events through your **website**
- Promote your music through **Twitter, YouTube and Facebook**
- Use **free entertainment publications** in your area to promote your gigs
- Check out your **local cable company** for local-access channels that can carry your message or a short set
- **Display** an upcoming event on community billboards, websites, etc.
 - Plan events in areas close to one another to allow “word of mouth” to promote your shows.
 - Are your live performances consistent with your online look and feel?
 - Can you concentrate on **geography** and build a fan base out from there?
- **Display** your email, website, and any other important information on everything, including merchandise, at events
- Give samples of music and live concert footage on your website
- Do you have a good way to sell merch at your gigs and are you asking for “support” through a CD purchase at the end of a gig?
- Always have time for the meet-and-greets
- Use companies in BMI’s Platinum Privileges section to help get your music out to a mass audience

COMMUNICATIONS

Spread the word.

- How important a communications vehicle is the **Internet** for you?
 - Are your website and social networking sites easily accessible?
 - Is your website’s name/URL easy to remember?
 - Is your website interactive in building an online community?
 - Are music and video samples available for your fans?
 - Do you use **blogs**?
 - Do you have a **Twitter** and/or **Facebook** group?
 - Do you use **webcams**?

for more information and help with career development, check out:

