

Step 5: Generate Traffic

Toolbox Teleclass Transcription

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Multiple Streams of Art/Music Income

Track 4: Be Seen: Promotion, Marketing and Sales



Artists Marketing & Business Academy:
Multiple Streams of Art/Music Income Program
Be Seen: Promotion, Marketing and Sales
Step 5: Generate Traffic

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They are only in the funnel if you can contact them. In other words – giving someone your card DOES NOT PUT THEM IN THE FUNNEL! 18

Always be collecting business cards, email lists. 18

If you use Custom Contact, Aweber, iFans, you know Vertical Response, any of these newsletter database systems have really painless unsubscribe methods and absolutely fit the can-spam requirements so that's one of the best solution is to actually use a service whose going to take care of you in that way..... 19

As soon as humanly possible, make your first contact with them 19

The longer you wait, the less likely they'll have any idea who you are! 19

Card scan by the way is this very cool little machine that scans cards into your computer which can then be exported into Excel and from Excel to be exported anywhere. You know into Constant Contact or Aweber, iFans any of those systems you know can receive from an Excel document..... 20

So it's very quick and easy, you just scan it in double check that it's scanned correctly and then boom it's done. It saves a lot of time and fingers. Okay, by the way that doesn't work with email list only with business cards. 20

How to generate high-quality traffic 20

Make sure the people who find you are actually looking for what you offer. 20

You want to make sure that the people who find you are actually looking for what you offer because even if they get some to your website, they're not going to stay very long and they're certainly not going to give you their contact information. In fact, you're going to piss them off and that's not a good thing..... 20

Use language that speaks specifically to their wants and desires in the same language they use to express those wants and desires (see steps 1, 2 and 3) 21

Tell them clearly and simply what to do – one thing – sign up on your mailing list. 21

What do you need to do? 21

Create a marketing plan that will allow you to simply and consistently be adding to your traffic..... 21

If you use craig's list for example, it's not enough to do it once a month. At minimum do it once a week, preferably 2-3 times a week. 22

Consistent and disciplined action is the key. Systemize it so you can give it away. ... 22

Create a marketing plan that creates traffic from all three sources. 22



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For example, if your niche market is business events and conferences - if you want to play at events, conferences – go to event planners gatherings and network. Walk into your local “Convention and Visitors Bureau” 22

Create a referral program so those event planners will want to talk about you to other event planners they know – and contact them immediately after you meet them with this offering. 23

Create free content on your website “the 5 big mistakes in hiring entertainment for your event” and offer it in exchange for the emails..... 23

Write articles for event planner ezines and comment on blogs about about event planning..... 23

If you are going to market yourself at trade shows or conferences, like booking conferences, portfolio reviews, etc. Have a specific marketing plan and focus 23

Identify how you will be “seen” – submitting for juried showcase, having an exhibit table, setting up interviews and meetings in advance, being a speaker or panelist, being a volunteer on staff 24

Expose the targeted market to yourself in as many ways as you can even before you go..... 24

Using MTMOYCC, create a plan for before, during and after the event. 24



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INTRO – WHY DO WE WANT TO GENERATE TRAFFIC

Welcome to the February 2009 Toolbox Teleclass, which is Step 5 - Generate Traffic. So this is Step 5 of the [Multiple Streams of Art Income](#) process. I do want to say that this call is meant to be an overview. This topic-- there are books and books and books about this topic, and I expect that, you know, there will be more classes about this topic, about different pieces of this topic.

Particularly, I'm going to want to be pursuing interviewing some fairly well-known PR people and to talk about this topic. And we've had already a couple of classes that begin to look at this topic. Jeri Goldstein's class, both of her interviews talked about this, and Patrick Schwartz Zegger, his talk was very much specifically about one of the ways to generate traffic, which is to generate traffic online, though I am going to have a larger overview for tonight's call.

Has anyone else joined us? Okay, well, I'm going to just speed through this stuff and open it up periodically for questions. So you can go ahead and hit *6 to mute yourself and let's get started.

So, the first question, and even though you may seem to think that the answer to this question is obvious, I'm going to pose it anyway, which is "Why do we want to generate traffic and what do we really even mean by that?"

Certainly, from a website perspective, we're talking about generating traffic to our website, but I'm talking about something much bigger, which is how do you generate traffic into your sales funnel, into your marketing funnel?

IF A TREE FALLS IN A FOREST – DOES IT MAKE A SOUND?

So you know...oh I'm sure you heard the saying if the tree falls in a forest, does it make a sound?

IF NOBODY KNOWS WHO YOU ARE AND WHAT YOU DO, DO YOU MAKE AN IMPACT?

CAN YOU FULFILL YOUR PURPOSE?

Well, if nobody knows who you are and what you do, do you make an impact? Can you fulfill your purpose?

I spoke to so many artists who just say, "Well, I just want to create my art." And that's lovely. That's a hobby, and there's nothing wrong with that. Absolutely! I create my jewelry and I drum my drum, and you know, I have...really don't care if anyone has ever seen it, except, you know, this stuff that I wear or you know when I'm hanging out



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in a group and I'm banging the drum, I mean that's to me...that's what I enjoy, that's what I love

But if you as an artist intend to make a living from your work, if you as so many people talk about, want to do what you love and have the money follow, understanding how this stuff works is critical, and if you are resistant to that, I recommend that you figure out a way to get past it, because if you...if having people see your art, it's necessary for you to fulfill your purpose, then you need to know how to get people to see your art.

You need to know how to get people to come to your concert and hear you play. You need to know how to get people to come to your shows and book those shows. So in order to fulfill your purpose as an artist, generating traffic is critical.

WE'VE TALKED A LOT ABOUT CREATING YOUR FUNNEL – BUT YOU MUST ALSO POPULATE YOUR FUNNEL AND YOU WANT TO HAVE A STEADY INFLUX OF NEW PEOPLE INTO YOUR FUNNEL ON A REGULAR BASIS.

We've talked a lot about creating your funnel, but you must also populate your funnel. We talked in the last step, in Step 4, about creating your product funnel and all the different ways to package your products so that they are in different price points and all that stuff.

But once you've done that, once you've created your sales funnel and your marketing funnel, you actually want to have a steady influx of new people into your funnel and that influx of new people coming in on a regular basis.

You can only market to your existing fans so much or they start to get sick of you. So you always want to be expanding your circle and we'll be talking about that all throughout this call.

IF THE ESSENCE OF SALES AND MARKETING IS FINDING THE PEOPLE WHO WANT, NEED AND DESIRE WHAT YOU DO – THEN IT'S A NUMBERS GAME.

See, if the essence of sales and marketing is finding the people who want, need, and desire what you do, what your passion is, then it's a numbers game, because you don't need 6 billion people to want, need, and desire what you have, what you offer, in order to make it a really good prosperous living.



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In fact, I've read in a blog post and I do want to find that blog post and get it up on my blog or point to it from my blog about this, thousand fans...that if you have a thousand fans who are dedicated to you, meaning, they are willing to spend one day worth of income on you every year. So in other words, if they're, you know, whatever one day worth of income is for them, they're willing to spend that on you every year, they're dedicated fans and if you have a thousand of those, you're going to make a really good living.

So how many people do you need to expose to your work in order to acquire that thousand dedicated fans, and I don't know that there's a magic formula for that. I do think it depends very much on what you do, and it depends on what you do, but no matter what, the magic number is for you. It's still a numbers game.

NO ONE PERSON, VENUE, OPPORTUNITY WILL MAKE OR BREAK YOUR CAREER – UNLESS YOU LET IT.

No one person, one venue, no one opportunity will make or break your career unless you let it.

THE ESSENCE OF THAT STATEMENT IS THAT YOU MUST HAVE BOTH QUANTITY AND QUALITY OF CONTACTS – AND WE'LL BE TALKING ABOUT BOTH THINGS HERE.

See, the essence of that statement is that you must have both quantity and quality of contacts, and we'll be talking about both things here.

REMEMBER – PEOPLE BUY FROM PEOPLE THEY KNOW, PEOPLE THEY LIKE AND PEOPLE THEY TRUST.

And remember this basic foundational marketing tenant -- people buy from the people they know, the people they like, and the people they trust. Your job is to create relationships. That's what sales and marketing is. It's creating relationship, so that people know you, they'll like you and they trust you and so they are open and willing and excited and happy to spend their money with you, and not only that, but they're excited and willing and happy to tell their friends about you, and we're going to be talking about that in the next section, which is the 3 Main Sources of Traffic.

3 MAIN SOURCES OF TRAFFIC

Basically 3 main sources. Some of these will bring higher quality traffic than others, and it's kind of a nature of the beast and you'll understand that in a moment.



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So the 3 main sources of traffic are: people you meet in person face-to-face, people who come to know you through word of mouth, and finally, people who come to know you through advertising and that includes web.

So it's advertising, whether it's getting a review about you in a newspaper or magazine or its posting on an e-list or its running an ad in a particular newsletter or magazine or television ad or radio.

IN PERSON

Of these three, in person tends to be the highest quality traffic, because people who have met you face-to-face tend to remember you longer, feel more deeply in a relationship with you more quickly, and so they come to know you, trust you, and like you more quickly at a deeper level.

I would say that in person and word of mouth are just about equal, because when it comes to word of mouth somewhat depending on the form that that is, I mean...if it's a viral email, it may have less impact but if it's, you know, someone's friend says, "Oh man, you know, I saw these hats. You got to see these hats. These hats are awesome!"

Right? Or "I saw this concert" or "I heard this person," you know, or whatever. "I saw a show" or "I watched a movie and I loved it. You've got to go and see it."

That's going to carry almost as much weight, and possibly even a little more weight than someone who's met you in person. Because and this is just human nature--we tend to trust less the words coming out of the originator's mouth than we trust words coming out of the users or the customers or the consumers mouth, which is why if you go to my website you see a ton of testimonials, because especially in a medium that is as far removed from face-to-face contact as a website, that word of mouth carries a lot more weight and lands a lot of credibility, okay? Especially if it's a word of mouth of someone they know.

I've had people contact me because they saw a client that they knew or even that they knew of...that they've heard of, whose music they liked. They saw that person's testimonial about me, and they thought, "Oh wow! There's something here." Okay? So word of mouth can be as good or even sometimes better than in person.

And the third you know the lowest quality traffic is absolutely from, and it's why most advertisers say that you need 7-15 touches before a customer gets to a place that they're actually willing to buy from you.

And when they mean touches, they mean viewing of the television ad or hearing your name on a radio station or seeing a print ad or, you know, or seeing you active on a, you know, an e-list or a lister or seeing you in a Facebook or MySpace or whatever. That 7-15 touches because those touches have a lot less impact, okay?



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MOST EFFECTIVE, HAS THE BIGGEST IMPACT

So let's go back and talk a bit more about each of these sources of traffic. So I've already talked about In Person that you know why it's the most effective and has the biggest impact.

TENDS TO CREATE VERY HIGH QUALITY CONTACTS – WHY?

MARKETING AND SALES IS ABOUT CREATING RELATIONSHIP. HOW DEEPLY IN RELATIONSHIP DO YOU FEEL WITH A MY SPACE PAGE?

Marketing and sales is about creating relationship. I mean honestly how deeply in a relationship do you feel with a MySpace page? How deeply in relationship do you feel with a person after you just look at their website, unless it's a really, really good website but even then, okay?

If you want people to buy from you – you must create a relationship in which they feel they know you, like you and trust you. You can do that best in person. Again, if you want people to buy from you, you must create a relationship in which they feel they know you, they like you, and trust you, and you can do that best in person. So, you always want to be looking for ways to meet people.

I tried to get out to one social event a week. I tried to book one speaking event a month, and that's because In Person has bigger impact and I will tell you that, even if it's In Person at an open mic or In Person, you know...honestly I've gotten clients because I've ridden on a Bart train with them, got their business card, added them to my newsletter list, and then, not right away, but over time, after they were reading my newsletter and so forth, they eventually came and enjoined.

Now would they have done that had they just joined my newsletter from my website, perhaps, but I do believe that the initial In Person contact carries more weight.

WORD OF MOUTH

With the second piece the word of mouth;

CAN BE EVEN MORE EFFECTIVE THAN IN PERSON BUT IT DEPENDS ON A HIGHLY MOTIVATED CUSTOMER – MOTIVATED TO PROMOTE YOU DURING THEIR BUSY OVERWHELMED LIFE.

As I've already talked a bit about how and why it could be even more effective.



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WHICH MEANS THAT YOU NEED TO HAVE CREATED A VERY STRONG RELATIONSHIP WITH THE PERSON WHO'S SPREADING THE WORD – OR WHY WILL THEY BOTHER?

But in order to really create word of mouth about you, you need to have created a very strong relationship with the person who's spreading the word or really why would they bother?

I mean to some degree if they fall in love with your art, with your product, they will absolutely spread the word about you. But if they fall in love with you, they're going to be spreading the word with a lot more enthusiasm and passion, and that will be more effective, I promise you.

HOW DO YOU CREATE THAT RELATIONSHIP? BY OFFERING REAL VALUE. BY OFFERING REAL CONNECTION. BY BEING GENUINE AND AUTHENTIC.

So how do you create that relationship? You create that relationship by offering real value with every contact, which means that newsletters can't just be about upcoming events.

They can't just be sales sketches. They have to have content, and they have to have value, and I would say the same is true of blog posts, whether it's a blog post on your blog or blog post on MySpace or blog post on Facebook or Twitter. It doesn't matter where you're posting, but that you're always about value.

You create that relationship by offering real connection, by being genuine in everything that you do, by coming from a place of truly wanting the best for the people who are your fans, who are your buyers and customers and whether or not that customer is a venue operator or a ticket buyer or a CD buyer, that you come from a place of offering real connection and by being genuine and authentic and truly caring about them. People know the difference, you know, you can't fake it.

Even if you fake it really, really well, and they buy it first time around, generally as they started to know you more, they're, you know, people are smart. We are bombarded with marketing messages all the time everywhere we go, and we are wise to that crap, right?

I mean think about yourself. When someone is selling you something, how uncomfortable and unhappy you feel. When someone is talking about something that they truly believes in, even if what they're doing is offering you the opportunity of purchasing, when they're coming from their heart and really offering you true value and actually connecting with you, even if you end up saying, "No," you still feel pretty good about them.



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And by the way, someone saying "no" to you is goodness. It means you've given them enough information to make a decision and it also means since it's a numbers game that you're that much closer to a "yes," right?

So don't worry about people saying "no" to you. Just have the quantity, so that one person saying "no" to you just really doesn't matter that much, because if you're doing enough numbers, it won't matter that much.

AND BY ASKING FOR IT. PEOPLE WHO KNOW YOU, LIKE YOU AND TRUST YOU – WILL DO WHAT YOU ASK THEM TO DO!

And finally word of mouth works only if you ask for it. Ask for referrals. People who know you, like you and trust you, well...do what you ask them to do! And will generally do it quite happily.

I've never had anyone tell me who got real true value from working with me that they didn't want to give me a testimonial. They may not know how to and they might, you know, want some help with, but I've never had someone said, "Oh god, I'm not going to give you a testimonial. What are you talking about?" Not if they got value from me you know. Not if they got what they wanted out of our relationship.

And if you invite them and you create a program for them to share what you do with their friends, with the people they love, if you make it easy for them, more often than not they'll do it.

So how do you make it easy for them? Well, you can set up programs. The call with Tiano talks a lot about different ways to get your fans to help you, and he has some great ideas.

I've started to get involved with affiliate marketing, and oh, by the way you can become an affiliate and share the value you've gotten from the membership with people and make money doing it. In fact, if you get 4 people who become members through your affiliate link, your memberships basically paid for so just to keep that in mind.

Speaking of word of mouth, right? Ask them to do it! How do you become an affiliate for Artists Edge? Well, if you go to the main Artists Edge page, on the left, there's a link that says, "Affiliate," just click on that link, read it, and follow the directions. It's very easy.



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So I'm saying these both, because of course, I've watched them become an affiliate, but also because I want you to get a sense of what it sounds like to be told what to do, "Hey, pass this email on to everyone you know."

You know, you've been getting a few emails from me in the last couple weeks about my AskDebraRussell.com, which used to be the members only Q&A. Well, I've open that up to the general public, and I've asked all of you guys to, you know, pass the word.

There's a lot of value there, you know. There's value, and it's free. So, what do you lose by passing it on? There's the other thing. Very often, you want to make it not only easy for people to pass the word, either by providing the actual tools for them to do it, you know, putting up...creating a link or creating an email with contacts for them to customize, but also by making what they're asking people to do pretty accessible.

So, low cost, low bar, easy to opt in, okay? Because then someone who knows you, trusts you, likes you, there's really nothing in their way of doing it, because they're not...it's not like they're asking their friends to spend \$5,000.

You know, they're asking their friends to, you know, spend \$15 to go see you in concert or a \$1.99 to download this great tune from iTunes or, you know, or whatever, but always have some ways that it is a fairly low buying or they get something for free.

You know this is a great way to use your pink spoon offering is to give it to your fans to pass on, "Hey man, you can get this free ringtone. It's awesome," or whatever.

ADVERTISING, INCLUDING WEB

Okay, so finally the last form is the advertising, and I include web. I'm not going to go into huge amount of details on it, because like I've said this is a big topic.

LEAST EFFECTIVE IN THE SHORT TERM, BUT CAN GENERATE REAL MAGIC OVER THE LONG-TERM

It is the least effective in the short term, but can generate real magic over the long term. Having a real web presence that's easy to find on Google, that's being blogged about, or you know, that's being talked about in different places, can generate real magic over the long term, because once Google found you, that link to you remains active for a very long time.

I mean periodically I do the Google Alerts, which tells me when there's a link. I had Google re-find old pages about me from 2, 3, 4 years ago of talks that I did, because everything's archived.



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But there's a caveat to that. That means that everything you do on the web--everything you do on the web is public, so don't write your private personal journal on your web log, on your blog.

I recommend against it. Don't complain about your boyfriend. Don't whine about, you know, stuff. Be positive. Be creative. Be, you know, upbeat and helpful and supportive and loving in your web presence, because once it out there, it's really hard to take it back.

IT IS THE GREAT EQUALIZER.

Now obviously, of course, there's no such thing as bad publicity, and yet... Here's the cool thing about what's true now that was not true 15-20 years ago with web and all the social networking and all of that is that it is the great equalizer.

It used to be that musicians couldn't get anywhere without a record label, that actresses couldn't get anywhere without an agent, that filmmakers couldn't get anywhere without a studio deal, that you know, people, artists, fine artists couldn't get anywhere without a good gallery or agent or, you know, promoter. That's really not true anymore, because you don't need a \$50,000 budget or a \$500,000 budget or a \$5 million budget in order to make an impact using the web.

BUT THE WEB IS LIKE A GREAT BIG FOREST – AS YOU WANDER AROUND IN IT – IT JUST LOOKS LIKE A WASH OF BROWNS AND GREENS – UNTIL YOU COME UPON A BEAUTIFUL RED FLOWER – THAT WAKES YOU UP.

You do need to target, target, target narrowly your marketing, because the web is kind of a like a great big forest, and you know, the truth is as you wander around in it, it starts to just look like a wash of browns and greens. I mean if you've gone on MySpace recently and look at musicians, I mean, there's 5 billion of them, and they all tend to blend together until you come upon someone who is just a big red flower in the middle of those browns and greens.

Someone who's different and that wakes you up. Now why does it wake you up? Because you're in their niche.

MOST PEOPLE DON'T SEE THE TREES FOR THE FOREST – YOU NEED TO BE A TREE THAT STANDS OUT AND CATCHES THEIR EYE/EAR.

The experience feels like, "Wow! This person knows me. This person's just like me." This person knows who you are and is speaking in targeted language to people like you, and so your experience as a customer is that of recognition and comfort, and you feel like you know them. You feel like you trust them because they're speaking to you in your



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language, and this is why I have you do Step 1 - pick your niche, Step 2, Step 3, Step 4 before we even get to this point of Step 5, which is to Generate Traffic because advertising, web marketing only work if you really narrowly targeted and if you speak directly to that niche in the language they know.

MAKE YOUR WEBSITE A SPONGE FOR NEW PEOPLE – I'VE SPOKEN ABOUT THIS AT LENGTH IN THE MSOAI CALL – THE PINK SPOON ANALOGY.

You want to make your website a sponge for new people, and I've spoken about this at length in the [Multiple Streams Introduction](#) call. In the pink spoon analogy, you want people to not just land on your page--on your website. You want them to land on your website and take action, meaning sign up for your free offering, sign up for your newsletter. You know, it might give you a comment. Do something. Take an action, and take an action that requires them to give you their information.

ALWAYS BE MARKETING. IF YOU'RE ON FACEBOOK, SHARE WHAT YOU'RE WORKING ON – "BOOKING A GIG IN NORTH DAKOTA" OR WHATEVER

You want to always be marketing. If you're on Facebook, share what you're working on. "Hey man, just finished booking a gig in North Dakota. If you know anyone in North Dakota, send them out to see me at..." You know, Dusty Road Coffee shop or whatever it is. Always be marketing.

Now, I know that that may raise some people's hackles, and say, "Well, isn't that not being genuine?" Well, it's being genuine if it's truly what you're doing, what you're excited about, and you want to share about it, that's genuine, right? I wanted everybody to know about my AskDebraRussell.com calls. I got a lot of action just because I share about it on Facebook. I didn't just share about it when it was done. I shared about it throughout the process. "Hey, I'm building my AskDebraRussell.com website. Stay tuned for more information," you know?

I talked about it as I'm going through the process, because again it's about people getting to know you in a genuine way, so always be marketing. If you're at a party and it feels appropriate, share who you are, share what you do, share what you love, and if you don't love what you do, you're going to have a problem and hopefully that's not the situation.

One of the things that I think it's a trap for people when they're kind of in a one-to-one situation, and they've got more than one thing going on, more than one project is that they try to show all their projects at once, and all the other person feels is that they are overwhelmed.



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So, what I also recommend you do is in whatever your circumstances are, choose the one thing you're going to share about and just about that one thing, and then get their information, but I'm going to get into that in a minute. So always be marketing. Always be marketing online. Always be marketing in person. Always be marketing when you're up on stage. Always be marketing.

MAKE YOUR BLOG FILLED WITH KEY WORDS THAT SPEAK TO YOUR NICHE!

You want to make your blog filled with keywords that speak to your niche, so your blog isn't about, you know, it's not about like, "Wow, how to create a burger," unless burger eaters is your niche! Okay, be focused. Be targeted. Be specific. Use those keywords, and the engine will find you. Technorati will find you, and things will start to happen in a viral way and that's what I mean by generating real magic over the long term.

This is not an overnight marketing, advertising using the web, running an ad in a newspaper or magazine, none of those. Those are short term answers. You have to dive into it for the long term, so make sure that whatever you budget for it, you're able to maintain that budget. You need to do it on a regular basis, and I'm going to talk more about that in a minute.

But before I move on--there's so much here, and I could just go on and on. I do want--I have a lot more to cover, but I did want to open up if there were any questions just about these 3 forms. So, hit *6 to unmute yourself if you have a question.

Okay I'm going to move on.

HOW TO USE YOUR KNOWLEDGE OF YOUR NICHE

IF YOU'VE BEEN WORKING ON IDENTIFYING YOUR NICHE – THE MOST IMPORTANT QUESTION YOU NEED TO ANSWER IN CHOOSING YOUR NICHE IS “WHERE ARE THEY HANGING OUT?” IF YOU CAN'T ANSWER THAT – IT'S NOT A GOOD NICHE. IF THE ANSWER IS “EVERYWHERE.” IT'S NOT A GOOD NICHE.

So I've talked a little bit about this, but I want to talk about how to use your knowledge of your niche around this question of how to generate traffic.

See, if you've been working on identifying your niche, one of the most important questions you need to answer when picking which niche you're going to pursue is



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"Where are they hanging out?" If you can't answer where are they hanging out, then it's probably not a good niche.

For example, if you...I don't know why you would have this. I'm going to make this up from the top of my head, but if you had a niche of people who had broken their right arm, that's a nice, specific niche. Where are they hanging out? Well, I guess they're hanging out, you know, getting x-rays, but that's not really all that useful, right?

It's a very targeted narrow niche, but they're not hanging out in a place that you can get in front of them. So also, if you've got a niche and the answer to that question is everywhere, that's not a niche. It's a demographic or possibly a geographic, but it's not a niche, okay? Which means, you've got to get a lot more specific.

IN ORDER TO GENERATE TRAFFIC, YOU NEED TO CREATE A PRESENCE WHERE YOUR NICHE IS HANGING OUT.

See, in order to generate traffic, you need to create a presence where your niche is already hanging out. When I decided that I was going to exclusively focus my marketing, my niche, on folks in the Art and Entertainment industry, and when I started I start even more narrow, Folk Musicians and Acoustic Musicians and Traditional Musicians, so it's just kind of one niche.

What do I do? I started hanging out. I went to music conferences, and not just big, old, any music conference, but folk music conferences. I went. I joined folk music organizations. I volunteered to folk music organizations, you know. I'm not a folk musician. It didn't matter. You know, that's where I was going to be meeting folk musicians and that was my target.

I--you know, started getting—I started getting out on List Serv for folk musicians and contributing, offering advice, making suggestions, you know, offering resources with no sales pitch, just offering my knowledge.

In order to generate traffic, you need to create a presence where your niche is hanging out and you want to create a presence that has value attached to it, not value for you, value for them, okay?

STARBUCKS MUSIC KIOSK

For example, one of my favorite examples of people hang...deciding to position themselves where their niche is hanging out. Way, way back when, gosh, maybe 10-15 years ago, when Starbucks was a fairly new phenomenon after they had been around



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and really taken off, all the sudden, you may have noticed they have this awesome music playing.

And you may also have noticed that whatever the music was there were always a CD of it sitting right in front of the cash register. And that eventually expanded to the Starbucks music kiosk, which we all take for granted, because it's just become a fixture, but that was some brilliant musician's idea.

Who is my target audience? Where they're hanging out? They're hanging out at Starbucks. Great! Let me get Starbucks to play my music and for a good cut of whatever CD's they sell, they can sell my CD's. Duh? What a brilliant idea right? This is a brilliant example of how do you use your knowledge of your niche to generate traffic.

SO ONCE YOU IDENTIFY WHERE THEY'RE HANGING OUT – YOU WANT TO STRATEGIZE METHODS FOR GETTING YOUR INFORMATION, YOUR CONTENT, IN FRONT OF THEM
Once you identify where they're hanging out, you want to strategize and brainstorm a million methods for getting your information, your content, and your value in front of them as often as you can, and in all three ways: both In Person, Word of Mouth, and Advertising.

ARE THEY IN THE FUNNEL?

THEY ARE ONLY IN THE FUNNEL IF YOU CAN CONTACT THEM. IN OTHER WORDS – GIVING SOMEONE YOUR CARD DOES NOT PUT THEM IN THE FUNNEL!

One point I want to make...I know I've made this point in other calls, but I want to make it because it's so critically important. You'll need to ask yourself, "Are people actually in my funnel?"

Now if they go to your website, and they don't sign up for your newsletter or your free offering or whatever, they're not in your funnel. If they come hear you play or see a show or run into you at an art fair or whatever, they're not in your funnel.

If you hand them a business card, they are not in your funnel. You might soon find out that you're in theirs, but they're not in yours.

ALWAYS BE COLLECTING BUSINESS CARDS, EMAIL LISTS.

Always be collecting contact information. Always be collecting business cards. Getting people to sign up on an email list. Everywhere you go, bring home business cards. My



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assistant will tell you that every time I come home from anything--a party, I don't care anything, I always have a couple of business cards.

People give me their business cards, you know. Why? I ask for them. "Hey you got a business card? Oh great! Cool." I ask for them.

Now the other side of this is, of course, I add them to my newsletter. The one caveat on this is people are scared that they're going to be violating the can spam rule or blah-blah-blah.

Here's the rule: if they've given you their business card, then they are someone who is in your funnel and you are legally allowed to add them to your newsletter on one condition. They must be able to clearly, visibly in every piece of email you've sent to them, be able to unsubscribe.

It must be clearly laid out. It's simple, and it must be real as long as somewhere in that newsletter you say, "You don't want to hear from me anymore, click this link to unsubscribe" or "You don't want to hear from me anymore, reply to this email with the word 'unsubscribe' in the subject line."

And then of course, you will also have to be, I mean, I like the automated system because I don't want to deal with it, you know, which means I use Constant Contact, which has an unsubscribe link.

If you use Constant Contact, Aweber, iFans, you know Vertical Response, any of these newsletter database systems have really painless unsubscribe methods and absolutely fit the can-spam requirements, so that's one of the best solutions is to actually use a service whose going to take care of you in that way.

AS SOON AS HUMANLY POSSIBLE, MAKE YOUR FIRST CONTACT WITH THEM

The part of this is, as soon as humanly possible, make your first contact with them.

THE LONGER YOU WAIT, THE LESS LIKELY THEY'LL HAVE ANY IDEA WHO YOU ARE!

Ideally within 2-3 days, because the longer you wait, the less likely would that they have any idea who you are, the more likely they will, you know, say that you're spam. So, you do want to, you know, send them your latest newsletter as quickly as possible after you've met them.

That means, by the way, that you need to have a system in place to do that, okay? Whether that using, you know, something like cards scan to upload their information easily and quickly using things like Constant Contact, or you know, those kinds of



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programs. Whether it's having an assistant to do it for you, schedule it in the next day if you know you're going to an event where you're going to be, you know, having 3-4 pages of newsletter sign up, just schedule the time the next day to get that stuff in, okay?

But you want to systematize it. So you do send them your first contact right away/ Otherwise they're going to be like, "Who the heck is this? I don't remember...who is this person?" Okay?

Card scan by the way is this very cool little machine that scans cards into your computer, which can then be exported into Excel and from Excel to be exported anywhere. You know into Constant Contact or Aweber, iFans, any of those systems. you know, can receive from an Excel document.

So it's very quick and easy. You just scan it in, double check that it's scanned correctly, and then boom it's done. It saves a lot of time and fingers. Okay, by the way, that doesn't work with email lists only with business cards.

HOW TO GENERATE HIGH-QUALITY TRAFFIC

So I want to talk a little bit about quality traffic and how do you generate high quality traffic.

One of the mistakes that a lot of website developers made in the early days that Google got wise to very quickly and punishes people for doing now is using non-relevant keywords—keywords that they think are going to be really searchable, like I don't know, like "Sex" or "Elvis Presley" or something that's in the news, you know, like "Britney Spears."

As a keyword on your website when you know that your website's got nothing to do with sex, Elvis Presley or Britney Spears, but because of the highly searched keyword, it would, you know, generate more traffic to your website. Doesn't work.

MAKE SURE THE PEOPLE WHO FIND YOU ARE ACTUALLY LOOKING FOR WHAT YOU OFFER.

You want to make sure that the people who find you are actually looking for what you offer, because even if they get some to your website, they're not going to stay very long, and they're certainly not going to give you their contact information. In fact, you're going to piss them off, and that's not a good thing.



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USE LANGUAGE THAT SPEAKS SPECIFICALLY TO THEIR WANTS AND DESIRES IN THE SAME LANGUAGE THEY USE TO EXPRESS THOSE WANTS AND DESIRES (SEE STEPS 1, 2 AND 3)
You want to use language that speaks specifically to your niche's wants and desires in the same language they use to express those wants and desire. And I talked a lot about this in Steps 1, 2, and 3, so I'm not going to repeat that stuff here.

TELL THEM CLEARLY AND SIMPLY WHAT TO DO – ONE THING – SIGN UP ON YOUR MAILING LIST.

You want to also tell them clearly and simply what to do--one thing--sign up on my mailing list, get this free offering, buy my CD, whatever it is, tell them to do one thing. One of my mentors, Andrea Lee, who actually created this Multiple Streams of Art Income concept that was Multiple Streams of coaching income from her, she says that "Confused minds don't buy," and the other thing to know is that if someone is confused you are not in relationship with them.

They're confused. They're not in a relationship with you! So, confusion absolutely blocks the purpose that you're doing all this, which is to create relationship. So, tell them clearly what to do and make it simple.

Now, in the last few minutes here I'm going to tell you what you need to do, but also promise you that I'm going to be developing these concepts a lot more, as you know, as time goes on, both by interviewing people who know way more than I do about this stuff that I'm learning from, because boy I'm still learning this stuff absolutely from my business, but also, you know, doing more classes about very specific pieces of this, and by the way, if you have a question about a specific piece of this, get it to my AskDebraRussell.com for the next call or post it once this call is up on the website for download, post it there. You know, it will also help me to know what to focus on in the future classes.

WHAT DO YOU NEED TO DO?

So what do you need to do?

CREATE A MARKETING PLAN THAT WILL ALLOW YOU TO SIMPLY AND CONSISTENTLY BE ADDING TO YOUR TRAFFIC.

Well, first you need to create a plan. You need to create a marketing plan that will allow you to simply and consistently be adding to your traffic.



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You need to devote a couple of hours every week to this. It does not need to be 30 or 50 hours. It does not need to be all of your time, but it needs to be a chunk of time and it needs to be consistent no matter what.

I don't care how busy you are. If you are so busy and the money is flowing in that you don't have time to market, you better outsource this or you're not going to stay busy long.

IF YOU USE CRAIG'S LIST FOR EXAMPLE, IT'S NOT ENOUGH TO DO IT ONCE A MONTH. AT MINIMUM DO IT ONCE A WEEK, PREFERABLY 2-3 TIMES A WEEK.

If for example you use Craigslist to promote your stuff, it's not enough to do it once a month. Frankly, it's not even enough to do it once a week, you want to be doing it every 2 or 3 days depending on where you are posting it, because Craigslist is a very busy website and your post is going to get pushed down, pushed down, and people aren't going to see it.

So you want to be doing it on a reasonably regular basis. There's also a lot that could be a whole topic is how to make money on Craigslist, because there's ways you want to be testing. You want to be testing both the time of day you post, the days of the week you post, and the language of your posting and the more you test it the better, more productive it's going to be.

CONSISTENT AND DISCIPLINED ACTION IS THE KEY. SYSTEMIZE IT SO YOU CAN GIVE IT AWAY.

Here's the thing. No matter what you do, consistent and disciplined action is the key. Systematize it so you can give it away as much as possible.

CREATE A MARKETING PLAN THAT CREATES TRAFFIC FROM ALL THREE SOURCES.

And you want to create a plan, a marketing plan that creates traffic from all three sources.

FOR EXAMPLE, IF YOUR NICHE MARKET IS BUSINESS EVENTS AND CONFERENCES - IF YOU WANT TO PLAY AT EVENTS, CONFERENCES – GO TO EVENT PLANNERS GATHERINGS AND NETWORK. WALK INTO YOUR LOCAL "CONVENTION AND VISITORS BUREAU"

And you want to create a plan, a marketing plan that creates traffic from all three sources.



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For example, let's just say your niche market is business events and conferences. In other words, you want to be playing music at business events and conferences. You want to be the entertainer for these things.

If you want to play at events and conferences, then your market are the event planners and the conference venues, right? That's who your market is. So go to event planner gathering and networks. Walk into your local conventions and visitors bureau.

Join your local chamber of commerce and get post advertisement. Go to those events as often as you can. That would be your face to face marketing, right?

CREATE A REFERRAL PROGRAM SO THOSE EVENT PLANNERS WILL WANT TO TALK ABOUT YOU TO OTHER EVENT PLANNERS THEY KNOW – AND CONTACT THEM IMMEDIATELY AFTER YOU MEET THEM WITH THIS OFFERING.

For the word of mouth, create referral program so those event planners who want to talk about you to other event planners, they know, and contact them immediately after you meet them with this offering.

"Hey if you refer me and I get a gig out of it, you get \$50," or whatever. You know, I mean if you're booking gigs that are worth \$15,000 or \$3,000, hell, give them a \$150. Give him \$500, right? Worth it!

CREATE FREE CONTENT ON YOUR WEBSITE "THE 5 BIG MISTAKES IN HIRING ENTERTAINMENT FOR YOUR EVENT" AND OFFER IT IN EXCHANGE FOR THE EMAILS
Create free content on your website. For example, "The 5 Big Mistakes In Hiring Entertainment For Your Event" and offer it in exchange for the emails.

WRITE ARTICLES FOR EVENT PLANNER EZINES AND COMMENT ON BLOGS ABOUT ABOUT EVENT PLANNING.

Write articles for event planner, Ezines, and comment on blogs about event planning. Join news groups, and you know, ListServ for event planners. Mostly look, but offer advice, offer suggestions, offer value. Don't market to these people. Don't sell yourself to these people. Offer value and always have a link to your website. With that free offering that they can then download in exchange for their email address.

IF YOU ARE GOING TO MARKET YOURSELF AT TRADE SHOWS OR CONFERENCES, LIKE BOOKING CONFERENCES, PORTFOLIO REVIEWS, ETC. HAVE A SPECIFIC MARKETING PLAN AND FOCUS



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If you're going to market yourself at trade shows or conferences like booking calls for end support, portfolio reviews, etc. Have a specific marketing plan and focus for the event.

IDENTIFY HOW YOU WILL BE "SEEN" – SUBMITTING FOR JURIED SHOWCASE, HAVING AN EXHIBIT TABLE, SETTING UP INTERVIEWS AND MEETINGS IN ADVANCE, BEING A SPEAKER OR PANELIST, BEING A VOLUNTEER ON STAFF

Identify how you will be seen, such as submitting for juried showcases, having an exhibit table, setting up interviews and meetings in advance with the contacts you want to make, being a speaker or a panelist.

Being a volunteer or staff. But when I first started speaking that's how I got started. I started volunteering for—I designed the programming for a folk conference. And of course, since I was designing the programming, I put myself on the program, right? Of course I did!

But I got so much out of it, and believe me, it was hours and hours and hours booking the program, and I did it 2 years in a row. It was an enormous amount of work. It was hugely—the payoff was enormous, because I booked speakers, who then turn around and book me for their events.

That's how I got into TAXI as a speaker, because I booked Michael Laskow as a speaker for the event I was booking, and then I said, "Oh by the way, would you be interested in having me be a speaker for your event?"

"Sure of course I would!" And I've been speaking there every year since. From that volunteering I got a ton of new people on my newsletter. I got clients both from the people I booked, because they referred me to their clients, but I also got people who I booked became clients of mine later.

EXPOSE THE TARGETED MARKET TO YOURSELF IN AS MANY WAYS AS YOU CAN EVEN BEFORE YOU GO

So being a volunteer for an event that's going to be filled with your target market is, boy, a nice, inexpensive way to participate in these events. You want to expose these—the target market, the people who are going to be attending, in as many ways as you can, even before you get to that event.

USING MTMOYCC, CREATE A PLAN FOR BEFORE, DURING AND AFTER THE EVENT.



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And I recommend of course the Multiple--I'm sorry the [Make the Most of Your Conference Connections](#) 3 CDs set, which you guys get a discount as members. To help you in creating a plan for before, during, and after the event, okay?

So, this is an overview of generating traffic. I think the biggest challenge for most people is that there's so much you can do to generate traffic. "Oh my god I'm overwhelmed because I'm never going to have the time to do all of it."

Don't do all of it. Do one thing in each area and do it with commitment, discipline, diligence and consistency. Do one thing that gets you in face to face contact. Do one thing that gets you in word of mouth contact, and do one thing that gets you in the--you know, the web or social networking, okay? You don't have to do everything but do one thing and do it consistently, and try and do it in each of those 3 areas.

And that's my content for this call. Do you have any questions now and I would love it for to come off mute and we can close off the call together? *6 to--

Caller: I have a very specific question.

Debra: Go for it, and I'll tell you whether or not I want to answer it here or whether you should submit it. But go ahead.

Caller: It's regarding on your website when you have links, you know, for whatever purpose on your blog linking to interesting related subjects to or on resources for students. Is it advantageous for you to have that link open up in a separate window?

Debra: Yes.

Caller: More than having it open up in the same window?

Debra: Yeah, I'll answer that because it's a quick--I'll say that if it's a link to somewhere else on your website go ahead and have it open in the same window, because it gets a little annoying if every time they look at a different page on your website it's opening up in the new window or a new tab. But if you are linking to someone else's website, never have it linked in that window because then they'll have left your site. You don't want them to leave your site. So, have it open in a new window, and guess what happens when they close that window. There's your site again. It's still open on their desktop.

Caller: Yeah.

Debra: That's my suggestion. If it's a link within your site, like you know, I'll say, "Hey, there's resources on this page, and I'll link them to my resources page," then I'll do it



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within the same window. But if--once I get to that resources page, it's a link to a, for example, How to Buy Card Scan, then that's going to open up in a new window because I don't want them to leave my site.

You know some people say never link--never allow people to leave your site, but I don't think that that's necessarily true, because you do want to offer value. And sometimes offering value is by suggesting resources, right?

What you want to do and actually Google kind of respects people who do that. Who do what legitimately, who weren't just running ads, you know, but do it legitimately. This is a resource that is applicable, and you know, relevant to the material I've got and I'm teaching, and you know, here's that link to other people's site.

I will also tell you if you do that in the blogosphere people will fall in love with you. And they will start linking back to you. So, if you find a blog that you think is going to be hugely valuable to your target market, link to them.

And you might even send that person an email saying, "Hey, I mentioned you in my blog. I thought that article about such and such was really awesome. And oh, by the way, I created a link from my website to you, because I just think that what you're doing is fabulous."

Because again you're not only creating relationship with that person, it almost starts to become like a joint venture sort of. Because if you're not in direct competition with that person and you're sending people to them, they're going to feel really good sending people to you.

You know what I mean, and talking about you on their blog is again added value to their target market. So, it's really good to do that for people who are not kind of in the same area you are, but are not direct competition for you. Okay? That answer your question?

Caller: Oh yeah.

Debra: Of course. So, anyone else on the call? I actually didn't hear anyone else beep in. And you know what, for you guys who listen to the recordings, it's really okay. I mean of course I love having a lot of people on the calls, but it's okay if you're listening to it. I love getting emails, "Oh, I'm so sorry I never make it to your live calls, but I download your calls and I love them!" That's fine. That's the whole purpose, right? Do it on your time.



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So no worries. What are you taking away from tonight's class and what actions will you commit to in the next week?

Caller: Well, really, I need to be more consistent with my marketing plans. and I you know, the list is so long. I guess that's what you pointed out being the biggest challenge. So I'm going to choose one thing from each area and will come back and give, you know, an hour to an hour and a half on one specific day or spread out throughout the week, but something to break it up and more manageable.

Debra: Excellent! Well, I also recommend from the [Project Management call, the PRDs,](#) because, you know what? Marketing is a project. It's a project all by itself. In fact, it could be more than one project, so using that tool to help you kind of really think it through and get specific about actions you'll take can be really helpful. Very cool. Great, great! Hopefully this is hugely valuable for you guys, and like I said, I mean, I know I went kind of very broad with this call. Definitely give me suggestions about sub-topics through the comments, and I will create more calls about this.

Because this is an enormous section. There's so much to this piece, and so it's helpful to me to know what's most important to you guys to learn about, and I will either teach you about it myself or find an expert to teach you and I'll get to learn too. Alright have a great night, and I'll lookout for next month's call, so it will be announced any day now.

Have a great night.