

Marketing 101

Toolbox Teleclass Transcription

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Foundation Program

Track 4: Be Seen: Promotion, Marketing & Sales



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The most common mistake I've seen is waiting until you need a system to create the system – by the time you need the system YOU WON'T HAVE TIME TO BUILD IT!. 24



INTRODUCTION

Welcome to the Marketing 101 Foundation Teleclass. Has anyone logged in? Okay, I will see how this goes. I'm just going to get started. I am expecting 1 or 2 people, but we'll see.

Karrie: This is Carrie.

Debra: Say it again?

Karrie: This is Carrie Cotton.

Debra: Hi Carrie. Great! Thanks. Do me a favor and hit star 6 to mute yourself. So that we can keep the recording nice and clean. I will invite you to ask questions through the process. You just hit star 6 to come off mute.

WE'LL BE COVERING 2 MAIN ASPECTS OF MARKETING:

So in tonight's class we're going to be covering 2 main aspects of marketing. We're going to be talking about how to create your image, your brand, your USP, which in marketing speak is your Unique Selling Proposition.

CREATING YOUR IMAGE, BRAND, USP – WHAT MAKES YOU STAND OUT FROM THE CROWD. WE'LL COVER:

Concept of Genre, Target Market, and Niche

Differentiating them

Identifying your specific target

Kind of what makes you stand out from the crowd. We're going to talk about the concepts of genre, target marketing, and niche, and differentiating them. What's different between them and talking a little bit about identifying your specific target, though I go into a lot more depth on that in the [Niche Marketing](#) call. and of course, all of the [Multiple Streams concepts](#) call.

MANAGING ALL THE DIFFERENT PARTS OF A COMPREHENSIVE MARKETING PLAN

We're going to talk a little bit about--quite a bit actually about managing all the different parts of a comprehensive marketing plan. What those parts are and some ideas of how to create them.

And most important I'm going to talk about the 3 biggest conceptions about marketing but I want to top it off -- start off with the number 1 biggest mistake, which is to not think about marketing at all.

THE BIGGEST MISTAKE – NOT THINKING ABOUT MARKETING!



Frankly marketing is your job. It may not be your passion. It may not be why you -- you've chosen the career you've chosen, but marketing is your job. It's the part of what you're doing that makes everything else, you know, function as a career.

THIS IS MEANT TO BE AN OVERVIEW. WE WON'T BE WORKSHOPPING IN THIS CLASS TO CREATE YOUR OWN MARKETING IDENTITY AND PLAN.

I also want to let you know that this is meant to be an overview. I'm not going to be workshoping in this class about how to create your marketing identity and plan. That's the kind of thing that I can though do for people who are at the second level and want to have some email coaching or at the third level of the Academy where you get the Laser coaching sessions or of course, privately workshoping how to decide and choose your marketing identity and create your plan.

3 BIGGEST MISCONCEPTIONS ABOUT MARKETING

So first I want to really talk about the 3 biggest misconceptions about marketing. I find in my conversations, in fact, I taught [Business Management for the Creative Mind](#) a couple weeks ago for a Syracuse University group of students, and there were several students in that class who really epitomized these misconceptions about what marketing is.

Once girl was saying, "Well my dad is a salesman. I don't want to be like that. I never want to be like him." You know, just all of these kinds of myths about what sales and marketing actually is. So I want to really clear up those misconceptions, because I think they are very much in people's way of, not only marketing, but marketing effectively.

SALES V. MARKETING

So the first biggest conception is a confusion between what is sales and what is marketing. So first I want to define these 2 concepts.

SALES – EXCHANGING GOODS/SERVICES FOR PAYMENT (CLOSING THE DEAL)

First of all, sales is the actual exchange of goods or services for payment. It's the closing the deal. It's the signing of the contract. It's, "Here is my CD. Thank you for your \$15." You know, it's the actual exchange. It's the last piece of the puzzle.

MARKETING- CREATING AN ENVIRONMENT IN WHICH PEOPLE WANT TO BUY.

Marketing -- the best definition I've ever heard for what marketing is -- is the creating of an environment in which people want to buy. In other words, it's creating a sales environment. It's creating an environment in which people are attracted, interested, and inspired enough to close the deal. It makes them want to buy.



IF YOU DO THE MARKETING CORRECTLY, THE SALE HAPPENS ORGANICALLY

And if you do the marketing correctly, sales happen organically. And I'm going -- I think by the end of this call that's going to make a lot more sense to you.

YOU ARE MAKING SOMEONE DO SOMETHING THEY DON'T WANT TO DO, SPEND MONEY THEY DON'T HAVE TO SPEND

The second biggest misconception about what marketing is that you are making someone do something they don't want to do, spend money they don't have to spend, to buy things they don't want or need.

YOU DON'T HAVE THAT POWER. PEOPLE ARE RESPONSIBLE FOR THEIR OWN CHOICES – AND BARRING TORTURE, BRAIN WASHING OR ILLEGAL DRUGS – YOU CAN'T MAKE ANYONE DO ANYTHING THEY DON'T WANT TO DO.

So first of all, you don't have the power. People are responsible for their own choices. And barring torture or brainwashing, you know, illegal drugs, you can't make anyone do anything they don't want to do.

You don't have that power. And I'm making a big leap here in assuming that you are not using torture, brainwashing, or illegal drugs to make people do something that they don't actually want to do.

I mean I do hypnosis, and even with hypnosis, I can't make someone with hypnosis do something that goes against their nature. Something that they don't actually want to do. I don't have that power. Neither do you.

So you can let go of that fear that you're somehow forcing someone to do something they don't want to do.

MARKETING IS ABOUT CREATING AWARENESS –

“Chocolate”

Marketing is about creating awareness. So hey! It's like own up to someone saying, "Hey! I've got some chocolate. You want some chocolate? It's really good chocolate." It's just creating awareness of what you have to offer.

And I will tell you that if you really get this, and you're just creating awareness, then if someone says, "You know what, chocolate is not my bag," or, "Actually, I'm allergic to chocolate. Thanks for the offer, but I am not interested."

It's not going to hurt your feelings, because your job is to just create the awareness. Let them know that you've got the best chocolate in the world available, and then let them make their decisions.



MARKETING IS ABOUT CREATING RELATIONSHIP, CREATING CONNECTION/ENGAGEMENT

People buy from the people they know, they like, they trust

Marketing is about creating relationship. It's about creating connection and engagement, because the fundamental truth is that people buy from the people they know, they like, they trust. So your job is to let them know what you have available.

And to create a relationship, so that they feel safe and comfortable. To create rapport if you will. So that they feel engaged. They feel seen. They feel heard, and they feel free to make a decision.

SALES IS ABOUT SIMPLIFYING THE CHOICE AND EMPOWERING THEM TO MAKE IT.

Sales is about simplifying their choice and empowering them to make it. Whether that choice is yes or no. The worst thing that happens is when people say "maybe" or people don't answer at all. Right?

You want them to make a decision, whether that decision is a yes or no, because then you've got a completion. You know where you stand. So sales and marketing is about creating awareness, creating relationships, creating connection and engagement, and sales is about simplifying the choice and empowering them to make their decisions. Okay?

IN ORDER TO BE SUCCESSFUL YOU HAVE TO SELL YOUR SOUL.

In order to be--the third biggest misconception is that in order to be successful, you have to sell your soul.

You have to lessen your ethics. You have to somehow be someone other than who you uniquely are. And that's a misconception.

IN ORDER TO BE SUCCESSFUL – YOU HAVE TO CREATE AN AWESOME, HIGH QUALITY PRODUCT

In order to be successful, you have to create an awesome high quality product. The most awesome, the most high quality product that you are capable of making.

IN ORDER TO BE SUCCESSFUL – YOU HAVE TO IDENTIFY WHO WANTS WHAT YOU HAVE.

In order to be successful, you have to identify who already wants what you have. Who's already looking for what you're offering?

IN ORDER TO BE SUCCESSFUL – YOU HAVE TO MARKET CONSISTENTLY (AWARENESS, RELATIONSHIP, CONNECTION AND ENGAGEMENT)

And finally, in order to be successful, you have to market consistently, because you have to--now that you know who wants what you have, you have to create their



awareness that you have it and create the relationships, the connection, and the engagement so they feel safe in purchasing it from you. Okay?

So hopefully that helps to clear up the misconceptions about marketing. Before I move on are there any questions about this? Just go ahead and hit star 6 to come off mute.

CREATING YOUR UNIQUE IDENTITY

So moving on, I want to talk a bit about creating your unique identity. One of the biggest challenges I think-- in fact I actually have a class about [How to Create Your-- Empower Your Unique Voice as an Artist.](#)

But we're taught very often in a lot of different ways from a very young age not to be unique, not to stand out from the crowd. Actually creating your unique identity in business can feel a little bit like parting your hair on a different side, because so much of what we've learn is how to not stand out, and that's actually why I created that class about you know, standing out, about becoming comfortable standing out and using your unique voice.

BEFORE YOU CREATE YOUR MARKETING PLAN, IT'S IMPORTANT TO KNOW WHO AND WHAT YOU'RE MARKETING –WHO YOU'RE MARKETING TO AND WHAT YOU'RE PRODUCT IS.

But let's talk specifically about creating your unique identity. Before you create your marketing plan, which we're going to get to in a moment, it's really important to know who and what you're marketing, who you're marketing to, and what your product is.

DEFINE TERMS GENRE/NICHE OR TARGET MARKET

So I wanted to find some of these terms because people very often use them interchangeable, and I want to be clear about what I mean by them. Honestly, what the words actually, really mean.

GENRE IS ABOUT YOU – WHO YOU ARE AND WHAT YOU DO;

So the first is genre, and the second one is niche or target market. Now genre is about you. It's about who you are and what you do.

TARGET OR NICHE MARKET IS ABOUT YOUR AUDIENCE – WHO THEY ARE AND WHERE / HOW TO FIND THEM;

Target or niche is about your audience: who they are and where they are and how to find them.

YOUR UNIQUE IDENTITY IS THE NEED YOU FILL FOR YOUR TARGET MARKET



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Your unique identity is actually the need that you fill—that you uniquely fill for your target market. It's kind of intersection between genre and niche. So you can't create your unique identity without knowing who you're marketing to. And I talk about this a lot more in the [Niche Marketing](#) class, but frankly, if you don't know who your target market is, you don't know how to create your brand in a way that they see it.

Because ideally, you want them to feel like, "Oh yeah, that's exactly what I'm looking for." or "Oh man, that music speaks to me." If you don't know what their listening for, how do you package it so that they hear it as what they're listening for?

Now, I'm not really saying that you should create your art just so that it sells. That's not what I'm saying. I believe...and I talk about this in the Unique Voice class. I believed that if you really create your unique voice, if you invest in that, if you commit to that, and if you have the guts, the courage to speak your unique voice, what truly is yours--then you will find a target market that uniquely wants what you're offering.

I'm talking more about the packaging, because brand is about packaging. Brand is about the language you use on your website. Brand is about the images you use on your album covers or the format that you offer your product in. And that kind of packaging needs to be done with your target market in mind or they won't recognize it as what they're looking for.

GENRE IS ABOUT YOUR IDENTITY AND HOW IT FITS IN THE AUDIENCE'S MIND

So genre, as I said, is about your identity and how it fits in the audiences mind. And there's really 2 ways to go about this.

GENERIC GENRE

You can really invest in the generic genre. So for example, in the world of music, it might be country music or pop or singer-songwriter or R&B. That's a genre.

In film, it might be horror or comedy or, you know—as an actor you might be a comedic actor or as you know a dramatic actor or a character actor, which is kind of very generic genres that people like--they just know. It's out there in the world.

Advantages:

Well understood

The advantage to doing that is that it's a well understood language. If you are really in the pocket as a contemporary country music artist, when you say that people get it. They know what kind of music to expect from you. They know the sound to expect from you. They know the rhythm to expect from you.



They know the pacing. They know the kind of topics you're going to be singing about. They know. They just know. You don't have to educate them.

Established places to market

There are some really established places to market, which makes it easier to find. And it gives your audience a really easy handle for you. Particularly in venues.

Gives your audience an easy handle for you

It gives the venues--they can say, "Oh well yeah! That's it...whom I'm looking for" or "That doesn't fit who I'm looking for." So it gives people a real easy handle, a way to kind of understand what you're doing.

Disadvantages:

Lots of competition – it's crowded!

The disadvantages are that there's a ton of competition. It's crowded when you really are in the pocket in a particular genre.

Harder to distinguish yourself

It makes a lot harder to distinguish yourself, and it makes a lot harder to really sound or feel different than what other people are doing. It may also make it harder for you to even find your unique voice. Okay?

UNIQUE GENRE

Now you could on the other hand create a unique genre. In other words, you know, find a way to create your own pocket, rather than fitting yourself in somebody else's pocket. Create a unique sound that isn't really quite what anyone else is doing or create a new genre.

So for example, that's something that Nirvana did. If you --Nirvana at the time, they kind of took several different genres that were all pretty well established. They took rock and roll, punk, metal kind of, and merge them in a way that's was really unique and that created its own genre.

I remember--I'm a big film buff in the late 40's saw the birth of a new film genre, which is called film-noir, where your characters, your heroes were very flawed.

And the look and the feel and the dialogue was very kind of dark and moody and idiosyncratic. And it was very different than anything else that was happening. So you can create a unique genre.



Advantages:

Gets attention – fun, creative

Now the advantages to that are that it can get unique attention. It can break out. When hip hop first started, when rap first started, it created this enormous buzz about something new and different that it never been done before.

Whereas really actually it was a merging of a lot of different things. It was kind of a merging of poetry and spoken word that really actually started back in the late 50's kind of with a beat generation.

And you know different rhythms--it was really a merging of a lot of different things, but it was a merging of them in a complete, unique way that has not been done before. So it gets attention. It can be really fun and incredibly creative.

Distinguishes you from crowd

Less competition

It definitely distinguishes you from the crowd if you don't sound like a genre that already exists and there's a lot less competition because you're the only one doing it.

Disadvantages

Harder to sell in established markets

The disadvantages are that it's harder to sell in established market. You really got to go grassroots, and you really got to spend a fair amount of time and energy educating your market about what it is you do, because no else is doing it.

When I first started focusing in the music industry as a business coach, it didn't exist. No one else was calling themselves a coach. No else was selling business coaching to musicians. Now a lot of people are saying that's that what they do whether it is or not---that's topic for another discussion, but when I first started back in 2002, no one else was doing this.

And I spent a lot of time and energy really educating people about who I am and what I do and how I can help them. So it's harder to sell in established markets. You have to spend a fair amount of time and energy educating your market.

Harder to get message across / explain to audience (can turn to advantage w/a well-crafted name)

It's harder to get the message across. However, it can be turned to an advantage, because when you find the market that's already really just starving for what you do, you can really take off. So that's one of the advantages.

And you can take off in a way that is harder to do in an already established genre, because there's no competition. Nobody else is doing it.



So the last thing—okay, so that's about genre. Talking about your target or your niche market, right? That's about your audience. That's what we said. And again, I go into a lot more details about this in [Niche Marketing: How Thinking Small Can Pay Off Big](#), but also several of the classes for the [Multiple Streams](#) and the [Multiple Streams Self-Study Program](#).

TARGET OR NICHE MARKET IS ABOUT YOUR AUDIENCE

Who, what, where, when, how and why

Who are they? (Demographics)

So when you're thinking about your audience, you want to answer the Who, What, Where, When, How, and Why questions about them. Who are they? I'm talking both about demographics, which includes gender, age, race, socio-economic status.

Gender, Age, Race, Socio-Economic Status, geographics

Industry/Interests/hobbies/

The geographics, which is the location, physical location, and that may or may not matter depending on what you're looking to do, but also, kind of what makes them uniquely who they are. What are they do for a living? What industry are they in? What are their interests? What are their hobbies? What are their passions? What are their politics? What are their religion?

Where are they hanging out? What are the organizations or association that they are engaged with? All of these things help you to narrow your market, and the narrower the market, the better. And again, I talk about that in a lot more detail in the [Niche Marketing](#) class.

What do they want/need/desire and what are they actively searching for?

So that's who are they. What is what do they want, need, and desire? And even more specifically, what are they actively searching for? Now here, we're talking about keyword searches, right?

What are they going on Google or Yahoo or Bing and looking for? What language are they using to describe what they uniquely want and need and desire? Okay? So what?

Where do they hang out? (How do you get in front of them)

Who, what, where? Where do they hangout? How do you get in front of them? Where do they hang out? What associations did they belong to? What groups cater to them? On Facebook and LinkedIn and in forums online?

Where do they hangout in real life? What are their conferences and conventions? Where are they meeting? Okay?



When is the best time to reach them?

When--when is the best time to reach them? This can actually be niche market specific. And knowing this will influence when you publish your newsletter to your mailing list. It will influence what you tweet and when you tweet it, when you Facebook.

When you publish new blog postings. So when is the best time to reach them? Is it business hours? Is it at night? Is it in the middle of the night? Is it weekends? When are they actively searching?

How do they connect and how do you connect with them? Also how do they function (e.g. older audience may not want iTunes downloads, etc.)

So I have who, what, where, when—how. How do they connect and how do you connect with them? You know, how did they function? For example, an older audience may not be looking for iTunes downloads. That's just not what they do.

They may want their music in vinyl, because they have record players and lots of records and are still listening to them. How do they operate and how do they prefer to receive? How do they prefer to buy? How do they prefer to be connected with?

Why? What are the benefits for them? Why do they want what you have to offer? What is THEIR why – what motivates them?

So this is really about getting to know them and getting to know how to engage them. Okay? And finally, why? And this I find to be the biggest challenge for most small business owners. Because it's not why for you, it's why for them.

Most small business owners focus on the why for you, like what's about you and really all that is features. What are you offering them? But really people don't buy because of features. They buy because of benefits. They buy because of the emotional connection and engagement.

So you need to answer their why. What's in it for them? WIIFT. What's in it for them? What are the benefits for them? Why do they want what you have to offer? What is their why? What motivates them?

The more narrowly you can define/identify this, the easier it is to find and sell to them

What are they looking for? What experience do they want to have? The more narrowly you can define and identify the answers to these questions, the easier you will find marketing, because the more accurate your language will be, the more effective your color choices and your formatting will be.

The easier you will make it for them to begin their relationship with you and then to invest in their relationship with you. Because when people buy from you, that's actually



what they're doing. They're investing in you. They're taking their relationship with you to a deeper level.

And the more they buy from you, the deeper the level of engagement. The deeper their relationship to you. The deeper their investment in your success.

If you have a unique niche and/or target market, you don't need a unique genre

The more likely they will share you with their friends. So the easier you make that connection, the easier your marketing becomes.

The simpler, the most fun frankly. And by the way, if you have a really targeted, unique niche, you don't necessarily need a unique genre, but if you have a targeted, unique genre—if your genre is unlike anything else, the more targeted your niche or market, the easier you'll it, because frankly the level of education that you need to invest and starts become very expensive if you're trying to do to a generic market, to a demographic for example. It just becomes more expensive. It's harder to make an impact.

YOUR BRAND IS THE UNIQUE WAY YOU SERVE THEM

It's where your identity/genre meets your target market / audience and then takes it a step beyond

Your brand is the unique way you serve them. Like I said, it is the intersection. It's where your identity or genre meets your target market audience, and then it takes it a step beyond. So that it really becomes your unique selling proposition or your unique voice or in the [Multiple Streams](#) concept, you are BOP. You're bold, outrageous, provocative statement about who you are in the market place.

THE MORE CLEARLY YOU CAN IDENTIFY WHO YOU ARE, WHO YOU SERVE, AND HOW YOU SERVE THEM, THE EASIER IT WILL BE TO CREATE AN EFFECTIVE MARKETING PLAN

And the more clearly you can identify who you are, who you serve, and how you serve them, the more fun and the easier it will it be to create an effective marketing plan.

3 STEPS TO USE MARKETING TO CREATE YOUR CAREER

So let me take a sip of water and open it up if you have any question just hit star 6...

Now I'm going to talk about the 3 steps to use marketing to create your career. So step 1 is to create the comprehensive marketing plan.

STEP 1 – CREATE THE COMPREHENSIVE MARKETING PLAN

So few people have a marketing plan and usually when they create a marketing plan, it is targeted for a single event. A CD release or a gig or a specific film release or a new novel, a new book.



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As opposed to a comprehensive marketing plan, which is bigger than a single release or a single product or a single gig. It's really about your brand in the market place and is what will create a sustainable career, rather than the gig to gig to gig to gig to gig mentality.

The most successful, sustainable small businesses or big businesses have a comprehensive marketing plan. A large big picture marketing plan that includes the really targeted for a specific gig or a product.

FIRST CREATE THE BIG PICTURE OF WHAT KIND OF CAREER YOU WANT.

So coming from the Steven Covey model, I always recommend that you start with the end in mind. So Step 1 is to create the comprehensive marketing plan, is to create the big picture of what kind of career you want.

Beware of the "Shoulds" – what you're supposed to want (e.g. Lead Actor vs. Character Actor, Cristos vs. Steady working artist, etc.)

I talked about this in the [5 Year Plan class](#)--how to do this. What I want to make sure I really emphasize in this conceptualization of what kind of career you want is that you need to be aware of the "shoulds"--what you're supposed to want.

Whether or not you want to be lead actor versus a character actor. If you want to be a Grammy award winning musician or producer, as opposed to someone who just really makes a good living.

You need to decide what kind of life and lifestyle you want (travel, fame, living in the city or the country, etc.)

Do you want to be a gigging, performing musician or do you want to be a studio musician? Do you want to just be creating stuff for film and tv from your own in-home studio? What kind of career do you want? Do you want to be huge and famous and have an enormous impact?

Or do you want to maintain a fairly simple lifestyle and make a good living doing what you love? There's no judgment here. There's no right or wrong. There are no "shoulds of what you're supposed to want, and there's no one way that success look.

You need to decide what success looks like for you. What kind of lifestyle do you want to have? How hard do you want to work? How much money do you want to make?

Create the Vision of YOUR LIFE (plug CD)

Do you want to be travelling? Do you want to stay at home? Do you want to be recognized as you walk down the streets or is that something you would be horrified by? So you need to decide what kind of life and what kind of lifestyle you want.



And I recommend creating the vision of that life. What will it look like, smell like, taste like? And I teach you how to create a vision in the [Create Your Vision CD](#), which is not part of the Artist Marketing and Business Academy, though you do get a discount for the download. You can find it on the [Products page](#).

BRAINSTORM ALL THE DIFFERENT PIECES THAT GO IN TO MARKETING AND WHAT THEY WOULD LOOK LIKE TO ACHIEVE YOUR DREAM CAREER – WHAT ARE THE CATEGORIES FOR THESE PIECES? SOME EXAMPLES:

You want to brainstorm all the different pieces. Once you know what kind of career you want, then in order to create the comprehensive marketing plan, you want to brainstorm all the different pieces that would go into marketing and what they would look like to achieve your dream career.

Now let me give you some examples of categories for these pieces, and they're going to be different depending on what kind of career you want to create. So for example, create the packaging for your product, and I talk a lot about how to do that and how to think about that in the [Multiple Streams](#) calls and the [Multiple Streams Self Study program](#).

Create the packaging for your product (introduce concept of funnel and Multiple Streams)

The concept of a product funnel, and as well as identifying the packaging for your unique niche. You want to have products at different price points and different formats, so that you can create [Multiple Streams of Income](#) coming in from different price levels, and also, so that people can spend the amount of money or make the level of investment in you that they're ready to make, that they're comfortable in making.

Product price points and format – creating multiple streams from different price levels

Developing parallel narrowly defined niche markets which creates multiple streams – same product, different markets

You want to develop parallel narrowly define niche markets, which again creates multiple streams. So when I was talking about identifying your niche market. You start with one, but you don't end with one.

You start with one, because that's the easiest way to do it and the most effective way to do it, but then you'll branch out to new niches as you expand. And you can take the same product and market it to different markets you may need to tweak the packaging, the format, the language, so that when they see it they resonate with it.



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So that's one category that I just--all of that I just talked about is one possible category, which is creating the packaging for your product.

Creating exposure opportunities (e.g. gigs at venues, shows at galleries, getting a part in a play/movie, etc.)

Creating a exposure opportunity is another example. For example, that might look like gigs if you are a performing artist. It might look at like shows at galleries if you are a fine or visual artist. It might look like getting a part in a play. It might look like, you know, pitching what you're doing in different venues in different ways.

Promoting those gigs to bring in people

So creating exposure opportunity. It might look like doing that online in different venues in different ways. Another category—so, so far, I talked about 2 categories- the packaging for your product. Second one was creating exposure opportunities.

Direct Sales (at gigs, on-line, stores, etc.)

Another example might be promoting your gigs to bring in people or to sell tickets to those gigs. It might mean direct sales, whether it's at gigs, online, in brick and mortar stores, in online stores right? So direct sales.

Social Media – creating engagement with customers/clients/fans and expanding reach to drive new traffic

Social media creating engagement with your customers, clients, and fans, and expanding your reach to drive new traffic. I would include in the social media world also your website, because you need to be creating--driving new traffic to someplace. If you don't have a website, you know, a category within the social media world is also creating or internet is creating your website.

Media Exposure (TV interviews, radio interviews, newspaper and periodical articles and reviews of your work, etc.)

Media exposure that could include TV interviews, radio interviews, newspapers, and periodical articles and reviews of your work, but it also can include the blogosphere. Things like Tumblr, and also, I would include under media exposure, Google and Bing and Yahoo exposure.

In this day and age, if you show up at the very top, it's as powerful, if not more powerful, as media exposure, and frankly, when people go to search for you, they're going to--when they hear you or see you in media exposure, the first thing they're going to do is go on to Google and look for your website.

That's the first thing they're going to do. And if they can't find you there that limits the effectiveness of that media exposure.



Building your career to the next level (building your fan base, increasing your price basis)

Another category could be building your career to the next level, so you've got it where it is, how do you take it to the next level? That might include building your fan base. It might include increasing your price basis, depending on what you are doing.

Promoting yourself within your industry; building your cred in your industry (e.g. getting an agent/manager, getting a solo showing in a big gallery, getting picked up by a museum, a recording contract, getting your script picked-up, getting your song recorded by an A-List artist, etc.)

What services or products you're offering. Whatever that looks like for you. It could definitely include promoting yourself within your industry. Building your cred in your industry, such as getting an agent or manager, getting a solo showing in a big gallery if you've only been doing group showing or getting your stuff picked up by a museum.

A recording contract, getting your script picked up, getting your songs recorded by an A-list artist. All of these things tend to happen as a result of promoting yourself within your industry and building your cred, your credibility, your profile within your industry.

So once you've kind of have brainstormed what that would look like in order to create your dream career, then you want to work backwards to create the plan for building that career. I find it's a lot easier to create a plan from a brainstorm list than out of nothing.

So you take that brainstorm list of all the different categories, and you flesh them out, as in what are the different steps within each category? What are the different objectives within each category? And then you create a plan around it.

Put it in the right order like that. And by the way, I do talk a bit more about that stuff in the [Project Management](#), and also in the [Road Map to Success--SPECIAL Road Map to Success](#) is the name of the class.

THEN WORK BACKWARDS TO CREATE THE PLAN FOR BUILDING THAT CAREER

STEP 2 – SYSTEMATIZE

Alright, step 2 is to systematize. Once you've got a plan--your marketing plan, they're going to be pieces of that plan that really are one time things. Once you've got them in place, then they are in place, you know. Maybe you'll tweak them and you'll edit them, and you'll update them, like your website for example, but the initial building out is the big project.



But marketing needs to be done consistently, effectively, over time, and the only way to do that--the only way to do anything consistently and effectively over time is to create systems for it.

So there are going to be a lot of systems within your marketing plan and your marketing procedures. And here are some examples of systems you might want to create for your marketing plan, and this is by no means a complete list.

CREATE A SYSTEM FOR ANY ACTIVITY THAT HAPPENS MORE THAN ONCE. HERE ARE SOME EXAMPLES – THIS IS BY NO MEANS A COMPLETE LIST!

Creating the Marketing Packet

For example, creating your marketing packet. Now you'd been surprised how many people booked gigs and have to start from scratch to create a marketing packet for each new venue that their looking to market to. No, create a marketing packet system.

Creating the Media Packet

Creating the Marketing Schedule for getting gigs and for promoting gigs

Creating the Marketing Schedule for yearly trade shows and business conferences

Creating your social media systems

Create a media packet system. Create the marketing schedule for how you work your marketing plan every week, but also create a marketing schedule for gig promotions. In other words, for booking gigs as well as promoting the gigs that you've got or for creating a new product, and then for promoting and releasing that new product into the market place.

So creating a system for exactly how to do that that is time sensitive. So you know 9 months out, six months out, three months out, two months out, one month out, 4 weeks, 3 weeks, 2 weeks, you know...10 days, 7 days, you know like that.

A system, for step by step, how to promote a gig, how to promote getting a gig, how to promote the gig once you've got it. You might want to create systems around the marketing schedule for yearly trade shows and business conferences, because there are steps that you going to want to take in advance of those conferences, during those conferences, and after those conferences.

And you can create a system for that, so that it becomes again repeatable and much easier to manage.

Your social media, people get so overwhelmed with social media and blogging, because they haven't systematize it, and there's a lot of ways to systematize that.



DELEGATE AS MUCH AS YOU CAN IN ORDER TO MAXIMIZE YOUR MARKETING TIME

Now in the systematizing process, you want to delegate as much as you can in order to maximize your marketing time. However you don't want to give away your voice.

Whatever your message is, it needs to be in your voice.

If you're online on Twitter, for example, I follow a lot of famous people on Twitter because I am always looking for what works and what doesn't work. So someone like Tom Cruise never tweets. His people tweet for him, and the way you can tell is it's in third person.

Well, I have no better sense of who he is and I stopped following him, because frankly--boring. I don't know who he is. There is no engagement there. There is no unique voice. It's just marketing and it's boring, and it's not the way to use social media.

Whereas someone like Alyssa Milano, who's also an actress. She is--I would say probably 80-90% creating her own content. She may be systematizing the delivery of it. She may be scheduling any in advance. I don't know.

But I know that it's her, because I've had conversations with her and you can just tell the difference. It's a different feeling for it. So you want to delegate and systematize, and possibly even automate things, but you want to do it in a way that doesn't lose your unique voice in it.

SET-UP A WEEKLY/MONTHLY SCHEDULE TO SPEND TIME IN EACH AREA. IDEALLY, YOU WANT TO SPEND TIME ON EACH LEVEL OF YOUR MARKETING PLAN (E.G. CREATING NEW RELATIONSHIPS, BOOKING NEW GIGS, PROMOTING THE GIGS THAT ARE ALREADY BOOKED, GETTING MEDIA EXPOSURE AROUND GIGS AND/OR RELEASES, BUILDING YOUR CAREER AND PROMOTING YOURSELF WITHIN THE INDUSTRY)

Set up weekly and monthly schedules to spend time in each area. So we talked at the beginning about the different categories of your marketing plan. You want to then schedule time to be spending in each of those areas, and maybe you don't get to all of them to every week, but you want to get to all of them within a quarter.

You want to be hitting all of them and on a regular basis. Ideally, you want to spend time on each level of your marketing plan. Whether it's creating new relationships, booking new gigs, as well as promoting the gigs the are already booked, getting media exposure around gigs and or product releases, building your career, promoting yourself within the industry.



You want to be spending time in all of these areas, and again, the more you can delegate, the more time you actually have to spend in those areas, because you are multiplied by all of the people and the hours that you are delegating to.

WHICH SYSTEMS YOU SET UP, WHAT METHODS OF MARKETING YOU USE IS COMPLETELY DETERMINED BY THE KIND OF CAREER YOU CHOOSE TO BUILD.

And the more systematize these things, the easier it is to maintain consistency with this stuff. Which systems you've set up, what order you set them up in—in other words what's highest priority for you, what methods of marketing you use is completely determined by the kind of career you want to build.

So there's no one step by step plan, because it's going to look different, depending on the kind of career you want to have. Believe me, if I could give you a step-by-step plan and it be a once size fits all, I'd have that out as an e-book and be making billions of dollars, but that's just not how it works.

So just like what I teach you around time management, you've got to create a system that works the way you work, and you've got to create a system that matches the outcome you're looking to create.

STEP 3 - EXPLORE, RESEARCH, AND EXPAND

Now I gave...so step 1 is as I said was to create the comprehensive marketing plan. Step 2 is to systematize that marketing plan. Step 3 is to explore, research, and expand.

VERY OFTEN WHEN SOMEONE BEGINS TO EXPERIENCE SUCCESS, THEY SEEM TO GET STUCK AT THAT LEVEL OF SUCCESS.

Now, very often when someone begins to experience success, they seem to get stuck at a particular level of success.

And the reason for that is they stopped exploring, researching, and expanding. They keep doing what they know to do, which keep creating the level of success they've created. If you want to go to a new level of success, you're going to have to do the kinds of things that the people at that level of success are doing.

And the only way you're going to figure out what that is and how to mold it to suit you is by exploring, researching, and expanding out of this box that you've created. Now there may be many reasons why they get stuck.



THERE MAY BE MANY REASONS WHY THEY GET STUCK:

Comfort level

There may be comfort level associated with it. There may be a fear that if they expand outward that--if you expand outward, that you might begin to create the kind of career you don't want.

So you might get more famous than you really want to get. Well, I promise you, if you created your marketing plan with the end in mind with the kind of career you're choosing to create, that's not going to happen.

But you need to be growing, because a fundamental foundational idea around all business is any business that stagnates, that doesn't grow is dead. That's just the truth. So you need to be looking at how to expand, how to get to the next level that is in line with your vision.

Fear

A lot of times people get stuck because they're afraid. They're afraid to do the things that they would have to do in order to get to the next level. And I encourage you to embrace the fear. And if you think that that's not possible then go listen to the [Overcoming Fear](#) class.

Fear is just an emotion. It's just an emotion. So I say if you're afraid of doing something, step into the fear and go do it.

Ignorance

Very often people get stuck because of ignorance. Because they just don't know what they don't know.

I had a conversation with a client today where she was just like, "I've spent the last week discovering all the things that I didn't know I didn't know." That's a big thing that gets people stuck as they don't know what they don't know.

So you need to explore, research, and expand your views, so that you learn what you don't know, so that you can start to know it. You can figure out a way to learn it.

Lack of skills that will allow them to advance such as time management, managing/delegating to others, organization, system creation, etc.

Don't make time to work on their business

Another reason why people get stuck, and this is by far the thing that I work on with private clients at the beginning almost always is a lack of skill that will allow you to advance, such as time management, managing or delegating to others, organization,



systems creation, financial management---these kinds of things, very often a lack of skills in these foundational areas will stop you from growing.

And finally, they don't make time to work on their business. All the time that they have to spend around their business, they work in their business. They're writing new stuff. They're calling to promote gigs, but they are not creating systems. They're not creating a plan.

So it's really critically important that you schedule time to work on your business. And in fact, if you don't have systems in place, I would schedule at the beginning more time to create the systems than you create to market, because once the system is set up, you're going to find it takes so much less time to do the things that you've been doing, it will blow your mind.

And as a result, you're going to be able to do things more effectively with less time and energy and more consistently, because systems allow you to re-create the same result over and over again with a lot less effort.

THE MOST COMMON MISTAKE I'VE SEEN IS WAITING UNTIL YOU NEED A SYSTEM TO CREATE THE SYSTEM – BY THE TIME YOU NEED THE SYSTEM YOU WON'T HAVE TIME TO BUILD IT!

And finally, around this whole concept, the most common mistake I see is that you wait until you need a system to create the system. By the time you actually need the system, you won't have time to build it.

You'll be too busy to build it. It's really critically important to set the systems up in advance to the best of your ability. Sure, you're going to tweak them. You're going to hone them. You're going to polish them. You're going to make them more effective. You might change them. You might find new resources and apps to help you do them better, but if you wait until you really, really need them, you'll be too busy.

And what happens as a result is what I've talked about in [Business Management for the Creative Mind](#), the kind of a roller coaster effect, because you market, market, market, market--get really busy, get really busy, get really busy, and because you're busy you stop marketing and so you stop being busy, so then you market, market, market, and as a result, you...instead of your business expanding in an upward trajectory, it's a roller coaster, and you never really grow your business.

It really does. The average become a stagnant level. So, you want to build the systems before you need them and then expand on those systems. Alright, so I'm going to open up one last time for any questions. Go ahead and hit star 6.



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If you have any questions or if you just want to share a key insight or value you're taking away from the call. Go ahead and hit star 6 to come off mute and say hello.

Or not. So if you got value out of this call, what I would request is that you make a comment on the call post, on the class post, specifically things that, you know, your insights or the big lesson or a "Ha!" moments for you. Anything you want to be sure that other people, you know, the value that you want to make sure you share with your fellow Academy members, if you want to recommend this call to other people. Alright, thank you very much, and I look forward to seeing your comments, and also if you have questions, in particular, if you have personal questions about how to apply this to your specific business, go ahead and right now, submit them for the Ask Coach Debra call, and I'll be happy to answer the next time I do a call.

Thanks very much, and I look forward to seeing you in the next class! Have a great night!