

**Multiple Streams of Art/Music  
Income**

**Toolbox Teleclass Transcription**

**By Debra Russell**



**Foundation Program**

**Track 4: Be Seen: Promotion, Marketing & Sales**



# TABLE OF CONTENTS

Intro..... 6

My Mission: to end the "starving artist" syndrome and fill the world with Prosperous Artists. .... 6

Intention: By the end of this class, you'll be thinking about your work and your business in an entirely new way, and ready to take a leap into a whole new world of exciting opportunities..... 7

The Paradigm Shift..... 7

Credit Andrea J. Lee. .... 7

Old paradigm..... 7

    your product as a single, expensive to produce one-time offering that you must be present for ..... 7

    trading your time for money..... 7

    Same type and format of product as your competition. .... 7

    Performing Artists - You must be present in order to make money..... 8

    A small fish, crowded pond, limited resources. .... 8

    Struggling, struggling, struggling ... makes you nobler and your product more special..... 8

    Wishing, hoping, and dreaming that the mainstream would acknowledge your value ..... 8

    Often accompanied by pooh-poohing other artists who have "made it." That they must have sold out somehow. Now there's a mixed message to the Universe! ..... 8

What if you could be producing new things much more frequently, creating passive income, with more time to make your art? ..... 8

    Old Idea - forcing people to buy what they don't want, need and can't afford..... 9

    people only buy what they desire at the price they can afford. .... 9

    Products designed and packaged specifically for your niche at different price points..... 9

    You aren't "SELLING" anything. You are making needed products available and allowing your clients to determine how they want to play with you..... 9

Multiple Streams of Income, is not about different jobs or businesses. .... 9

    Multiple – because you're packaging the creative work you do in multiple ways.... 9



## Artists Marketing & Business Academy: Foundation Program

### Be Seen: Promotion, Marketing & Sales

#### Multiple Streams of Art/Music Income

Multiple – Niches - once you've gotten one niche really working for you, it becomes simple to repackage your current products for a different niche.....	9
Multiple because new customers come into your funnel who then become customers of all the other streams that emanate from each individual creation.....	10
The Multiple Streams Concept – 4 Basic Concepts.....	10
Ice Cream Model / Pink Spoon .....	10
Multiple Streams Funnel .....	11
Leveraging product creation .....	12
One product in many formats.....	12
Give examples.....	12
Building relationships over time (relationship marketing).....	13
So, you realize that the key to this concept is NOT SELLING!!! Aren't you relieved?	13
Easier and less expensive to sell to an existing customer than get a new one .....	14
Clients enter the funnel at the level they feel comfortable, and as they grow to know you and like you, they will buy from you again and again, increasing the price level, the quantity and frequency of their purchases .....	14
The 8 Steps.....	14
This is an introduction – Each of these concepts are developed much more fully in classes available in the Artist's EDGE Membership .....	15
Pick Your Niche .....	15
Define Niche.....	15
key principle. The more narrow, directed, specific your target, the more power you have to create a true income stream, and the easier it is to target your message to them and to win them over.....	16
Your niche is about your client not you. It's not your genre; it's the characteristics of the people who want what you offer. Who are your fans? .....	16
Do not get stuck at this step – there is no right answer – pick a niche and get started. Even if there ends up not being traction in that niche, the work you do to develop it will translate to the next niche. ....	17
Elicit Problems, Needs, and/or Desires.....	17
What is it that your niche wants and needs most from you? .....	17
What are their problems, their challenges? What is their need? What is it that they would love about the creative work that you do? .....	17



## Artists Marketing & Business Academy: Foundation Program

### Be Seen: Promotion, Marketing & Sales

#### Multiple Streams of Art/Music Income

HOW DO YOU SERVE?.....	17
Design Solutions.....	17
You are in a service industry, make no mistake about it. Art is about service.....	17
How does what you do solve the problem of your niche?.....	18
How does it fulfill a desire they have?.....	18
How can you serve them in unique ways? .....	18
Choose Packaging.....	18
Funnel concept – This is the step where you take one example of your work, and brainstorm all the different ways you could package it at different price points. ....	18
Adjust your packaging, and your language, to match your customer’s needs and desires. ....	18
You need to answer the WIIFM question (what’s in it for me?) in language that they connect with.....	19
Features vs. Benefits .....	19
Generate Traffic.....	20
Wherever you go, whatever you do, be collecting people and once you’ve collected them, talk to them, talk to them, talk to them.....	20
Which means you MUST gather their contact info, so you can build a relationship with them over time ... this is principle #1 – if you don’t get them into your funnel, chances are you have lost them forever. ....	20
Pink Spoon –their free taste in exchange for their contact info.....	20
SEO/SEM/SoMe .....	20
Convert Prospects .....	20
Make it simple and easy and worth their while for them to play with you.....	21
Make it convenient for them to buy from you.....	21
Have a well-developed, effective system for inviting them .....	21
Test it, learn what works, modify as you learn .....	21
Strengthen Relationship .....	21
Invite them deeper into relationship with you .....	21
Invite them to share you with others .....	21
Reward them for playing with you .....	22



Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

You can create even more products to help you with this – fan clubs, inviting them to invest in your projects, street teams..... 22

Social Media ..... 22

BOP Positioning –..... 23

Boldest most Outrageous most Provocative Position Statement – ..... 23

What's yours? What could it be? (Invitation to play)..... 23

Open it up to questions ..... 25



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

### INTRO

Welcome to the second free Multiple Streams of Music Income call. Has anyone chimed in while I was off turning on the recording who would like to say hello?

Mary: Hi Debra...It's Mary Hay.

Debra: Hi Tamara and who else did I hear on the background?

Lily: This is Lily.

Debra: Hi, Lily. No, we're back and we're recording. So, great! So if you guys are in a noisy background, do please or if you're going to be, you know, doing dishes or whatever while you're listening to the call, do hit \*6 to put the mute on, and then when I open up for questions, you can hit \*6 again and that will take you off mute. Do know that it takes a moment to come off mute, so anticipate and hit \*6 both to go on mute and to come off mute. Who's joined me?

Sol: Sol.

Debra: Oh Sol! Hi!

Sol: Hi!

Debra: Alright so we're going to get started.

MY MISSION: TO END THE "STARVING ARTIST" SYNDROME AND FILL THE WORLD WITH PROSPEROUS ARTISTS.

So those of you who've known me for a while know that I have a kind of surreptitious mission, a mission that is...drives everything that I do with you guys and that is to end the phrase "starving artist".

Does anyone align with me on that you can hit...the 6 button to chime in, "Yes, yes, I am aligned on that, great!"

So basically, my vision in 2000 years, there's going to be some archaeologist, and they're going to dig some things up and sweep off all of the dust and say, "Starving artist, what? They didn't feed their artists? That's so bizarre!" So the actual phrase becomes unknown and unheard of, okay?



Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

INTENTION: BY THE END OF THIS CLASS, YOU'LL BE THINKING ABOUT YOUR WORK AND YOUR BUSINESS IN AN ENTIRELY NEW WAY, AND READY TO TAKE A LEAP INTO A WHOLE NEW WORLD OF EXCITING OPPORTUNITIES

So my intention by the end of this class is that you're going to be thinking about your work and your business in an entirely new way and ready to take a leap into a whole new world of exciting opportunities with your music business.

I have to give credit to the woman who taught me this system of Multiple Streams. I learned multiple streams of coaching income, and then I applied it to my business as a coach and have since...and I learn it in 2004 and became licensed to teach it, and I have been teaching it ever since and I have quite a few classes about it on the Artist Edge membership, as well as delivering the class that I'm about to deliver to you guys at conferences across the country and working with private clients to develop their multiple streams businesses.

## THE PARADIGM SHIFT

CREDIT ANDREA J. LEE.

### OLD PARADIGM

*YOUR PRODUCT AS A SINGLE, EXPENSIVE TO PRODUCE ONE-TIME OFFERING THAT YOU MUST BE PRESENT FOR*

So the old paradigm, the one that probably most of you are living within, is that your product is a single, expensive to produce, one-time offering that you must be present for.

So even if you're making CDs or recording music, you have to be present to record it, but it also tends to be fairly expensive to produce and to replicate that product.

*TRADING YOUR TIME FOR MONEY*

That you are living in a paradigm of trading your time for money.

*SAME TYPE AND FORMAT OF PRODUCT AS YOUR COMPETITION.*

That you are pursuing the same style of business, format of product as your competition,



Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*PERFORMING ARTISTS - YOU MUST BE PRESENT IN ORDER TO MAKE MONEY.*

*A SMALL FISH, CROWDED POND, LIMITED RESOURCES.*

which creates a very crowded pond with lots and lots and lots of fish, all scrambling for very limited resources. Does that sound familiar? So if you are a performing artists, as I said, you must be present in order to make money.

*STRUGGLING, STRUGGLING, STRUGGLING ... MAKES YOU NOBLER AND YOUR PRODUCT MORE SPECIAL.*

Very often the experience is that you're struggling, struggling, struggling and yet there's this very odd conflict in which that struggle actually makes you nobler, and somehow makes your product more special because of the struggle.

*WISHING, HOPING, AND DREAMING THAT THE MAINSTREAM WOULD ACKNOWLEDGE YOUR VALUE*

Well, at the same time you're wishing, hoping, and dreaming that the mainstream would acknowledge your value.

*OFTEN ACCOMPANIED BY POOH-POOHING OTHER ARTISTS WHO HAVE "MADE IT." THAT THEY MUST HAVE SOLD OUT SOMEHOW. NOW THERE'S A MIXED MESSAGE TO THE UNIVERSE!*

And while you're doing that, you're often pooh-poohing other artists who have "made it." That they've somehow sold out or they're not as good, because they've somehow made it and isn't that a mixed message to the universe. You think less of people who have made it, but you want to make it yourself. Well, I can promise you that the universe will never let you be in a position in which you embody that which you disdain.

So think about how you think about artists who are established and who are making a really good living and really you know start to bless those people, because the more you think well of them, the more likely you will begin to raise your own income, if that make sense to you guys. That's a real basic law of attraction rule, okay?

*WHAT IF YOU COULD BE PRODUCING NEW THINGS MUCH MORE FREQUENTLY, CREATING PASSIVE INCOME, WITH MORE TIME TO MAKE YOUR ART?*

So what if you could be producing new things more frequently, creating passive income, and have more time to actually be creative. There's someone who's not on mute, who's got some background noise, if you would just hit \*6 and put yourself on mute, just to keep the recording a bit clean, okay? Thank you.





## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*OLD IDEA - FORCING PEOPLE TO BUY WHAT THEY DON'T WANT, NEED AND CAN'T AFFORD.*

So very often when we think of marketing and sales we think of this old idea, which is that it's marketing and sales is forcing people to buy what they don't want, don't need, and can't afford. That a myth. You can't actually do that. You don't have that power, you know. Without some serious brainwashing techniques or torture, you can't actually make someone do something they don't want to do.

*PEOPLE ONLY BUY WHAT THEY DESIRE AT THE PRICE THEY CAN AFFORD.*

People only buy what they desire at the price that they decide they can afford. That's just the truth. You don't sell, people buy.

*PRODUCTS DESIGNED AND PACKAGED SPECIFICALLY FOR YOUR NICHE AT DIFFERENT PRICE POINTS.*

With this new model, what you're going to be doing is designing products and designing packaging specifically for your niche at different price points.

*YOU AREN'T "SELLING" ANYTHING. YOU ARE MAKING NEEDED PRODUCTS AVAILABLE AND ALLOWING YOUR CLIENTS TO DETERMINE HOW THEY WANT TO PLAY WITH YOU.*

So you're not really "selling" anything. You are making needed products available and allowing your clients, customers, fans, to determine how they want to play with you, at what level, at what price point do they want to play with you.

*MULTIPLE STREAMS OF INCOME, IS NOT ABOUT DIFFERENT JOBS OR BUSINESSES.*

I do want to clarify that multiple streams of income is not about having different jobs, it's not working at the 7/11, teaching private students, and making your art.

*MULTIPLE – BECAUSE YOU'RE PACKAGING THE CREATIVE WORK YOU DO IN MULTIPLE WAYS.*

It's multiple, because you're packaging the creative work you do in multiple ways;

*MULTIPLE – NICHES - ONCE YOU'VE GOTTEN ONE NICHE REALLY WORKING FOR YOU, IT BECOMES SIMPLE TO REPACKAGE YOUR CURRENT PRODUCTS FOR A DIFFERENT NICHE.*

And it's multiple because you're targeting multiple niches. Once you've gotten one niche really working for you it becomes simply repackaging your current products for different niches -- re-purposing what you're doing.



Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

MULTIPLE BECAUSE NEW CUSTOMERS COME INTO YOUR FUNNEL WHO THEN BECOME CUSTOMERS OF ALL THE OTHER STREAMS THAT EMANATE FROM EACH INDIVIDUAL CREATION.

It's also multiple because new customers will come into your funnel, who then become customers of all the other streams of income that emanate both from different creations, different formats, and other funnels. So there's multiplication happening on many different levels in many different ways.

## THE MULTIPLE STREAMS CONCEPT – 4 BASIC CONCEPTS

Now I want to give you the 4 basic multiple streams concepts, okay?

### ICE CREAM MODEL / PINK SPOON

The first basic concept is that of the ice cream model or pink spoon model. Now for some of you, particularly those of you who are on the east coast who grew up with carvel, you will recognize or you know, Baskin-Robbins, which is across the country I think, you will recognize the pink spoon.

The pink spoon is what happens when you walk in to your ice cream store, and you got to have a free taste of as many flavors as you want, right? So that's the concept of the pink spoon. it is a free taste. By the way, you are participating in one of my pink spoon at this very moment, right? This is a free taste of what I do, okay?

The pink spoon ideally always is in exchange for contact information, so you gave me your email address when you signed up for this free call, for example. The pink spoon ought to be something that you only create once and doesn't take a huge amount of time and energy. So I wrote this class many years ago. Actually probably, I've been delivering this class for about 4 years in different venues and avenues.

And it lives as a recording on the Artists Edge membership, but basically most pink spoons if you've gone unto my website and you've signed up for my free e-course, that's a pink spoon that I created once, and it just keeps on delivering over and over again.

Every time someone just signs up for the e-courses, it's just an auto responder, and it comes to them you know as it's programmed to do.

But here's the thing, the pink spoon is the idea that people buy from the people they know, they like, they trust, and giving someone a taste of what you do will allow them to get to



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

know you, will allow them to decide if they like what you do, and also creates trust, because when you're getting a little something for free and you see that what you're getting is of high value that begins to establish trust.

Now that needless to say, if you're free offering, for example, maybe it's a downloadable song, if that song is not any good that doesn't create trust. So I'm assuming that the product you're creating is absolutely the best, most high quality product you can possibly create, and that you're always doing things to improve and increase your skill level and polish your presentation and representation, okay?

### MULTIPLE STREAMS FUNNEL

Now this leads me into the second concept, which is the multiple streams funnel. So if someone comes into your funnel via your pink spoon, they've got a taste of you, right? And they want more.

Now one of the things that the pink spoon does is it creates obligation. So if you go into an ice cream store and you get a free taste of three or four different flavors of ice cream, how likely is it that you're going to walk out of that store without buying something? Not very, right?

Probably you got there because you were intrigued and interested, and so it's much more likely that you're going to buy an ice cream cone once you're there, and you've tasted the ice cream and you see that it is good and maybe you just use the free-taste on the pink spoon, to identify what flavor you want, okay?

And then perhaps you buy that ice cream cone for \$2.99, and it was really a good ice cream cone, so the next week you come back in, but you bring a couple of friends with you and maybe you spent \$10 at that ice cream store. And maybe the next time you go in, you buy a pint or two to take home with you.

And then maybe the next time you come in, you know, it's little Johnny's birthday, and you buy an ice cream cake for \$30 and maybe at this point you so like the owner of the store. You've gotten to know all the people who worked there. You love their ice cream, because it's really just the best ice cream anywhere near you, so you signed up for their flavor of the month membership, and so you're paying \$10 a month and you get a new flavor every month. You know, you get maybe a gallon of ice cream every month delivered to your home, okay?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

So you guys get the idea that it's...a multiple streams funnel is not a typical sales funnel where you see that ton of people in at the top, and there's only one high-end product at the bottom. Now a multiple streams funnel is almost more like a colander where there is lots of exit points at different price points. So people can kind of find their own level. How much, how long, how deeply do they want to play with you?

And some people will come in and get their pink spoon and that's it! Some people will come in and get their pink spoon and maybe they'll buy you know another product or you know, they'll buy a new product when you come out with one. But that's pretty much, you know, that's their level of playing. Some people are going to come in and buy everything that you sell at every level, and they love you to death and they want to do everything they can with you and they will bring people into your funnel, okay? So that's the second concept of the multiple streams funnel. So we've got the pink spoon, which is the entry level, and the multiple streams funnel, which is different products at different price points.

### LEVERAGING PRODUCT CREATION

#### *ONE PRODUCT IN MANY FORMATS.*

The third concept is leveraging product creation and what you want to be thinking about with this (and let me just take a sip of water), what you want to be thinking with leveraging product creation is that you have a single product and you repurpose it in many different formats. So let me give you some examples of that.

#### *GIVE EXAMPLES*

We're talking multiple streams of music income, so let's imagine that you've written a song, and that song, for example, could be an MP3 download from iTunes for \$1.99. That song may be one of twelve on a CD. That song you may play live at a concert. I'm betting so far I haven't broken any new ground for you, that these are all concepts that you're familiar with, but you could take that same song and take the lyrics out and sell it for karaoke. You could take that same song and chop it up into 5 seconds cues and promote it for TV and film.

You could take the lyrics off of that and have again 5 second cues and have even more products for TV and film and you know advertising. You could take that same song...I have one client who took a bunch of his songs and had them orchestrated for pop orchestra gigs, and he's taking his 5-piece Celtic band on the road to play in front of pop orchestras, okay? So he's had his song, his music arranged for that venue.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

I had another client who had a bunch of his songs printed in sheet music, okay? And sold a book of sheet music. I had another client who took his song and broke it into five-part harmonies and sold it for choral, choral directors, for new songs, okay?

I had another client who took his exact same song that was on CD, repackaged the exact the same CD with the exact same music for ballrooms, because he plays a lot of jazz standard and all he did is he re-gave it a new cover and new description, so that it's, you know, so the descriptions are, you know, for the different styles of music for each song. So that you know this song is good for you know whatever... for (I'm blanking)..for a waltz. This is a good song for foxtrot whatever, okay?

So you get the ideas, now that's just the music. What about the cover art? Or your band logo? Your cover art for your CD could then, of course, be made into t-shirts, mugs, mouse pads. You could put your music on thumb drives. I have a client actually, who went to Singapore for a music conference, and he created thumb drives instead of doing marketing packages with all these papers, he created thumb drives with his logo on them. And that thumb drive has sampling of his music. It had DVD-video footage of his band live. It had his EPK already uploaded on there.

So you could do all kinds of repackaging. You could take your cover art and use it for as screen savers, and for example that could be a fun, cool, free download or you could take all, you know, if you've done multiple CD's you could make a calendar out of it. If you've got 12, you could make a calendar out of it. So you're getting the idea that there's multiple format for your products.

### BUILDING RELATIONSHIPS OVER TIME (RELATIONSHIP MARKETING)

The fourth concept, so far we've covered pink spoon, multiple streams funnel, leveraging product creation, the fourth concept is building relationships over time. So this is all about relationship marketing.

*SO, YOU REALIZE THAT THE KEY TO THIS CONCEPT IS NOT SELLING!!! AREN'T YOU RELIEVED?*

The key to this concept by the way is NOT SELLING! Aren't you relieved? The key to this concept, every retail marketing person, every ad agency, every PR person knows this basic truth.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*EASIER AND LESS EXPENSIVE TO SELL TO AN EXISTING CUSTOMER THAN GET A NEW ONE*

It's easier and less expensive to sell to an existing customer than to find a new one. It's why if you go in to see the CVS or Wallgreen or Rite Aid or whatever, they have those little cards. Those discounts cards.

You want to know why? So they can sell to you. Those discount cards track your buying habit, so they can target what you're buying to give you targeted coupons and discounts, so they can track across the board they have lots of demographics in those little cards.

So the idea is the better they know you the more effective they can be in how they talk to you. Basically, you want to be thinking in the same way. It's about building relationship with your fans, with your clients, with your customers over time.

Yes, you do want to be adding new customers obviously, but you also want to be deepening your relationship with people.

*CLIENTS ENTER THE FUNNEL AT THE LEVEL THEY FEEL COMFORTABLE, AND AS THEY GROW TO KNOW YOU AND LIKE YOU, THEY WILL BUY FROM YOU AGAIN AND AGAIN,*

*INCREASING THE PRICE LEVEL, THE QUANTITY AND FREQUENCY OF THEIR PURCHASES*

Clients enter the funnel at the level they feel comfortable, and as they get to know you, like you, they will buy from you again and again, increasing the price level, the quantity, and the frequency of their purchases, and the more they know you and like you, the more likely they will share you with their circle of people. And of course, this brings in a whole concept of social media and social networking, okay?

## THE 8 STEPS

So, I'm going to now spend the rest of our time together giving you the 8 steps to building a multiple streams business. Before I do that, does anyone have any questions on the concepts that I've given you and the differences between the paradigm shifts? Take yourself off mute \*6, say your name, and ask me your question.

Okay, so I'm hearing no questions, so I'm just going to move on and just know that there should be time at the end as well to give you answers to your questions.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

THIS IS AN INTRODUCTION – EACH OF THESE CONCEPTS ARE DEVELOPED MUCH MORE FULLY IN CLASSES AVAILABLE IN THE ARTIST'S EDGE MEMBERSHIP

Now the first I want to let you know is that this is an introduction. When I first learned this process from Andrea J. Lee, I think I forgot to mention her name at the top. Andrea J. Lee is the woman who taught me and licensed me to teach the Multiple Streams concept.

And when I first learned this concept in 2004, I'm still developing my product funnel. I'm still expanding and exploring new niches. This is not...this is a long-term project, so don't get overwhelmed by it.

Each of these concepts are much more developed in the classes that are already available in the Artist Edge membership. I probably have about 12 hours of classes on the Multiple Streams concept. I may have more than that. I haven't counted it lately. I keep adding new classes about it.

In fact, this month's class is about How To Use Social Media--how to use social networking at...in the different steps in the multiple streams concept.

In addition, I am going to be starting a class in a few weeks that is, you know, over 4 months with specific exercises that you'll be doing to develop your multiple streams of music business.

### PICK YOUR NICHE

So step 1, are you ready? The first step is to pick your niche or pick your niche (if you want to say it that way). But you need to be thinking in terms of niche marketing or target marketing.

### *DEFINE NICHE.*

Now I want to differentiate what is a niche. A niche is not your genre, you know. Someone earlier on the call said that she did experimental music. That's a genre okay? You know blue grass is a genre.

Niche has nothing to do with you, and everything to do with them. It has to do with who is your audience and what makes them unique and identifiable. There are a million different ways to define your niche. The ways that are most useful for are going to be the ways that allow you to find them easily and quickly, okay?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*KEY PRINCIPLE. THE MORE NARROW, DIRECTED, SPECIFIC YOUR TARGET, THE MORE POWER YOU HAVE TO CREATE A TRUE INCOME STREAM, AND THE EASIER IT IS TO TARGET YOUR MESSAGE TO THEM AND TO WIN THEM OVER.*

### **Example – Stef A. – Portraits – Music Together classes and Water Skiers**

The key principle to this step is that the more narrow, directed, specific your target, the more power you have to create a true income stream and the easier it is to target your message to them and to win them over.

You know, very often people miss with their marketing language because they're trying to be everything to everybody and you can't be. For god's sake, Coca-Cola targets their marketing language. They identify their niche markets and markets specifically to those niches, okay? And if someone with, you know, a billion dollar marketing budget like Coca-Cola's doing it, you'd better believe that you with your marketing budget, and I'm hoping that you do have a marketing budget, that you have to be even more narrowly defined and even more specific.

*YOUR NICHE IS ABOUT YOUR CLIENT NOT YOU. IT'S NOT YOUR GENRE; IT'S THE CHARACTERISTICS OF THE PEOPLE WHO WANT WHAT YOU OFFER. WHO ARE YOUR FANS?*

### **Example of Zupe**

So let me give you an example of someone who did amazing things by picking their niche and developing their multiple streams of music income. Now I already mentioned Zupe, who's on last night's call on Time Management actually.

Zupe has been a long standing, one of my original Artist Edge members. He's been in the organization since November of 2005 when I launched the membership, and he has been a very go-get-'em-DIY kind of guy.

He has created his multiple streams of music income business. He started out with a...he's a crooner, okay? This guy's got an amazing tenor voice and the music he loves are the jazz standard and the Rat Pack, the music of the Rat Pack.

So, who is that target market? Well, primarily that target market is old, over 60 years of age, right? That's the people who fell in love with that music when it was popular. So Zupe went out and found an agent who only markets, who only books retirement communities, and he's been making with just he and his guitar and the piano, that usually is there at the venue, he's been making \$600-\$2000 a gig, playing to retirement communities, because you know what? They've got an entertainment budget, and they can afford it.





## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

Now he took as I told you the same exact music and re-purposed it for ballroom and he started playing at ballroom events, you know, doing the accompaniment and being part of the band at ballroom events, and he got approached by an organization for ballroom teachers, instructors to create the CD, and he literally just repack his music that he already recorded and he's doing really well with that ballroom CD.

*DO NOT GET STUCK AT THIS STEP – THERE IS NO RIGHT ANSWER – PICK A NICHE AND GET STARTED. EVEN IF THERE ENDS UP NOT BEING TRACTION IN THAT NICHE, THE WORK YOU DO TO DEVELOP IT WILL TRANSLATE TO THE NEXT NICHE.*

So you get the idea? Now here's the most important thing in picking your niche, don't get stuck at this step. There is no right answer. Pick a niche and get started, even if there ends up not being traction in that niche, the work you do to develop it will translate to the next niche. So, pick a niche and get busy.

### ELICIT PROBLEMS, NEEDS, AND/OR DESIRES

Step 2 is to elicit the problems, needs, and/or desires of that niche.

*WHAT IS IT THAT YOUR NICHE WANTS AND NEEDS MOST FROM YOU?*

You have to get to know them. Who are they? What do they want and need most from you?

*WHAT ARE THEIR PROBLEMS, THEIR CHALLENGES? WHAT IS THEIR NEED? WHAT IS IT THAT THEY WOULD LOVE ABOUT THE CREATIVE WORK THAT YOU DO?*

What are their problems, their challenges? What is their need and what is it that they would love about the creative work that you do?

### HOW DO YOU SERVE?

And the most important question of this step is how do you serve? Music is a service industry--if you didn't know that before, you know that now. Music is a service industry, so you need to be looking at how do you serve your niche market.

### DESIGN SOLUTIONS

Step 3 is to design the solution.

*YOU ARE IN A SERVICE INDUSTRY, MAKE NO MISTAKE ABOUT IT. ART IS ABOUT SERVICE.* So now that you know what they want and what they need and a language they use to describe what they want and need, you want to design your solution to serve them.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*HOW DOES WHAT YOU DO SOLVE THE PROBLEM OF YOUR NICHE?*

How does what you do solve the problem of your niche?

*HOW DOES IT FULFILL A DESIRE THEY HAVE?*

How does it fulfill a desire they have?

*HOW CAN YOU SERVE THEM IN UNIQUE WAYS?*

And how can you serve them in unique ways?

You know a lot of people I worked, for example, in the art center level of performance develop you know educational programs, because that very often a need for these art centers because the art centers get funding, get grant funds for educational programs, and they need to fill them in order to keep and maintain that funding source, and so you as a performer if you can design educational programs that is one of the ways that you can serve that niche and make yourself much more attractive to them. So that's step 3.

### CHOOSE PACKAGING

So let me just review. So far we've got pick your niche. Then elicit the problem needs and desires of that niche. Then design your unique solution to their problems needs and desires. The next step is to choose the packaging.

*FUNNEL CONCEPT – THIS IS THE STEP WHERE YOU TAKE ONE EXAMPLE OF YOUR WORK, AND BRAINSTORM ALL THE DIFFERENT WAYS YOU COULD PACKAGE IT AT DIFFERENT PRICE POINTS.*

And again, we're getting back to the funnel concept. This is the step where you take one example of your work and brainstorm all the different ways you could package it at different price points.

*ADJUST YOUR PACKAGING, AND YOUR LANGUAGE, TO MATCH YOUR CUSTOMER'S NEEDS AND DESIRES.*

And you need to make sure that your packaging and the language of your packaging. So the physical CD packaging or the language on your website, you want to make sure that that language matches your customers' needs and desires.

So for example, coming back to Zupe as the example, you know probably packaging his music in thumb drives is not really the best way to market his music to the over-65 crowd, right? Because that's just not their language. In fact, he might even want to press vinyl for that market, because if anyone still has, you know, record players, they do okay?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*YOU NEED TO ANSWER THE WIIFM QUESTION (WHAT'S IN IT FOR ME?) IN LANGUAGE THAT THEY CONNECT WITH.*

So you want to adjust your packaging and your language to match your customer's needs and desires, and it's extremely important that you answer the WIIFM question. WIIFM (What's In It For Me?) the "Me" is being them--the target market--in the language that they will connect with.

You want your target market to have the experience in everything that they see from you, whether it's your newsletter, your blog, your website, your CD packaging or even the language you use in the lyrics of your songs. You want them to say, "Ahh, he gets me! I relate to this. This is my kind of music."

I can't tell you how many songwriters I've worked with who are in their 40's and 50's trying to write pop music, and of course, the market that pop music serves is generally tweens, teens, and 20s, and using metaphors or similes or poetic language that was appropriate 40 years ago, 30 years ago, 20 years ago. Guess what? They ain't going to get it! They weren't born yet.

You need to translate it into their language, and there are actually even websites that will help you with that and you know something like Master Writer can also really help you in translating and finding language that will really suit your market.

### *FEATURES VS. BENEFITS*

And finally you want to be thinking in terms of features vs. benefit. Now most people when they talk about their product, they talk about features, which means it's all about you. Guess what? It's not about you. It's about them which means you need to be talking in terms of benefit. What's in it for them? What's the outcome they're going to get? And I will tell you that it's very hard to shift into that language for most people. It's why we hire copywriters and marketing professionals and PR people, because they have that training but even them sometimes, I'm not so thrilled with because they are still talking about features.

So for example, if you're describing your music and you're saying, "Well, it's an up tempo, you know, song about falling in love, falling out of love, falling back in love..." guess what those are features. Those aren't benefits. Benefits are all about the emotional pay off.

They're all about the outcomes, the benefit, the experience that your venue owners, your fans, your, you know, artistic representatives (whoever you're marketing to). you want to talk in terms of what their experiences will be like, okay?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

### GENERATE TRAFFIC

Alright so we've got our first 4 steps, moving on to step 5. Now step 5, step 6, step 7 is probably all steps that you're familiar with and have heard about, but I want to put it in the context of this business model. Step 5 is about generating traffic.

*WHEREVER YOU GO, WHATEVER YOU DO, BE COLLECTING PEOPLE AND ONCE YOU'VE COLLECTED THEM, TALK TO THEM, TALK TO THEM, TALK TO THEM*

Wherever you go, whatever you do be, be collecting people, and once you've collected them, talk to them, talk to them, talk to them.

*WHICH MEANS YOU MUST GATHER THEIR CONTACT INFO, SO YOU CAN BUILD A RELATIONSHIP WITH THEM OVER TIME ... THIS IS PRINCIPLE #1 – IF YOU DON'T GET THEM INTO YOUR FUNNEL, CHANCES ARE YOU HAVE LOST THEM FOREVER.*

Which means that you must gather their contact information, so you can build a relationship with them over time. This is principle number 1. If you don't get them into your funnel, chances are you have lost them forever, even if they love you.

If all they do is come to see your show and buy a CD from you, and you don't get their contact information, you've lost them. You've lost them. Even if they love your CD, the likelihood they will go onto your website is minimal. People are very passive, and it's not enough for them to have liked your show, for them to become instantly your number 1 fan. It's very unlikely. You need to be collecting email addresses, and I will tell you, even though a lot of people are saying email is dead, that is so not true. If done correctly, your email list is gold. It's gold!

*PINK SPOON –THEIR FREE TASTE IN EXCHANGE FOR THEIR CONTACT INFO*

And again thinking in terms of the pink spoon--their free taste in exchange for their contact information

### SEO/SEM/SOME

Generating traffic can also bring in the concept of search engine optimization or, you know, pay per click. Also social media, and there's ways to work social media to really generate traffic to your website, to your Facebook page, to your (I'm sorry) from your Facebook page to your website, to your ReverbNation email list or whatever. There are ways to do it.

### CONVERT PROSPECTS

The next step once you've generated that traffic, once you've got them in your funnel, once you've created that initial connection with them, then you need to go to converting them from prospects into customers, fans, clients.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

*MAKE IT SIMPLE AND EASY AND WORTH THEIR WHILE FOR THEM TO PLAY WITH YOU.*

Here are some concepts with that. You want to make it simple, easy, and worth their while for them to play with you.

*MAKE IT CONVENIENT FOR THEM TO BUY FROM YOU*

You want to make it so convenient for them to buy from you. Their avenue for purchasing from you should be blindingly obvious everywhere you have a presence, whether it's from stage or it's your website or it's your Twitter or Facebook page or MySpace page, even if it's just a link to CDBaby or to iTunes, it needs to be obvious and you need to have the call to action and people really forget that.

*HAVE A WELL-DEVELOPED, EFFECTIVE SYSTEM FOR INVITING THEM*

You want to have a well-developed, effective system for inviting them to play with you deeper and deeper.

*TEST IT, LEARN WHAT WORKS, MODIFY AS YOU LEARN*

And you need to test what you do, learn what works and modify it as you learn. What's going to work is going to change from niche to niche. So when you develop a new niche, you'll have to, in a lot of ways, be testing all over again to see what will work with this niche.

**STRENGTHEN RELATIONSHIP**

The 7th step is to strengthen the relationship.

*INVITE THEM DEEPER INTO RELATIONSHIP WITH YOU*

Once they'd become a customer, client or fan, you want to invite them deeper into a relationship with you.

*INVITE THEM TO SHARE YOU WITH OTHERS*

You want to invite them to share you with others, and by the way, make it worth their while to share you with others.

For example, I have an affiliate program, you want to share me with other people? Sign up for the affiliate program and use your affiliate link, so that when they buy from me, you'll get paid. Make it worth their while.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

### *REWARD THEM FOR PLAYING WITH YOU*

Reward them for playing with you. Even if it's not with affiliate fees, even if what you do is invite them to become part of your street team, and give your street team really cool bonuses, like front row seating or the opportunity to meet you for pizza before they go out and poster your neighborhood. You know, reward them for playing with you.

*YOU CAN CREATE EVEN MORE PRODUCTS TO HELP YOU WITH THIS – FAN CLUBS, INVITING THEM TO INVEST IN YOUR PROJECTS, STREET TEAMS*

You can create even more products to help you with this: fan clubs, inviting them to invest in your projects. You know, there's been a lot of, you know, hullabaloo around the Facebook and on Twitter about... (Oh God, I'm blanking on his name.) This guy who asked for his fans to invest, and I know him...really this is really bad. I'm blanking on his name. It'll come to me. He invited his fans to invest in his next CD project, and he raised \$150,000. Now I want to promise you that he didn't begin his relationship with his fans by inviting them to invest in his CD project. These are fans...Ellis...oh god...what is his first name...if anyone knows...

Sarah: Ellis Paul.

Debra: Ellis Paul! Thank you! Ellis Paul, I knew it was with E. Thanks, Annie!

Sarah: Sarah.

Debra: Oh is it Sarah? Sorry.

So yeah, Ellis Paul, right? There was all of this hullabaloo about how he raised all this money and what was really fascinating were all these other musicians who were dissing him because he was able to raise all this money.

I'm sorry. Hello! Study what he did! Learn from him. He's master at creating relationships with his fans. I've seen him live multiple times, and I will tell you that from the stage he creates relationship with his fans. He interacts with his audience in a way that makes you feel like he sees you as part of his audience, and everything he does is all about deepening relationships. That's why he was able to raise \$150,000 from his fan base, okay? So you want to be strengthening your relationship with people.

### *SOCIAL MEDIA*

And social media is by far the best tool we've got to do this, and again, a lot of people are like, "Oh, I don't want to deal with Twitter and Facebook and blah-blah-blah." You know



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

what? You are cutting off your nose to spite your face if you are not working Twitter and Facebook and working it, learning how to work it effectively. It's key.

### BOP POSITIONING –

Now the last step is...some are...people are often surprised that I have this as the last step, and I'll tell you why it's the last step in a moment, but let me tell you what it is. It's called your BOP positioning.

### *BOLDEST MOST OUTRAGEOUS MOST PROVOCATIVE POSITION STATEMENT –*

BOP stands for Bold, Outrageous, Provocative Positioning; you want your boldest, most outrageous, most provocative position statement. You may have heard mine at the very beginning. One of them. I'm still testing.

### *WHAT'S YOURS? WHAT COULD IT BE? (INVITATION TO PLAY)*

The reason I leave this as the last step is that it requires you to not only get to know your niche, but to get to know yourself. Who are you as an artist? What's important to you? What drives you? What's your purpose for making art? Because that's got to feed you BOP.

A BOP is not a tagline. It has to do with your mission; Why are you here? Why are you doing what you're doing? What's the different you're looking to make in the world? So for example, Nike's *Just Do It* or State Farm's *Like a Good Neighbor*, those are taglines. Those are not BOP.

I'll give you an example of the BOP statement, one of my favorites that I've seen in a long-long time. If you're familiar Dove and in Dove soap and shampoo and so forth--body products, Dove has a program for making women feel pretty, and they're not just say that it's started they launch the program with this great commercial of all these women of different sizes, different ages, different colors, in their underwear, basically just standing there proudly saying, "I'm beautiful," but it's not just a marketing ploy. They are doing workshops for girls in their tweens and early teens to build self-esteem.

This is something they are completely committed to as a corporation, okay? It's really not only bold and outrageous and provocative. All women are beautiful, but it's something that they stand behind with everything, and that's really what a BOP needs to be. Everything you do should be feeding into your BOP, and your BOP should be just who you are. So be thinking about and looking for what your BOP is, okay?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

I think that you know the...it will take you time and will probably take you many versions before you really land on it, but when you've got it you'll know it.

Okay we've got about 10 minutes, so I'm just going to very quickly review the 8 steps: step 1 is pick your niche; step 2 is elicit problems, needs and/or desires; step 3 is design solutions; step 4 is choose packaging; step 5 is generate traffic; step 6 convert prospects; step 7 strengthen relationship, and step 8 is your BOP.

Now before I open it up for questions I want to just let you know I know that this is a big concept, and it's a long-term business model. There have been a couple of members who've taken the education that I offer on the Artists' Edge membership and really taken a bull by the horns and developed their own multiple streams businesses. I also know that those people are few and far between. For the rest of us, we need more support. We need more guidance. We need someone to hold us accountable, because for god-sake we're already to busy, which is why I'm also doing the Time Management program that I offered yesterday that I announced in yesterday's Time Management class.

But what I'm launching in July is a 4-month program. It will be 8 classes over 4 months every two weeks or so depending on my travel schedule. And those classes will not only be giving you information about each step, they will be giving you assignments to begin to develop your multiple streams business, and by the end of the class, I don't expect you to have a fully fleshed out, fully developed multiple streams business because like I told you I've been working on mine for 6 years.

It takes time to develop it, but will have this skeleton of it, the model of it, and the plan to begin to really implement, as well as the ongoing support, okay?

Now I'm offering a discount if you joined that class by midnight tomorrow as a result of being on this call, you will get a 10% discount. The class is \$300, and there's also a payment plan for, I believe, it's \$80/month.

Now for those of you guys on this call who are Artists' Edge members and want the next level of support in order to build this, there's a better price on the Artists' Edge members product page, and this 10% is combinable with your Artists' Edge member discount.

So your best price is going to be to go to your product page through the membership page and register there. What you want to do is when you're in the shopping cart, there's a coupon field, you enter the coupon "musicall," M-U-S-I-C-A-L-L and by the way that's going to be in your email that you'll receive with the download link to get your recording of this call.





## OPEN IT UP TO QUESTIONS

Okay, opening it up for questions, anyone have any questions about building your multiple streams of music income business or if you want to share any insights or enlightenment that you've got as a result of listening to this call.

Annie: I have a couple of question, Debra. Hi, this is Annie.

Debra: Hi Annie.

Annie: Hi. Okay, getting back to the BOP, I want to name a couple of artists just to get a better handle on this for myself. I'm going to name a couple of artists and if you could maybe tell me what you think their BOPS are.

Debra: They may not have one. This is a fairly unique concept and most people don't...are not aware of, and even if they are they haven't developed it, but go ahead and give me a try and I'll see what I can do.

Annie: Okay, what you think their niches are because they're artists who I think are well-purposed... So maybe I'm not seeing this clearly or maybe this is a new concept. But like KD Lang, what would you call her?

Debra: I would say that one of the aspects of her music and her business is about women's empowerment. Her niche, she's got multiple level of niches because she's you know in the pop and country genres, so she, not so much anymore, but I would suggest that her definitely is women, definitely women who are probably well-educated, but here's the thing that you've got to get. There's no right niche. There's no one niche. There's no right answer to your question.

What you want to be thinking about when it comes to niche is who are you targeting with your marketing? How do you identify them as a group and get in front of them?

Annie: Maybe let me rephrase like this. Pretend I'm Katie Lang and I'm not I'm nothing like her, but let's say I was KD Lang and I've wrote all these songs. I wasn't that famous yet. What's the first piece of advice you would do to give her?

Debra: Well I have. And these things are available on the membership I mean what you're asking is much more deeper stuff that I can really get into in this class...

Annie: Oh okay.

Debra: But let me just give you quick one, the more you know about the people who already love you, the more you're going to be able to see what your niche is, because they're



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

already love you, so who are they? What do they do for a living? What are their hobbies? Where do they live? Where do they hangout? What communities are they a part of? What are they passionate about? The more you get to know that, the more you're going to be able to identify who your niche is, and by the way, the more you can answer those questions about you, because you are already a member of many communities, and some of those communities could be a perfect niche for you.

So for example in Jerry Goldstein's book, she tells the story of the nurse who created a whole niche of nurses. Now her music was not about nursing. She was a singer-songwriter. She has wrote your basic singer-songwriter type music.

Annie: But she's an active in her community...

Debra: And she's very active in her community. And she builds an entire nationwide tour because of the connections she made through that niche.

Annie: Wow.

Debra: Okay. Is that helpful?

Annie: Yeah-yeah, I'll say.

Debra: Okay, cool! Who else has a question? And by the way Annie, thanks for asking that question, because people get so stuck around niche, and very often, it's the biggest obstacle. You just got to get yourself to just pick one and go for it, you know.

Annie: Gotcha.

Debra: Who else has question? Are you guys all just completely flummoxed and overwhelmed? Go ahead and take yourself off mute if you are on mute \*6, because if you're talking, I'm not hearing you.

Annie: Just you and me, Debra?

Debra: No, I think we got a dozen or so people on the call.

Annie: Oh really?

Debra: So why don't you guys share with me what insights you've got for yourself from this call, that might be a good way to start. You know, what ideas, what new approaches you are thinking about?



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

Lily: Hi, this is Lily.

Debra: Hi, Lily.

Lily: I guess what resonated with me the most is the niche. aspects around the subject of the niche and relating that I'm really more of an artist than a musician, and I should focus more on art galleries and art openings and museums.

Debra: And this concept can apply to anything. It can apply to your visual art, not just your music. Is that made sense?

Lily: Yes, thank you for that.

Debra: Cool! So what else? What else are you guys thinking?

Tamara: Hi, this is Tamara.

Debra: I'm sorry could you hold on for a minute. Hey Annie I think you've got a little bit of an echo when you tune in. Could you put yourself on mute again until you want to say something?

Annie: Okay.

Debra: Yep, that's a good way. Good. Sorry Tamara, go ahead.

Tamara: I'm a singer-songwriter as you know, and I've done a bunch of gig and I always have my mailing list and I always have it passed around, and sometimes people find it sometimes they don't. So I'm thinking about your one step of collecting people's contact information. Can you give me any idea how I might be more likely...

Debra: More effective with that?

Debra: Absolutely. I will give you the trick that I give all my clients, and it's so funny. Over the last few weeks, I've had the opportunities to see a couple of client perform live, and they all used this technique and I'm so proud!

Instead of passing out a sign up list, make little, like postcard size, places for them to sign up and then at your intermission, either right after your intermission, you know, before your intermission announce that, "Hey, you guys all have a card on your seat, fill out that card, and I will pick one lucky winner who will win my CD."



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

Again, it's a pink spoon right? It's a little giveaway in exchange for your CD, a t-shirt, a mug, anything--some piece of merchandise.

Tamara: Okay.

Debra: Okay? And you know so, you know, I'll pick up...and guess what? A lot more people will do that. Do make sure that you have pens to pass around, you know, so that they have pen to fill up those little cards, and you have to get clearance from the venue, but very often in exchange for getting copies of those emails, venues will usually generally not balk at all that you're doing this and just put one of those little cards on every seat, and have one of your fans, who's come to the show, help you buy, encouraging people to sign up, and collecting them.

Tamara: Okay.

Debra: And they bring it up onto the stage and you reach your hand into a hat and you pull it out and "the lucky winner today is..." Okay?

Tamara: Okay, cool!

Debra: That's really much more effective than a sign-up sheet at the back of the room at the CD sales table.

Tamara: Yeah, it's really tough, because a lot of the venues, you know, that I play have one act after another, and as soon as you're done, you have to clear out as soon as you can to the next act, and there's not much chance to catch people as they're leaving.

Debra: So what I would do is I would make a little break in the middle of your set, "Okay," and have someone go up and down the aisle and collect all of the cards so that people can then... You know announce it at the top, "Alright after my 4th song, I'm going to collect up those cards and pick a winner" and just do it that way, okay?

Tamara: Alright, thank you.

Debra: You're welcome. And don't be surprise if everybody doesn't copy you on the next gig.

Who else has a question? Oh, by the way, if you guys don't have a sign up on your website, I know ReverbNation has the html code to sign up for their email list if you're using ReverbNation. I use Constant Contact if you into my website there's a place to register for my newsletter.



## Artists Marketing & Business Academy: Foundation Program

Be Seen: Promotion, Marketing & Sales

Multiple Streams of Art/Music Income

You must, must, must have that on every page of your website. Make it easy for people to play with you. Who else? Oh, actually our time is up. So as I said, the Artists' Edge membership has classes about every single one of these steps in much more depth. The niche marketing, for example, I believe has 3 classes.

And I'm constantly adding material and that's \$27/month and if you go to the website, you can just go to the product page and sign up for it. Also, if you want to join the class to really get support developing this just "musical" m-u-s-i-c-a-l-l as your coupon code to get your discount.

Thanks for being on the call, everybody! And you know, have a great night!

Callers: Thank you. Thanks, Debra. Thank you for your time.