

**(The Best Kept)  
Secrets  
Of A  
Music Marketer**

**By Dominic Hough**

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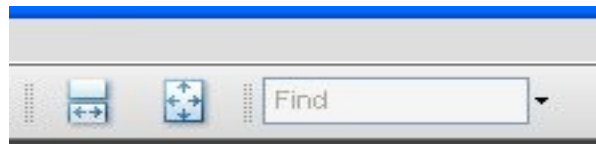
<b>Contents.</b>	<b>3</b>
<b>Navigation.</b>	<b>4</b>
<b>1.0 Introduction</b>	<b>5</b>
2.0. Who is Kavita Haria	7
3.0. Is Marketing Necessary?	8
4.0. A Stage By Stage Strategy	8
5.0. Finding Fans	8
6.0. Basic Marketing Principles	9
7.0. Promotional Services	9
8.0. Is There A Need For Social Networking Sites?	10
9.0. The Best Social Networking Sites.	10
10. Go To A Social Networking Site...Now.	10
11. Social Sites vs Web Sites.	11
12. Blogging	11
13. Gigging	12
14. How To Set Up A Gig	12
15. Gig Promotion	13
16. Make Money From A Gig	13
17. Gig vs Laptop	14
18. Make A CD?	14
19. CDBaby	14
20. How To Sell A CD?	15
21. MP3 vs CDs	15
22. Press Releases- The Facts.	15
23. 5 Avoidable Promotional Mistakes	16
24. How To Stop Mistakes From Happening	16
25. Merchandise Tips	17
26. \$10 Dollar Challenge	18

## Navigation.

If you want to find anything specific in this Adobe PDF ebook there are two ways of going about it:

### 1. Searching for it.

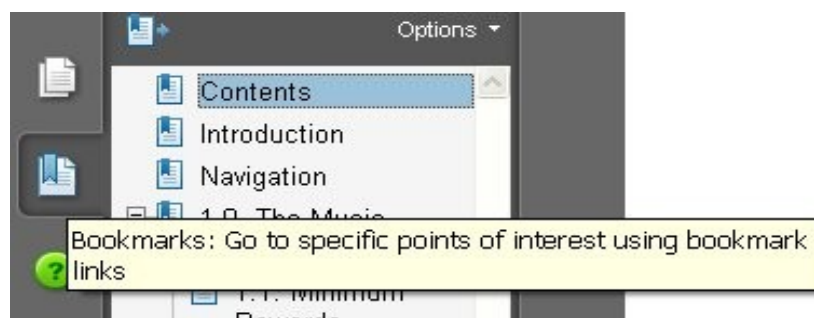
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# 1. Introduction

Hi, I am Dominic Hough from [Make-You-Own-Dance-And-Techno-Songs.com](http://Make-You-Own-Dance-And-Techno-Songs.com) and I am tired of one thing that is happening to a lot of musicians out there.

There are many marketing “gurus” on the Internet that boast about selling, that say:

“Earn \$10,000 per week...every week...FOR NOTHING!”

“Get Your Songs To Record Companies TODAY!”

I am **sure** that you have seen them. **But have you noticed one little thing?** They all seem to say the same thing. The problem being that all these marketing types are actually **recycling material** that once worked, and then they happily repackaged it to you.

Unfortunately, a lot of these “marketing experts” are just you and me who have read a book and thought that they were now the best thing on the Internet and riches will come.

Have you seen them on **TV**? Have you seen them in the **newspaper**? Have you seen their stuff actually **work**?

That is the problem isn't it. **Their stuff should work**, but it is **finding one that has the background and then wound out how something worked and then told you about it**.

I don't want to worry you, but I want to state that a lot of the ebooks that you download, or even buy, might be **recycled** information and even information that **doesn't work**.

Do you know **what I use** to spot a **gem of an ebook**?

I call it my **BWT**:

- **Background**: For a music marketer to be any good they need a background in music, good idea right? They need to know where you are coming from. Some of the **best marketers** around have had good businesses offline, and then had good businesses online as well.
- **Work**: They have done the promotional work, they have seen what works and what doesn't. **For example**: It is all fair and well to promote Classified Ads because you read it in a book, but if you do use Classified you will find a lot of junk mail come your way and a very poor success rate (Ebay took over and stole the show).

- **Tell:** They tell you about their background, they tell you about what they have done and they tell you if they have dived. Someone telling you quite happily about their background, their history and **their successes** helps you to decide that they have actually done what they are going to tell you to do. The best ones also tell you about **their failures**. It will happen, it does to the best of them, but realising a failure finding out why something failed and then moving on is a fantastic way to learn.

## You Can Learn From This.

Recently I became tired of downloading the same ebook in different disguises (I think I downloaded the same content ebook about 5 times). I decided to do something about it.

I recently had the very good fortune to speak to **Kavit Haria** over at the [The Musicians Mastermind](#) for a good hour **on one subject:**

### **The Best Music Promotion Strategies.**

Who is Kavit Haria? One “behind the scenes” music marketer who has helped many music artists achieve their goal of selling thousands of dollars of their own music. Kavit has been on the BBC and in the tabloids in the UK. And now he has hit the Internet, in style.

So whether you are **just starting out**, looking at ways to promote your music **or even** have been **promoting for a while** but just not getting over that hill (we have all hit it) the full hour interview is all yours.

By the way. This is a no fluff, no nonsense approach to music promotion. I wanted to get to the core of the answer. So you will find some of the questions quite direct (sorry Kavit :) )

So lets get started:

*Dominic*



## 2. Hi Kavit, I think people would like to know is how did you start music marketing in the first place....and become good at it?

Music is my passion, I've been brought up in a musical family. My brother is an Indian music singer, I majored in the Tabla and also went on to learn about other multi-percussion and now play a host of multi-percussion.



From the millennium, I toured quite a lot for about 4 years. I met some good musicians, played with some great musicians. I always had a knack for creating attention and a buzz and coupled with some marketing ideas I'd heard about, **I was always able to pull in crowds over 200 for our band.** Things we're awesome and such crowds even in local areas were usually unheard of for other bands and groups. I did some recording here and there, but I realized I was called to do something even bigger and that was to show other musicians how they can get out and make their music more accessible.

You see, I'm all for independent musicians. They've got some good stuff, they know their music and they believe in it. These guys, like me, have dreams and it's about helping them and as many as possible achieve their goals.

### You then set up [The Musicians Mastermind and Inner Rhythm?](#)

Well, yes. In 2004, I took a break from touring and set up my company **Inner Rhythm** which to this date allows my staff and I to give workshops and seminars across the UK about music success and music marketing.



I trained in Neuro Linguistic Programming (NLP) which is all about results psychology and combined with the music business knowledge and experience I had, that allowed me to **rapidly teach musicians strategies** they could implement to grow bigger fan bases by themselves and with low cost.

Anyway, fast forward to today, February 2008, we have served **over 1,000 musicians** through our online programs, products and live events and I write a weekly newsletter to **over 15,000 musicians today.**



3. I have noticed (through reading blogs) that musicians know that marketing is a must, but they don't seem to be embracing it, or even they don't seem to think it is necessary. Is this a fair point?

**Totally.** Fact is, **you can do so much as an independent musician** but you've got to start on your own and wear all the hats if you haven't got the money to pay a marketing company to do it for you.

Marketing leads to people recognizing and knowing you and with the power of networks, you'll soon have people wanting to help you out and it can **grow exponentially for you**. In music business, marketing is the most important skill.



4. As said previously, marketing is a must, especially targeted marketing, and quirky marketing. Musicians need to get themselves and their "works" out there. But do people need a plan? If they were just starting off the long marketing road is there a stage by stage strategy that they need to follow?

**Without a plan, don't even dare do anything.** Honestly. It's the most important thing for you as a musician, especially if you're doing this all independently. If you go ahead, jump at it and have no vision or plan, **you're really going to lose a lot.**

Being an independent musician, you get to create your destiny through your plan. You literally create the plan, and if you follow it, you get the results you planned for.

And to answer your questions, yes, there are step-by-step strategies that can be followed and I teach them all in the Musicians Mastermind program.



5. How would you know and then target your best listener? Do musicians need to make a mock up of their potential customer- their age, likes dislikes etc? But then how do you know where they reside?

Totally, I call it **niche music**. Who do you target? Which kind of person listens to your music? Can you describe their dress sense? Where do these people shop? What kind of stuff do they buy? Where do they eat? What's their age group?

Usually, **the kind of people you target usually stay together or hang out together** so targeting and finding them becomes much easier.

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6. What would you say are the basic principles of music marketing? And what does the musician need to know before setting out on this venture?

As an independent musician, **if you're marketing on the internet, two principles:**

- a) Grow a big fan base via e-mail
- b) Sell to them your music.

That's all it is. **If you don't have the fan base, you won't get the sales.**

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7. I know that there are quite a few companies on the Internet that offer promotional services for musicians. I am talking about the way in which you pay \$99 per month for a company to promote your music. What do you think?

Do you give your son a fish, or do you go teach him to fish so he can become independent? Honestly, **I believe you've got to start doing your own marketing and then when you really understand, you can start to outsource it.**

I totally agree, I have even seen musicians market their CD with Adwords. I believe no to this, initially. Only because simple SEO (search engine optimization) techniques can be done for free, and with Adwords you have got to make sure that what you pay into Adwords you can get back. So for an unsigned artist that would be very hard to do because they are an unknown.

If you just get a company to do it and you have no idea or control of the results right down to dotting your i's and crossing your tees, then that's not good.

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8. Social networking sites. You just knew that we were going to come around to this topic. What for the musician, is the value of these sites?

Totally. They're the biggest thing to hit music marketing on the internet for God-knows-when. You know, I just wrote a complete strategy guide for succeeding on the Internet, 25-odd pages completely free from my site and it's all about this because I believe that it's the **fastest way for a not heard musician to get many fans**. It's all about attention, trust and being transparent with your fans.

Exactly. There was a study from NYU and they found that you can **sell up to 600% more** just by participating in Blogs.



9. So now, there are many of these “social network sites” on the Internet- like Facebook, Squidoo, MySpace etc. Would you say some are better for the musician than others?

**Myspace is good**, but it has so many **drawbacks** that many musicians don't know about. I think it's ridiculous they don't know about it and it's one of the first things we teach in the Musicians Mastermind program. So many people spend so much time on Myspace and usually, 99% of the time, the results are **fruitless**.

There are tons of social marketing sites - and **Facebook ranks high for me** for music. The ability to now create Facebook pages, Facebook ads and be really **targeted** is fantastic.



10. Many people have jumped on board these huge sites, making them even bigger, with the downside of them swallowing up the average musician. So how would people stick out on these sites?

Well I would be prepared to bet that if you jump on these sites from now till July 2008, you're going to **literally quadruple your traffic and sales if you know how**. It's all about FAST MOVER ADVANTAGE and it's **very important for musicians**.

**You go there now**, you'll see results. Don't waste time. It's free and it's where you'll get traffic from. If you don't get on now and decide later you want to, it'll be too competitive with so many people on there. **It's still “empty” now**.

11. These sites have a very possible implication and downfall to the musician. The vast MP3.com was well ahead of its time, but it collapsed. Is that the same problem with too many community sites? If so how do you get around this problem?

Should people use many different sites, or use on but have their own webpage and target high ranked community sites? This is quite daunting stuff!

**No, these sites are at their time, they rock if use them well.** I suggest having about 2-3 sites that you really dominate and use them to drive lots of traffic to your website. And by the way, **you're Myspace page is not your website.**

**Get a website if you haven't.** Put up a mailing list box and start collecting fans details. That's how you grow your fan base. Then use social community and networking sites to send you traffic to your site. All these sites are great, but they're only means to get you traffic.



12. What do you think of musicians using Podcasting, Email and Blogging?

**Great.** The idea is to build a community around your music. Blogging allows you to do that with comments, etc. Same with podcasting, forums, etc. E-mail should be used to get people to your blog community. **Get people interacting.** The best buzz about you is when others talk about your music.

The important thing to remember is that they are **simply marketing tools.** Tools to get you more traffic, tools to help fans build more trust with you so that when you are ready to sell your music you have people ready to buy it.

Finally, **don't treat these tools as money makers.** Treat them as relationship builders.

**Your goal is to build a relationship with your fans so that when you're ready to sell, they'll buy.**



13. Gigging is a vastly important marketing technique, do you think that it is being utilised to its full extent by the online musician?

Musicians are doing gigs, there's no doubt about that. **But they're not using it tactically enough or to grow their fan base.**

Firstly, you've got to **plan your gigs**. Using what I call the **Zone Booking Strategy** you can actually grow your gigs to play 10 or more gigs per month and it doesn't have to be difficult if you plan it properly.

Also, when you get to the gig, although the idea is to get more people hearing about your music - **your goal should simply be to grow your fan base so get people signed up to your list and/or directed to your website** (not your Myspace page).

(For more on the zone booking strategy, go to [www.howtogetmoregigs.com](http://www.howtogetmoregigs.com))



14. How would you set up a gig if you were new to it and where on earth do you start?

Here is a **quick 5 tip strategy** to get your gig.

1. Don't look to set up a gig **unless you have music**, either solo or as a group.
2. **Then**, make a list of your perfect venues to perform, locally and nationally.
3. Get your music on a CD or on a web page.
4. Call up the venues, speak to their music managers, get them to check out your music online (you've got to remind them in an email or via the post).
5. Then call back in a few days and book the gig.

Booking gigs on your own is the same is really the same as it was ten years ago. It hasn't really changed. **You have to get out there and DIY.**



## 15. How would you promote the gig?

**Depends on the venue**, really. Some places will do some promotion for you, but most don't so yes, that's the power of **having a fan base**.

How about if you don't have a fan base?

**If you don't have a fan base :)**, start using local listings to get your event listed, contact local media and get yourself noticed.

A great way is **offering free stuff**.

- Offer free tickets, incentives, free drinks, etc. Do whatever you can to get people in the door.
- If you work, get your colleagues to come along. Tell them to bring friends. Tell them you need the support to start you off. In the end, all you need is a bunch of people, and each time you do a gig, you grow from there.



## 16. You seem to have a real good feel for making money through gigging, How would you make money from gigging? And is it a potential money generator?

Well, I've not really done many free gigs. I made sure I got paid for any work I did. **It was well worth it and I enjoyed it.**

The only free gigs I did were the first ones at nearly every local venue in the early days. There after, **we negotiated to earn**. Even if it starts off a very small amount, take it, because you can add that the more gigs you do and the more people you have in the audience, you'll get paid more. **It's exponential and that's how I negotiated.**



17. I have heard that some musicians prefer gigging- they get a large buzz from it. But would gigging relate to the band rather than the laptop computer generation?

There's nothing like doing a gig. You just have to do it and **it's awesome**. I'm not a fan of laptop or computer generated music gigs.

True, I find that alot of people don't add anything to the scene so the audience just looks at someone sitting behind a laptop, clicking a mouse. It is not good for anyone. Slowly some artists have noticed that and are now adding video- VJing. Some people add dancers. **You need to put on a show.**



18. Making a CD is what most musicians want, however is it that easy to make, manufacture, send? It seems like you need to spend alot of money to do this...is that right?

Well, before we get there, the thing I say to every musician at every event or wherever is that **don't make a CD until you have a good plan set up** - that is finance plans, marketing plans, CD creation plans, sales plans, etc.

As an independent musician, you can determine your future simply by planning out how you're going to do everything. **Nothing beats the best plan and results are virtually guaranteed with good planning.**

So then, once you have a plan, then you'll be confident of what you've done and have the ability to plan your finance and get a great CD made.



19. What are the sites like CDBaby like, are people making money with them?

Derek Sivers [*founder, musician and programmer of CDBaby*] over at [Cdbaby](http://Cdbaby) has created the **best idea ever**. To help you sell your independent music, **they'll stock it and ship it**. It's better than even Amazon in my eyes.

If you have a CD, get it on CDbaby and get them to do the digital distribution for

you as well.



20. So if you had a CD, it was good looking, had a good sleeve and looked professional, how do you sell it online? I have read that you can sell many thousands of CDs, how?

The musicians I train/teach sell the CDs, I just show them what I know, **they're the ones that take the action and that in itself deserves credit.**

To be honest, if you can build a fan base around your music (which is the hardest, but most satisfying thing ever) then **selling CDs isn't difficult.**

If you really get this, you're onto a gold mine. Think about it. New films that come out build a fan base and so they have no problem selling it because there's already people out there wanting it.

It's the same with your CD and that's why your marketing starts today and way before a music launch or anything like that. **Grow a fan base.**



21. Would you even go for CDs? With Mp3s, wouldn't that be better?

Yep, have both. Some like mp3's, others like CDs. **Just don't print thousands if you haven't got the plan ;)**



22. A lot of people forget about the press release, but it seems to be a wary medium that people are just a bit worried to try, is this so?

With PR, results aren't there and it takes a lot of time to follow up to hundreds of reporters on just one press release.

**Two options with this really:**

1. Send a press release every two weeks and don't follow up. Trust that you get in their face so many times that one day they'll ask you. It's a long shot but if you haven't got time, best.

2. Send a press release once a month, devote all your time to calling reporters, get into many media.

But still, even if you get into many media, depending on the readership, I don't think you'll really get a lot of coverage or response rate unless you're already well known.

**Use the Internet - it's fast, free and a great tool :)**



23. Within the [The Musicians Mastermind](#) program, you offer a website evaluation which I think is a great idea and is much needed within the music community (I have seen adverts like: send a SAE to this address to hear our band's tape...I kid you not). What would be your top five favorite mistakes?

1. Too much colour on the site makes it look unprofessional
2. No sign up box on the first page and every page. Grow a fan base.
3. No sample music to listen to on the site.
4. Lots of navigation isn't good either. Keep it simple, stupid.
5. No simple description on the site about who or what the music is about



24. How do you stop mistakes from happening because they can drastically hurt your sales, and possibly your reputation?

Follow the plan that you did initially.

Ahh, the plan :)

Believe in it and **don't deviate from it unnecessarily**. If you do that, you won't get mistakes that hurt your reputation. They'll just be mistakes that you can deal with

easily.



25. I think music merchandise is often forgotten by most. This would include CDs, DVDs, T-Shirts etc, how would you make these and how would you promote them?

There are today lots of services on the internet offering you the chance to open your own online shop. [Cafepress.com](http://Cafepress.com) is one example and **I like that site**. Make some merchandise with your logo or name and offer them on your site.

Again, it comes down to the basics. **If you don't have a fan base, nobody will buy your merchandise**. So get yourself a fan base first, then you'll have sales.

Otherwise, you'll have a shop with no sales and you'll get frustrated. But there's no need to get frustrated because you know the reason you have no sales is because you don't have that important fan base. **So go work on getting a fan base**.



26. Finally...A challenge: I have \$10 to my name, apart from getting a job to fund my marketing, what would be your ultimate marketing tips-free or paid for to get me closer to making money with my music?

1. **Set yourself up on some social networking sites** - I prefer Myspace and Facebook. Add friends, grow your following, put your music up so people can hear and comment on it.
2. **When you have a bit more money, get a website**. I like hostbaby.com - \$20 a month for a website (with your own domain name and everything you need. Go there, sign up.
3. **Put a mailing list on your site** and use facebook and myspace to drive people there to sign up to your list.

(Wow, instead of the \$10 question, that's become a **blueprint for everyone to follow to growing your list**.)

Yeah, it is certainly a cool strategy Kavit...please continue heheh.

4. **Devote an hour or two a day to those sites** and drive people to your website. Keep growing your list.
5. **When you've got a big fan base**, you know, a couple thousand people, then maybe you can think about some products and making some money.

It's straightforward really. It just requires your **time and energy**.

If you've got the resolve, the strategies are there for you.



Pheww...we have covered a huge amount of information, and I thank you Kavit for answering these questions giving us a great insight into music promotion.

Also giving us some great tips, and some great ways to improve our sites.

You can find more top marketing information in Kavit's four month [The Musicians Mastermind](#) coaching program where he walks you **step by step** to creating your music marketing system to get thousand of fans and sales for your music. It's just \$1.50 a day and 100% guaranteed so it's risk free.

Many thanks again

Regards

*Dominic*

**PS.** If you want **20 Guaranteed** ways of making money with your music site, click [here](#) to check out the totally free **Money Making Music Blueprints**...remember its **totally free!**

