

BMI[®]

CAREER

SURVIVAL

GUIDE

BUILD YOUR BRAND – HELP 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**.

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 it.

Does your **name** work?

Is it **simple** for people to recall?

Does your logo/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** to join BMI?

Have you **registered** your songs once you have joined BMI?

EXTERNAL REVIEW:

Know Your **Audience**.

Who is your target **market**?

Age

Gender

What is the **demo** you are trying to hit?

How do you reach them?

Live gigs

Email

Internet

Mobile

Printed materials and merch

How do you **get them involved** in your success?

Referrals

Social networks

Included in videos/music

Contests

COMMUNICATIONS:

- Spread the word.
- How big a component 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 **sample** music and videos available for your **fans** on the website?
- Do you use **blogs**?
- Do you have a **MySpace** group?
- Do you have a **Facebook** group?
- Do you use webcams?

PROMOTIONS:

You have to be your own advocate.

You need to be thinking about **promoting your self**/band every step of the way.

Build **local** and grow national.

Promote shows and events through your **website**.

Promote your music through MySpace, 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.

Build a **fan base** and shoot for sponsors.

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?

Always have time for the **meet** and **greet**s.

Check out companies like Muzlink, Sonicbids and Surrge that can **help you** get your music out to a mass audience.

RESEARCH:

- Your fans are your biggest and most **valuable** source of information regarding your level of success. Don't underestimate **their** feedback and look for common **trends** amongst the information you receive.
- Releasing new music? Ask for **fan feedback!**
- Make sure that you can **track** the feedback that you receive.
- Capture and build a **database** of your fans' email addresses.
- Is there an **incentive** for input?

Look inside, then **outside**, do your research, figure out a consistent message and then promote like crazy. The traditional path to success has changed and you have to use the technology available to capture an audience. **For more information**, check out www.bmi.com and Songwriter101.com. Both sites will offer help with career development and get you closer to where you want to be with your music.

