

Step 1: Niche Picking

Toolbox Teleclass Transcription

By Debra Russell



Multiple Streams of Art/Music Income

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



TABLE OF CONTENTS

Introduction 10

Welcome to the Toolbox Teleclass for December 2007. The topic tonight is Niche Picking which is a little bit of a pun and niche picking or perhaps nitpicking. Picking very-very small thing which is ideally what a niche is..... 10

Caller: Oh well, I was an interesting history. Thank you..... 10

Debra: You're welcome, you're welcome..... 10

Caller: Great..... 10

Debra: My thought behind the meaning of the class. 10

So this is the first of several classes developing the concepts of the Multiple Streams of Art Income Business model. 10

The first step in that 8 step process is Picking your Niche..... 10

The first step in the 8-step process and I went over the whole 8 step process in the multiple streams of art income call which is not a pre-requisite to this call but it would give you a framework if you haven't listen to it yet, I highly recommend it. 10

But the first step in that 8 step process is picking your niche. So that's what we're going to talking about tonight..... 10

What is a Niche 10

So first of all I want to talk about what a niche is and what a niche isn't because I have found after teaching this topic for about a year and a half now in very different forms that a lot of people misunderstand what the meaning of niche is. At least with regard to marketing. 10

What it isn't 10

 Genre 10

 Demographic 11

What it is 11

 Small, highly specific and defined group of people 11

 Specific way to find and communicate with them 11

If you have a highly specific definition of a group of people but there is no way to actually communicate with them while it may qualify as a niche, it's not a very useful one for the purpose of marketing because if you can't reach them then you can't market to them. So you want to choose a niche that has a specific ways to find and communicate with them to hang out with them so to speak..... 11



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Ideally one you already have some connection with. 11

And ideally your niche is one that you're already have some connection with but you don't have to. It's ideal that you do. It's just means that if you don't, it's just mean that you need to spend a lot more time creating that connection once you've identified your niche. 11

How do you know when you have a niche? 11

 Figuring out where to find them becomes obvious 12

 The idea of contacting them is no longer overwhelming – it becomes doable and a methodology or system begins to be clear 12

How do I choose a Niche..... 12

 So the obvious question that is how do I choose a niche? Now for some of us we should come up and smack us in the face. That's kind of what happens for me with the folk music niche. I very much feel like that kind of found me which is great..... 12

 And if you have a niche coming up and smacking you in the face or one that's just so obvious, you can't even you know, like ridiculous then that's great. This class will help you define it more clearly and of course it's a lead in to the next step once you have the niche. 12

 But for those of you who don't have a niche slapping you in the face and I think that that's probably the majority of people..... 13

 Letting go of looking for the "right" niche..... 13

 The first thing you've got to do is let go of the idea of their being the one right niche. And I want you to be thinking about what is the 'right now' niche. What is the niche that's going to be who I'm marking to right now in the next year for example. 13

 A lot of times people have problems picking a niche because they don't want to leave anybody out and what if there might be a client out there in another niche and I'm going you know I'm not going to be connecting with that person. 13

 There might be an audience over there and I'm not connecting with them because I'm focusing over here and I want to say, don't worry about it. Let go of needing...let go of the idea that you have to hit all your customers all the time. 13

 There is so much power in going deep and being specific and targeted and what starts to happen when you really become effective in a particular niche is you start getting viral..... 13

 And what I mean by viral for those of you who aren't familiar with the term 'viral' with regards to marketing is the concept of one person tells three people those three



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

people tells three people. Those three people tell three people and it becomes infectious across a much broader base..... 13

So all you may be targeting this narrow niche but because you're creating a relationship with the people inside that niche, you don't know who they know, right? You connect with them and they connect with their circle of influence and so it can spread outward from there..... 13

So don't sweat it. Be willing to make the commitment to a small, narrow niche and let go of it being having to be the right perfect niche because there's no such thing. ... 13

How do you identify the "right now" niche? 13

So then the question becomes how to identify the 'right now' niche. I recommend that your approach to this be both internal and external. Both asking of yourself and brainstorming within but also doing research and exploration and brainstorming without..... 13

You may want to do the research for as many professions/possible niches as you have the inclination..... 14

So you may after you do some internal brainstorming, pick a couple as many really as you have time for and do research on those niches to find out you know, what-- how accessible are they and what are their associations and organizations and all of that kind of stuff because it will help you, narrow your focus. It will also help you eliminate some of those niches probably because they won't be as easy to get you..... 14

Ask, do I relate to this group, and do I have what it takes to serve them and their needs and wants well? 14

But then the real question is a heart question, not a head question..... 14

Okay. So let's talk about this internal brainstorming because the real question is a heart question as much as it is mind question..... 14

The truth is that there will never be anyone exactly like you in the world. Who are you a gift for? Who is waiting for you to arrive exactly as you are right now?..... 15

Think about your current and past customers..... 15

So I want you to think about your current and past costumers. Your current and past clients. And whether that individual fan or purchasers of your art or it's more on the business to business side of the venues, the galleries, the art houses, the art centers the you know the music buyers. Who are they, is the question. You want to think about them and spend some time. Excuse me for one second..... 15

Describe each of them thoroughly and make note of any common threads. 15

What professions were they?..... 15



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

What characteristic of client do you tend to attract? 15

What similar problems/desires do your clients seem to have?..... 15

List your present and previous jobs or businesses. What business were you in? What customers did you serve? If it's been awhile, dust off your most recent resume and read between the lines for new insights..... 15

The second is to list your present and previous jobs or businesses, what businesses. What kind of industries have been involved in? What would those costumers like? Who were they? If it has been a while, it might be useful to go back and look at past resumes and read through the lines for new insight about not so much the kind of activities you did but what kind of service did you give? What was the need, the problem, the desire that you fulfilled in that position? So that's the second suggestion. 16

Often, people who feel on the verge of having a breakthrough with regard to their purpose, or the niche market they're uniquely suited to serve, find that a simple series of questions can open things up for them..... 16

You know often people who are on the verge of having a breakthrough with regard to their purpose in this world or the niche market that they're uniquely suited to serve and I would, I would suggest to you that those two things aren't that far apart. 16

They find that a simple series of questions can really, open up those things. So if you really feel like I just don't know the answer to this question. I don't know what my purpose is, I don't know what niche market I'm supposed to serve..... 16

Just allow for the possibility. Allow yourself to explore and see what you can discover even if you done this a million times before because you are now in a different place than you were in the past. So here are some questions for you to think about..... 16

Is your mission actually a lot bigger than what you are imagining? Or maybe it's smaller (and less ponderously important seeming or significant) than what's been in your mind's eye? 16

Is the niche market you are considering actually bigger than what you have thought of so far? Or maybe it's quite a bit smaller and less intimidating? 16

Then won't you ask a similar question about your niche market. Is your niche market actually bigger than what you've thought of so far? Or perhaps it's so much smaller and less intimidating. 16

If it weren't important to have a niche market, who would you want to be playing/working with? 17



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Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

And finally if it weren't important to have a niche market, if it weren't important to your career, to your dreams, your visions if it weren't significant to have a niche market who would you want to be hanging out with? Who would you want to be playing with? Who would you want to be working with?..... 17

Document the Knowledge, Experience and Skills that you've collected. Free association and what you think of first, is best. Brainstorm: 17

So here are some questions for you to do some brainstorming and what I would recommend you do is actually brainstorm for ten to fifteen minutes on each question..... 17

So you really give yourself time to go deep, to go wide, to think back, to brainstorm. So the first question is: 17

What do you love to do? 17

What do you love to do? You know, what are your hobbies? What do you like to do when you're not working, when you're not creating art, when you're not you know, focused on all of this bigger issue thing. What do you like to do? 17

What are your skills & strengths? 17

What experiences have you had? 17

Who do you associate with? 18

Next ask yourself you who do you associate with? Who are you are friends? Who are your family? Who do you associate with? You do you spend time with? And if the answer to that question is nobody, get out man. You got to get out, meet people, have a life. Anyway, who do you associate with? 18

What organizations or communities are you part of? 18

The next question is what organizations or communities are you a part of? Now I want you to ask all of those questions. Well, actually I'd like to ask the question about who do you associate with and what organization or communities are you a part of not only about the present but also about the past. 18

Who have you associated with in the past and what organizations or communities have you been a part of in the past..... 18

Ask those same questions about your close family and friends..... 18

I also want to encourage you to ask those same questions about your close family and friends. What do they love to do? What experiences have they had? Who do they associate with and what organization or communities are they part of because that's just one degree of separation. 18

Who buys your product now? 18



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

So the next question on this list of brainstorming is who buys your product now?
 Now, I've already kind of hinted that question but really specifically, who are your current customers? Who are your current clients? Who's buying your product now?
 18

Who wants what you have?..... 19

Who out there in the world wants what you have? And what you have may not just be the physical art. It may also be a particular experience that you have that they want. 19

Who has the money to pay for it? 19

For example if your niche is the group that you want to be serving is a group that is under served in the community for example the homeless or battered women or those kinds of groups, they're probably not going to have the money to buy your services but there are other group who serve those underserved groups who might have the money to buy what you have, okay?..... 19

So you want to have the money, you want to ask the question who has the money to pay for it?..... 19

What did you dream of when you were young?..... 19

Ask yourself here's another question. What did you dream of when you were young? What were your favorite things to do when you were young? What was your biggest hobby? You know, what were your fantasies? What did you dream of?
 19

If you didn't have to work, what would you do with your time? 19

What's unique or different about you?..... 19

Do you have material that focuses on a particular issue, historical event or community? 20

Are you marketing B2B or B2C? 20

How have you utilized this in your work to date? How have you underutilized it? 20

Also listen to Create Your Pond and the interviews with Nancy Moran and Jeri Goldstein 20

OK – I have a Niche, Now What? 21

Research 21

Go to one or all of these locations on the Internet, and browse the categories of people who have gathered to share common interests and problems. 21



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

List the group names, online communities, forums, discussion lists and chat groups that pique your interest. 21

For example, I'm going to list those out. They'll also be on the website for you to take note of. You can Google the niche name and list the group name, the online communities, the forum, the discussion lists, the chat groups that pique your interest around this particular niche. 21

Sign up for a handful of the ones that you are most interested in, and to save you time later, bookmark them while you are there. 21

Review your answers and see what groups of people stick out, and create a shortlist. This may become a working list of possible niche markets you can serve. . 22

Oh and yes, it goes without saying -- do tap into the wisdom of your coach and your membership. I'm sure they'll be delighted. 22

Once you've got a specific group or groups, here are some other ways to research them..... 22

What are the associations? 22

So if you were to Google: 'Family Law Attorneys' plus the word 'association' and see what comes up. You can also Google Family Law + association or lawyers + association, anything like that..... 22

Do those associations have:..... 22

Where do they hangout? 23

Online Discussion Groups: 23

Next Steps – 24

Just a reminder of the MSOAI steps: 24

Discover Niche 25

Elicit Problems..... 25

Find Solutions 25

Choose Packaging 25

Generate Traffic..... 25

Convert Prospects..... 25

Strengthen Relationship 25

BOP Positioning..... 25

But to get you started here are some questions for step 2..... 25

Are they already purchasing the services of your competition? 25



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Are they unaware of how they need your services?..... 25

What are their needs? How do you uniquely solve their problems/fill their needs? 26



INTRODUCTION

Welcome to the Toolbox Teleclass for December 2007. The topic tonight is Niche Picking, which is a little bit of a pun and niche picking or perhaps nitpicking. Picking very-very small thing, which is ideally what a niche is.

Caller: Oh well, I was an interesting history lesson. Thank you.

Debra: You're welcome, you're welcome.

Caller: Great.

Debra: My thought behind the meaning of the class.

So this is the first of several classes developing the concepts of the [Multiple Streams of Art Income](#) business model.

The first step in that 8-step process is Picking your Niche.

The first step in the 8-step process, and I went over the whole 8 step process in the Multiple Streams of Art Income call, which is not a pre-requisite to this call, but it would give you a framework. If you haven't listened to it yet, I highly recommend it.

But the first step in that 8-step process is picking your niche. So that's what we're going to talking about tonight.

WHAT IS A NICHE

So first of all I want to talk about what a niche is and what a niche isn't, because I have found after teaching this topic for about a year and a half now in various, different forms that a lot of people misunderstand what the meaning of niche is. At least with regard to marketing.

WHAT IT ISN'T

A niche is not about the artist. It's not about your art.

GENRE

It's not about your genre. It's not whether or not you're rock and roll or rhythm and blue or oils or watercolor--not about you at all.



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Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

It's about your market. It's about the people you are serving, your clients. That's the first misconception about what a niche is.

DEMOGRAPHIC

The second misconception about what a niche is that it is not a demographic and it's not even a geographic, generally.

A demographic is with regard to age, sex, income strata, you know. Those are all demographics. Demographics are very broad strokes definitions of groups of people. A niche is an extremely narrowly focused definition of a group of people.

WHAT IT IS

So that's what a niche is.

SMALL, HIGHLY SPECIFIC AND DEFINED GROUP OF PEOPLE

It's small. It's highly specific. It's very well-defined group of people.

SPECIFIC WAY TO FIND AND COMMUNICATE WITH THEM

You know you have a niche when it becomes obvious specific ways to find and communicate with them.

If you have a highly specific definition of a group of people, but there is no way to actually communicate with them, while it may qualify as a niche, it's not a very useful one for the purpose of marketing, because if you can't reach them, then you can't market to them. So, you want to choose a niche that has a specific way to find and communicate with them. To hang out with them so to speak.

IDEALLY ONE YOU ALREADY HAVE SOME CONNECTION WITH.

And ideally your niche is one that you're already have some connection with, but you don't have to. It's ideal that you do. It's just means that if you don't, it's just mean that you need to spend a lot more time creating that connection once you've identified your niche.

HOW DO YOU KNOW WHEN YOU HAVE A NICHE?

So how do you know when you've got a niche that you can use to market your business more powerfully?



FIGURING OUT WHERE TO FIND THEM BECOMES OBVIOUS

One of the best ways to know is that it becomes obvious how to connect with them. Like the second you decide, "Okay, this is my niche," then all of the ideas of how to connect with them start bubbling to the surface.

And that may happen on your own or it may happen in conversation with someone. If you're talking to someone and you say, "You know, I've been thinking about focusing on, you know, on this group of people," and they start saying, "Wow!"

You know there's this, there's that, and there's the other thing, and you could call...you know, run ads in their newsletters, and oh by the way, you know, they've got a meeting room, and you know so on and so forth. So you know you have a good niche when the way to find them becomes obvious to you.

THE IDEA OF CONTACTING THEM IS NO LONGER OVERWHELMING – IT BECOMES DOABLE AND A METHODOLOGY OR SYSTEM BEGINS TO BE CLEAR

And the other way to know that you have a niche that you can really work with is that the idea of contacting them is no longer overwhelming. It becomes doable and the methodology or system to go about doing that becomes clear and manageable.

I think the biggest mistake that people make in looking at this stuff is that they think shallow and broad, which is more of a demographic, and the idea of marketing to a very large group is overwhelming, unless you've got a serious marketing budget. By really serious, I'm talking about in the hundreds of thousands of dollars, okay?

So really choosing a niche should make the concept of marketing to them, of reaching them, of connecting with them, of creating relationships with them feel better, feel easier, feel more natural, okay?

HOW DO I CHOOSE A NICHE

So the obvious question that is how do I choose a niche? Now for some of us, niches come up and smack us in the face. That's kind of what happened for me with the folk music niche. I very much feel like that kind of found me, which is great.

And if you have a niche coming up and smacking you in the face or one that's just so obvious, you can't even, you know, like it's ridiculous, then that's great. This class



Step 1: Niche Picking

will help you define it more clearly, and of course, it's a lead in to the next step once you have the niche.

But for those of you who don't have a niche slapping you in the face and I think that that's probably the majority of people.

LETTING GO OF LOOKING FOR THE "RIGHT" NICHE

The first thing you've got to do is let go of the idea of there being a one right niche. And I want you to be thinking about what is the 'right now' niche. What is the niche that's going to be who I'm marketing to right now in the next year, for example.

A lot of times people have problems picking a niche, because they don't want to leave anybody out and what if there might be a client out there in another niche, and I'm going, you know, I'm not going to be connecting with that person.

There might be an audience over there, and I'm not connecting with them, because I'm focusing over here, and I want to say, don't worry about it. Let go of needing...let go of the idea that you have to hit all your customers all the time.

There is so much power in going deep and being specific and targeted, and what starts to happen when you really become effective in a particular niche is you start getting viral.

And what I mean by viral, for those of you who aren't familiar with the term 'viral' with regards to marketing, is the concept of one person tells three people those three people tell three people. Those three people tell three people, and it becomes infectious across a much broader base.

So all you may be targeting this narrow niche, but because you're creating a relationship with the people inside that niche, you don't know who they know, right? You connect with them, and they connect with their circle of influence, and so it can spread outward from there.

So don't sweat it. Be willing to make the commitment to a small, narrow niche, and let go of it being having to be the right perfect niche because there's no such thing.

HOW DO YOU IDENTIFY THE "RIGHT NOW" NICHE?

So then the question becomes how to identify the 'right now' niche. I recommend that your approach to this be both internal and external. Both asking of yourself and



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Step 1: Niche Picking

brainstorming within, but also doing research and exploration and brainstorming without.

YOU MAY WANT TO DO THE RESEARCH FOR AS MANY PROFESSIONS/POSSIBLE NICHE AS YOU HAVE THE INCLINATION.

So you may after you do some internal brainstorming, pick a couple as many really as you have time for and do research on those niches to find out you know, what--how accessible are they, and what are their associations and organizations and all of that kind of stuff, because it will help you, narrow your focus. It will also help you eliminate some of those niches probably, because they won't be as easy to get you.

ASK, DO I RELATE TO THIS GROUP, AND DO I HAVE WHAT IT TAKES TO SERVE THEM AND THEIR NEEDS AND WANTS WELL?

And as you're doing that research you want to ask the question-- Do I relate to this group? Do I have what it takes to serve them and their needs? And take care of them well?

And also, do I want to hang out with them? Are they people I like being around? I mean that was, you know, how I ended up going in to the arts for my market, because I was trained to be an executive coach, and I'd be making a lot more money an hour and all of that stuff, but I'm not really all that attracted to hanging out with CEOs. Not who I want to be spending my days with. I'd much rather be spending my days with the artistic types and people in the arts and entertainment industry. I just feel much more home with them. So that's also important.

So what is...first, that's kind of the overview, but I want to first talk about this internal process of brainstorming. But before I get into that, does any--I want to take a quick break. Does anyone have any questions and would anyone like to say hello, who has not yet said hello?

Neil: Hi this is Niel, calling in from Denver.

Debra: Hi Neil! Welcome to the call!

Neil: Hi Debra.

Debra: Anyone have any questions or want to say hello?

BUT THEN THE REAL QUESTION IS A HEART QUESTION, NOT A HEAD QUESTION

Okay. So, let's talk about this internal brainstorming, because the real question is a heart question as much as it is mind question.



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Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

THE TRUTH IS THAT THERE WILL NEVER BE ANYONE EXACTLY LIKE YOU IN THE WORLD. WHO ARE YOU A GIFT FOR? WHO IS WAITING FOR YOU TO ARRIVE EXACTLY AS YOU ARE RIGHT NOW?

The truth is that there will never be anyone exactly like you in the world, so you want to ask yourself. Who are you a gift for? Who's waiting for you to arrive exactly as you are right now? And that's a really important question if you get overwhelmed or scared thinking there's a lot of competition.

Because yes, there may be a lot of competition, and ideally, you're going to pick a niche that you can have a unique splash in. But it does not say that there won't be other people working that niche, but they're not you. And you don't have to be them. But when you find the right niche, it's because you are exactly where you're supposed to be, and you'll know it. It will feel right.

THINK ABOUT YOUR CURRENT AND PAST CUSTOMERS.

So, I want you to think about your current and past costumers. Your current and past clients. And whether that individual fan or purchasers of your art or it's more on the business to business side of the venues, the galleries, the art houses, the art centers, the...you know...the music buyers. "Who are they?" is the question. You want to think about them and spend some time. Excuse me for one second.

DESCRIBE EACH OF THEM THOROUGHLY AND MAKE NOTE OF ANY COMMON THREADS.

Spend some time describing them thoroughly and particularly make note of any common thread. Make note of whatever you know about these individuals.

WHAT PROFESSIONS WERE THEY?

What professions do they tend to be in?

WHAT CHARACTERISTIC OF CLIENT DO YOU TEND TO ATTRACT?

And what characteristics of client do you tend to attract?

WHAT SIMILAR PROBLEMS/DESIRES DO YOUR CLIENTS SEEM TO HAVE?

What similar problems or desires do your clients seem to have? What are they looking for? What do they want? What do they need and how do they identify themselves? How do they, how would they describe themselves? List your...So that's the first piece, the first internal questioning.

LIST YOUR PRESENT AND PREVIOUS JOBS OR BUSINESSES. WHAT BUSINESS WERE YOU IN?

WHAT CUSTOMERS DID YOU SERVE? IF IT'S BEEN AWHILE, DUST OFF YOUR MOST RECENT RESUME AND READ BETWEEN THE LINES FOR NEW INSIGHTS.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

The second is to list your present and previous jobs or businesses? What businesses? What kind of industries have you been involved in? What would those costumers like? Who were they? If it has been a while, it might be useful to go back and look at past resumes, and read through the lines for new insight about...not so much the kind of activities you did, but what kind of service did you give? What was the need, the problem, the desire that you fulfilled in that position? So that's the second suggestion.

OFTEN, PEOPLE WHO FEEL ON THE VERGE OF HAVING A BREAKTHROUGH WITH REGARD TO THEIR PURPOSE, OR THE NICHE MARKET THEY'RE UNIQUELY SUITED TO SERVE, FIND THAT A SIMPLE SERIES OF QUESTIONS CAN OPEN THINGS UP FOR THEM.

You know often people who are on the verge of having a breakthrough with regard to their purpose in this world or the niche market that they're uniquely suited to serve, and I would, I would suggest to you that those two things aren't that far apart.

They find that a simple series of questions can really, open up those things. So, if you really feel like, I just don't know the answer to this question. I don't know what my purpose is. I don't know what niche market I'm supposed to serve.

Just allow for the possibility. Allow yourself to explore and see what you can discover, even if you done this a million times before, because you are now in a different place than you were in the past. So here are some questions for you to think about.

IS YOUR MISSION ACTUALLY A LOT BIGGER THAN WHAT YOU ARE IMAGINING? OR MAYBE IT'S SMALLER (AND LESS PONDEROUSLY IMPORTANT SEEMING OR SIGNIFICANT) THAN WHAT'S BEEN IN YOUR MIND'S EYE?

First of all, is your mission actually a lot bigger than what you're imagining? Or is it possibly a lot smaller, less ponderously important seeming or significant than what's been in your mind's eye. So imagine, is your mission bigger or is your mission smaller? More specific, more individualized?

IS THE NICHE MARKET YOU ARE CONSIDERING ACTUALLY BIGGER THAN WHAT YOU HAVE THOUGHT OF SO FAR? OR MAYBE IT'S QUITE A BIT SMALLER AND LESS INTIMIDATING?

Then I want you to ask a similar question about your niche market. Is your niche market actually bigger than what you've thought of so far? Or perhaps, it's so much smaller and less intimidating.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

IF IT WEREN'T IMPORTANT TO HAVE A NICHE MARKET, WHO WOULD YOU WANT TO BE PLAYING/WORKING WITH?

And finally, if it weren't important to have a niche market, if it weren't important to your career, to your dreams, your visions if it weren't significant to have a niche market who would you want to be hanging out with? Who would you want to be playing with? Who would you want to be working with?

DOCUMENT THE KNOWLEDGE, EXPERIENCE AND SKILLS THAT YOU'VE COLLECTED. FREE ASSOCIATION AND WHAT YOU THINK OF FIRST, IS BEST. BRAINSTORM:

So once you've done those little self-exploration processes, the next thing you want to do is to do some brainstorming, free associations, whatever you think of first. Now I'm going to read you these questions, but they also already exist in the Create Your Pond call and I'm going to...I'm going to actually make notes myself right now.

I'm going to have ask my assistant to put them into a document that you can, you know, that you can link to from the call online, so you can--so don't worry about like frantically writing all of these questions down. You'll be able to access them again.

So here are some questions for you to do some brainstorming, and what I would recommend you do is actually brainstorm for ten to fifteen minutes on each question.

So you really give yourself time to go deep, to go wide, to think back, to brainstorm. So, the first question is:

WHAT DO YOU LOVE TO DO?

What do you love to do? You know, what are your hobbies? What do you like to do when you're not working, when you're not creating art, when you're not, you know, focused on all of this bigger issue thing? What do you like to do?

WHAT ARE YOUR SKILLS & STRENGTHS?

The second question is what are your skills and strengths?

WHAT EXPERIENCES HAVE YOU HAD?

The third question is what experiences have you had? What in your lifetime has made your life significantly unique? You know, when I asked myself this question, I came up with a lot of really varied stuff. For example, the experiences I've had... have been from working in the film business to getting hit by a van while walking



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

across the street, and you know, good things, bad things, in between things—lots of different experiences.

So, what are the experiences you've had that have made you uniquely you? And don't just think about bad things. Also think about good things. What experiences have you had?

WHO DO YOU ASSOCIATE WITH?

Next ask yourself you who do you associate with? Who are you are friends? Who are your family? Who do you associate with? Who do you spend time with? And if the answer to that question is nobody, get out, man. You've got to get out, meet people, have a life. Anyway, who do you associate with?

WHAT ORGANIZATIONS OR COMMUNITIES ARE YOU PART OF?

The next question is what organizations or communities are you a part of? Now I want you to ask all of those questions. Well, actually I'd like to ask the questions about who do you associate with and what organization or communities are you a part of, not only about the present, but also about the past.

Who have you associated with in the past and what organizations or communities have you been a part of in the past?

ASK THOSE SAME QUESTIONS ABOUT YOUR CLOSE FAMILY AND FRIENDS

I also want to encourage you to ask those same questions about your close family and friends. What do they love to do? What experiences have they had? Who do they associate with and what organizations or communities are they part of, because that's just one degree of separation.

WHO BUYS YOUR PRODUCT NOW?

So the next question on this list of brainstorming is who buys your product now? Now, I've already kind of hinted at that question, but really specifically, who are your current customers? Who are your current clients? Who's buying your product now?



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

WHO WANTS WHAT YOU HAVE?

Who out there in the world wants what you have? And what you have may not just be the physical art. It may also be a particular experience that you have that they want.

WHO HAS THE MONEY TO PAY FOR IT?

And this next question is really, really important--who has the money to pay for it? I had this conversation in our Q&A Call earlier this month with one of the members who's said you know her niche is children, you know, it's this particular group of children, and I'm like, "Well yeah, but do they have the money to buy the your product?" Really her niches are the parents of the children, right?

For example, if your niche is the group that you want to be serving is a group that is under served in the community for example the homeless or battered women or those kinds of groups, they're probably not going to have the money to buy your services, but there are other group who serve those underserved groups who might have the money to buy what you have, okay?

So, you want to ask the money...you want to ask the question who has the money to pay for it?

WHAT DID YOU DREAM OF WHEN YOU WERE YOUNG?

Ask yourself here's another question. What did you dream of when you were young? What were your favorite things to do when you were young? What was your biggest hobby? You know, what were your fantasies? What did you dream of?

IF YOU DIDN'T HAVE TO WORK, WHAT WOULD YOU DO WITH YOUR TIME?

Here's another question: if you didn't have to work, what would you be doing with your time, other than your artwork? Is there a particular charity or organization that you wish you had time to volunteer for? Is there a group that you'd like to be hanging out with? Is there a hobby that you would love to be putting more time into? So if you didn't have to work, what would you do with your time?

WHAT'S UNIQUE OR DIFFERENT ABOUT YOU?

The next question, and this could be a challenging question, so you might want to ask this question of other folks. What's unique or different about you? What makes you different from anybody else?



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

DO YOU HAVE MATERIAL THAT FOCUSES ON A PARTICULAR ISSUE, HISTORICAL EVENT OR COMMUNITY?

Also, another question, do you have material that focuses on a particular issue, historical events or community? For example, I was working with a client, a painter client, who realized she had this whole series of painting about horses. You know with horses as a featured, well that's a niche market all by himself. So, do you have material that focuses on a particular issue, historical events or community?

ARE YOU MARKETING B2B OR B2C?

So finally, I would recommend that you identify is your primary marketing focused B2B or B2C? And that's a marketing term. B2B means *Business to Business* or B2C means *Business to Customer*, which is also called retail, okay? So, are you marketing primarily to galleries or venues or you know organizations or are you marketing primarily to individual clients and customers? Because that's going to seriously affect your niche.

HOW HAVE YOU UTILIZED THIS IN YOUR WORK TO DATE? HOW HAVE YOU UNDERUTILIZED IT?

So those are the questions. Before I go on, does anyone have a question about the questions? Okay.

I want you to also ask yourself now that you've done all of these brainstorming and all of these thinking about the possible niches you could be focusing on--the possible communities or organizations.

Have you utilized this in your work to date or have you underutilized it? Meaning as subject matter, as topic matter. I think that there are ways to absolutely improve and strengthen your art by being more specific in the topic, in the issues that art is addressing, and I am not suggesting that you pander. I'm not suggesting that you say, "Well, Britney Spears is really successful doing that and that and that, so I should go out and do that same thing," even though it breaks your heart to do it. That's not it all what I'm suggesting.

However, if there's something, if there's an organization, a group, a cause, an issue that you feel passionate about that could be a great niche. Why not create art around it? Why not? Okay?

ALSO LISTEN TO CREATE YOUR POND AND THE INTERVIEWS WITH NANCY MORAN AND JERI GOLDSTEIN

I also recommend to listen to the Create Your Pond call that I did with Wendy about a year and a half ago, I think. As well as the interviews with Nancy Moran and Jeri



Goldstein, both of those interviews talk a bit about niche and choosing your niche and kind of the power of the niche.

OK – I HAVE A NICHE, NOW WHAT?

RESEARCH

Okay, so now I'm going to move on to the research and once you've picked a niche or even half a dozen niches that you think you could choose. Once you've done a lot of brainstorming and a lot of thinking and soul searching, and maybe gotten it down to a feel. As I said earlier, you do want to do a fair amount of research on your niches as a way of narrowing them down. Narrowing it down to one.

GO TO ONE OR ALL OF THESE LOCATIONS ON THE INTERNET, AND BROWSE THE CATEGORIES OF PEOPLE WHO HAVE GATHERED TO SHARE COMMON INTERESTS AND PROBLEMS.

You want to do some research, I would recommend you go to one or all of these locations on the internet and browse the categories of people who have gathered to share common interest and problems.

LIST THE GROUP NAMES, ONLINE COMMUNITIES, FORUMS, DISCUSSION LISTS AND CHAT GROUPS THAT PIQUE YOUR INTEREST.

For example, I'm going to list those out. They'll also be on the website for you to take note of. You can Google the niche name and list the group name, the online communities, the forums, the discussion lists, the chat groups that pique your interest around this particular niche.

SIGN UP FOR A HANDFUL OF THE ONES THAT YOU ARE MOST INTERESTED IN, AND TO SAVE YOU TIME LATER, BOOKMARK THEM WHILE YOU ARE THERE.

Sign up for a handful of the ones that you are most interested in and book them, bookmark them while you're there. You could choose to get a couple of them delivered to you in digest form and you know pick a couple of hours a week to read through it.

You could choose to just read about them online, most of them have the option of reading the discussion online or having it emailed to you.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

REVIEW YOUR ANSWERS AND SEE WHAT GROUPS OF PEOPLE STICK OUT, AND CREATE A SHORTLIST. THIS MAY BECOME A WORKING LIST OF POSSIBLE NICHE MARKETS YOU CAN SERVE.

Review-- You know, once you've done that and you stand a bit of time reading about them, see what groups of people stick out, see what groups of people, you know, when you reading about them, you just feel connected to them, and you feel like you have a lot common on them.

Create a shortlist. This could become a working list to a possible niche market you can serve.

OH AND YES, IT GOES WITHOUT SAYING -- DO TAP INTO THE WISDOM OF YOUR COACH AND YOUR MEMBERSHIP. I'M SURE THEY'LL BE DELIGHTED.

And oh and this should go without saying but tap into the wisdom of your coach (hello, me) using the Q&A call, but also the membership using the Yahoo group. I would love to see a lively conversation about niches on the Yahoo group, so that you can use each other to help, you know, narrow down the focus.

ONCE YOU'VE GOT A SPECIFIC GROUP OR GROUPS, HERE ARE SOME OTHER WAYS TO RESEARCH THEM.

Here's some other ways to research them. So you could say, for example, let's say your niche is lawyers, which by the way is a very, very, very big niche. So what if we say Family Law Attorneys? Let's say Family Law Attorney in San Francisco, because that happens to be where you are located.

WHAT ARE THE ASSOCIATIONS?

Google: 'profession name + association'

So, if you were to Google, "Family Law Attorneys," plus the word "association" and see what comes up. You can also Google, "Family Law + association or lawyers + association," anything like that.

DO THOSE ASSOCIATIONS HAVE:

Conferences and events

Newsletters

Websites

And then you want to go to those websites and take a look. Do they have conferences? Do they have meetings? Do they have events? Do they have newsletters? Do they have websites? You know. Find out what you can find out about these groups, these associations.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

You can do tons of this research online these days. You can also go to your local library depending on the size of the city or town you're in.

It might need to be your county library or your local university library but most of the larger libraries have a book called the Directory of Associations or something to that effect and it's about 5 inches thick (I'm not exaggerating), and it's not something you can check out, but it lists every single association in the country.

And so you could go and spend a couple of hours and research your niches that way as well. That book may be online, but I'm not sure.

WHERE DO THEY HANGOUT?

So you want to ask the questions. You want to know is where they're meeting, where they're hanging out, how are they talking to each other? Do they have news groups? Do they have newsletters? Do they have websites? Is that website active or was it posted in 2003 and hasn't been changed since then?

ONLINE DISCUSSION GROUPS:

www.yahogroups.com

www.msngroups.com

www.google.com/groups

You can also go to www.yahogroups.com and do a search for the profession names to see if there are Yahoo groups. You can go to www.msngroups.com. You can go to www.google.com/groups to do the same thing.

Dmoz – www.Dmoz.com

About – www.About.com

There's also a website called Dmoz.com, and there's also a website, About.com. About.com is a broad research database that can link you up with a lot of things, and in fact, the other thing that you want to look out is who's up for typing in these different places to these targeted group because guess what?

They're targeting the same niche you are likely, and you might want to check them out too. I've found some great resources by going to an organization that I am interested in looking and seeing who their sponsors are, who their resources are, and who's marketing to their group.

Some of those people might be your competition, but mostly I would bet that you find resources and possibly people that you can join venture with.



Online Networking Groups: www.ryze.com , www.linkedin.com, nextcat.com, myspace.com, facebook.com, etc.

A couple of other ways to do research on this is through networking groups, through online relationship building groups like--and I have never heard of this one, but my group in Multiple Streams of Coach Income listed it as a resource. It's www.ryze.com. There's also LinkedIn.com (www.Linkedin.com).

For the film-television crowd, there's the nextcat.com. There's Myspace, which I'm sure you guys all know about, and Facebook and there are others. And what's really interesting is that they are starting to be these kinds of social networking groups that are targeted around niches like Nextcat. Nextcat is targeted around the entertainment industry niche, so that might be a great place for you to check out.

Once you've done a lot of this research, your niche should start getting clear, and if you get it down to two to three and you're just not sure which one to pick, and oh my god they all look pretty good and they all have a lot of association, and a lot of ways for you to get in front of them, but you just don't know which one to do, my recommendation to you is to close your eyes and pick. Just pick one, okay? Because again, you're not looking for the right niche, you're looking for the "right now" niche.

I also want to recommend that you not quit on a niche until you really feel like you've done everything you can to market to that niche. Very often, it will be like banging you're head against the wall and then finally you break through.

So I'm not saying you should throw a lot of good money after bed or...but don't quit too soon. If I quit too soon, I never would have created the membership, because I'll tell you in early days there was some tough times in marketing to the arts and entertainment industry.

And there were things that I've tried that did not work so I just want to recommend that you really be persistent and have some resilience around it if that make sense to you guys.

NEXT STEPS –

Okay now I just want to speak a little bit about what your next step is once you've kind of identified the niche you're going to be after.

JUST A REMINDER OF THE MSOAI STEPS:

First of all, there is the step of the Multiple Streams of Art Income:



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

DISCOVER NICHE

So step 1, which we've been talking about tonight, is discovering your niche.

ELICIT PROBLEMS

Step 2 is elicit their problems.

FIND SOLUTIONS

Step 3 is find solutions.

CHOOSE PACKAGING

Step 4 is choose packaging.

GENERATE TRAFFIC

Step 5 is generate traffic.

CONVERT PROSPECTS

Step 6 is convert prospects.

STRENGTHEN RELATIONSHIP

Step 7 is strengthen your relationship.

BOP POSITIONING

And step 8 is your BOP (Bold, Outrageous and Provocative - that's what BOP stands for) Positioning.

BUT TO GET YOU STARTED HERE ARE SOME QUESTIONS FOR STEP 2

So once you've discovered your niche, what's your next step? Well, the next step is to elicit their problems and find solutions.

ARE THEY ALREADY PURCHASING THE SERVICES OF YOUR COMPETITION?

How are they purchasing?

Who is your competition and what makes them special?

What differentiates you from them?

One of the ways for you to start thinking about that step, some of the questions you might start asking yourself is: are they already purchasing the services of your competition? And if they are, how are they making those purchases? Who is your competition and what makes them special and what differentiating you from them?

ARE THEY UNAWARE OF HOW THEY NEED YOUR SERVICES?

How do you educate them?

How do you make them aware of you?



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

The other thing you want to ask yourself is if your niche unaware of how badly they need your services. If the answer to that question is a resounding "yes," they have no idea, then you need to ask yourself, how do you educate them? And how do you make them aware of you?

I will tell you that that was a big piece of breaking into the Arts and Entertainment niche for myself, because when Wendy and I both...when we started really going to conferences and participating in these things, and not as a speaker, just going and participating, people for the most part didn't think they needed us, and we spent a lot of energy and a lot of time and a lot of, you know, not get paid talking to people and educating them about what we do, what I do, and how what I do can make up big difference for them.

And there were some early adopters and of course they started talking, and then the buzz starts going and, you know, one thing leads to another, but very often in niche marketing one of the obstacles is that they don't know that they need you.

But that's a blessing and a curse. It's an obstacle because they don't know that they need you, but the blessing is that they don't know that they need your competition either, and that's when you can really create your own ponds with no one else swimming in it.

And once you do that, man, you can have a lot of fun being the big fish in that pond and make a lot of money and make a very good living, and that pond will lead you to other pond as well.

WHAT ARE THEIR NEEDS? HOW DO YOU UNIQUELY SOLVE THEIR PROBLEMS/FILL THEIR NEEDS?

So, ask yourself what are their needs? How do you uniquely solve their problems/fill their needs, answer their desires? What it is that you have that they're looking for? Okay?

And I want to leave a good chunk of time in tonight's call for coaching because I know how much people struggle with this topic--the niche topic. So, if you guys are on mute, please take yourself off mute. And I know that takes a minute, take yourself off mute and I'd like to just open it up to questions, to someone who...you know if you're struggling with this. Chime in.

Roxanne: Hello, this is Roxanne.

Debra: Hey Roxanne.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Roxanne: Hi. What I'm kind of wondering or thinking about is you're going through this is what about the way you're operating now as you're working to create or to find out what your niche is.

I mean, you know, I think most of us are having some success but maybe more of a kind of a shotgun type approach. What do we do about markets that we're already in or what's your recommendation for that?

Debra: Well I would look at them and ask them and ask yourself is there a niche here? Can I go deeper into this market? What makes this unique and can I go deeper here? That's the first question to ask yourself.

The second question to ask yourself is what is it that I'm doing here that is allowing me to have success? What's working? And how can I apply that to my niche marketing.

So I'm not saying give up on those markets., You want to ask yourself is there a way to go deeper in the niche that already exists, if you want to. You may not want to, because it may not really be the focus you want to hang out with, I don't know.

Roxanne: It may be like two or three things that are kind of working for you.

Debra: Well I look at each of them and ask all of the questions that I went over. What...describe each of them thoroughly. What makes them unique? What commonalities among them do you see? What's the characteristic of those clients? Who are they, and if it's an area where it's like B2B like for example, it's a particular fair or particular market, a particular venue, what kinds of clients are they marketing to, are they attracting?

You might call them up and ask them. You know what do you...what do they think is working, in what you're doing or in what they're doing with you? And you may ask them the question: what's their niche?

They may not have an answer for you, but they might. So that might give you some clues as to a particular niche that you can develop out of it. Does that make sense?

Roxanne: Yes, it does. Thanks.

Debra: And I'm not absolutely, absolutely not saying throw out the baby with the bath water. You have success. Look at that. That's a really good indicator. I mean, when I was, you know, struggling, marketing to film and television and theater, but I was starting to have really had success in music, I just had to listen to that. You know, and say, "Okay well that's a niche! Why don't I just focus my energy over



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

there, you know?" So that's--ask all of these questions about where you're having success. I think that will help, okay?

Roxanne: Thanks.

Debra: You're welcome. Who else has a question or an issue or...yeah? Is there anybody out there? Yes, go ahead.

Linda: Hi, this is Linda.

Debra: Hey Linda.

Linda: I just noticed that as I was listening to you and feeling literally overwhelmed with all the things you need to do to find your niche, and I really want to be writing my music and how do you deal with that? How do you make it all come together and work?

Debra: Well, first of all, I recommend the Time Management class. It takes time. It absolutely takes time, but here's my question for you. Will you be deeply and truly satisfied if no one ever hears your music? If the answer to that question is "yes" go get a day job and write your music, you know?

Absolutely! You don't have to do any of this stuff, but if you will only be deeply and truly satisfied when you are touching people, when you are making an impact in the world with your art, then you must make time to do this or you will never be a fulfilled artist.

Linda: Would you say that it's going to be--- it's a full time?

Debra: No. I mean you know that's why I recommend listening to the Time management class, because I think that will give you some help in answering that question, but I would slot maybe a couple of hours a week. It will take time to identify your niche or one will leap up and smack you in the face in the middle of the process.

Linda: Okay.

Debra: I make no promises!

Linda: Couple hours a week I can do.

Debra: I make no promises, but I have seen that happen like, "Oh my god! How is that I didn't see this niche it's right there in front of me, you know." That happens for people, but it doesn't always happen.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

But yeah, a couple of hours a week, do the research, give yourself the time to explore this question while you're writing this music and allow it to inform the process of writing your music. And allow your music to inform the process of the brainstorming and research, okay?

Linda: Okay, thanks!

Debra: You're welcome. Who else has a question? Someone started to ask a question at the same time.

Vicky: Now this is Vicky from New Jersey. I didn't really have a formulated question, but I just want to say that I think the biggest thing that really was helpful was to hear you say, "Do not be afraid of leaving some people out by choosing a niche market," and I think I've been trying to straddle two or three of those markets for the past 7-8 years, and I've never dug really deeply into any of them.

Debra: Right. And so, what happened is that all of the energy you're putting out isn't focused, and it is not as effective. What you can do? The reason this whole concept is called the "multiple streams" is both because of the whole concept of multiple levels in your funnel, which I talk about in the Multiple Streams call.

But it's also because you can have multiple funnels, but build one first, because once you've gone through the process of truly, deeply, madly--sorry, truly, madly, deeply building a funnel and building a niche, it becomes really easy to do it again and again, because you'll have your systems in place. You'll have your marketing material, you'll know how to go and do this, and to switch to a new niche becomes a matter of tweaking instead of starting from scratch.

Vicky: Yeah.

Debra: Is that made sense?

Vicky: Yeah and I guess one doesn't have to completely abandon...

Debra: Yes, of course not!

Vicky: ...this kind of other niches that are already part of my audience.

Debra: Of course not! I mean I...

Vicky: ...like it didn't have to be so black and white.

Debra: Exactly! It's really a question of where you're spending your marketing dollars and energy. That's the question that you want to answer with your niche.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

I will tell you that I, you know...yes, my niche is the arts and entertainment industry, but I have coached lawyers. I've coached physical therapists. I've coached insurance salesman. I've coached people in the financial, you know, world and in the real estate world. I mean, I've coached a lot of people from a lot of different places. They just weren't my niche. That didn't mean that when they showed up on my doorstep that I turned them away.

Vicky: Right.

Debra: I just didn't focus my marketing energy on them. Does that make sense?

Vicky: It does.

Debra: So even when I go to a chamber of commerce events, I go to a chamber of commerce events as an Artist Success coach, who also works with small business owners, but my energy when I'm talking about is the Arts. Does that make sense?

Vicky: Yep.

Debra: Okay, great. Anyone else have a question? I think I have time for one more.

Gigi: Hi, this is Gigi I binged in late find this in the beginning I apologize.

Debra: No worries you can listen to it later

Gigi: But I have observation that I already made. I've been hanging around in a niche for about three years and my big a-ha was having to figure out who the gatekeepers were within the niche.

Debra: Absolutely.

Gigi: And who the case makers were in the niche, but who we had to get to fall in love that.

Debra: Exactly!

Gigi: And in some ways we didn't...some of those are more obvious...I'm in a duo and I do well..

Debra: Sometimes the person that breaks you in comes from left field and you never could have planned your marketing that way, but because you're creating relationships and hanging out in the niche, as you put it, which is exactly what you want to be doing. Things will just break open for you.



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Gigi: Because it really took one case maker after about a year and a half to think that the duo I'm in with the living and I suddenly had it crack open.

Debra: Yup!

Gigi: But the question I guess I have is actual living for that for three years in an interesting environment is we're beginning to realize that there's, again with the Multiple Streams of income, that we probably are missing whose got the budget in the niche.

Debra: Yup!

Gigi: So we've been capping in whose got various budgets for concerts etc., but we're beginning to realize there's probably other buckets of money that we pay for our music and our music to be in the various environments that we probably are missing, so that's actually...we're putting our hat back on. So any ideas in...I know some of it's figuring Multiple Streams of income and some of these niches.

Debra: Well and I think that is, that's a call that will be coming up. The question you are asking is a combination of step 3 and step 4. Step 3 is Finding Solutions to Their Problems, and step 4 is Choosing the Packaging

Gigi: Uh-huh.

Debra: Because what you're talking about, the different buckets of money is also different buckets of problems.

Gigi: Yep.

Debra: Which need different solutions, right? And need different packaging.

Gigi: ...or many ways we got in the audience in this niche who the audience decides that.

Debra: Yeah, so you can joint venture and joint venturing across niches is really great! Absolutely!

Gigi: So, that's kind of my question observation etc. So, I'll go back on from my very noisy telephone.

Debra: Yep! And the other thing that I will say to Gigi, I want to wait for her to get in to the mute thing because there is that little voice over, is that--- oh no I lost my train of thought. That I...my intention over this year is to spend a lot of our Toolbox



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Teleclasses focusing on these individual steps and what do you do and how do you do it. And how do you discover it and what is the step look like.

As well as kind of some things, some topics, and skills and things that kind of umbrella over maybe multiple steps.

So, we are going to talk about developing the funnel. We are going to talk about how do you talk to your niche? How do you find out the language to use with your niche? Those kinds of things. We are going to be talking about all of that stuff. So, you know, stay tuned.

So, alright! Well I'd like to take the last few minutes and just go around the room and ask you the following two questions which is always the questions we end with what key insight or a-ha are you taking away from tonight's call?

And what action will you take in the coming weeks? I know we've got Christmas next week and thank you guys for being here in the midst of this, you know, crazy holiday season, but what key...what steps will you take in the next couple of weeks to put your insights into action? Who wants to share?

Linda: Hi Debra, this is Linda

Debra: Hey!

Linda: I think for me I...What I'm going to do is listen to the Time Management class, and the insight for me is that there are a lot of--there are a lot of avenues out there that for me I'm going to need to manage my time.

Debra: Yeah.

Linda: ...to be able to look into them.

Debra: Excellent! Very Good! Great, who else wants to share your-- their insights and the action they will take as a result?

Roxanne: This is Roxanne. For me I saw...for my insight was I saw a niche very clearly that I think it's a good one for me to pursue more aggressively, and my action would be to really explore in terms of the kinds of things that you talked about this will ensure it is, you know, it is a niche, and it is one that I can find access and go into more deeper.

Debra: Excellent! Cool. Who else wants to share?



Artists Marketing & Business Academy: Multiple Stream of Art/Music Income

Be Seen: Promotion, Marketing and Sales

Step 1: Niche Picking

Vicky: This is Vicky and I want to listen to the Multiple Streams. It's one of my actions, and I feel like what I need to do is kind of take myself through all these questions with the two main niches that I kind of straddle, and just see if one of them ends up feeling stronger than the other.

Debra: Very cool.

Vicky: Thank you.

Debra: Excellent. Anyone else want to share? One last share? Come on, I know we have a couple of male voices on the voice call earlier. Anyone want to chime in?

Neil: I resemble that remark.

Debra: You do quite significantly resemble that remark!

Neil: Yes, very-very. This is Neil in Denver.

Debra: Hi Neil.

Neil: We are actually still working through much of the information that you gave us from November.

Debra: Right.

Neil: And we're actually...we're listening to everything. We're just taking it, you know, we're going through your curriculum.

Debra: Excellent.

Neil: ...and listening to everything and making notes of the, you know, how we can...it's like going to school. You can go to class, and there's a lot of people, I think, would go to class, they learn what they need to learn to graduate, right?

Debra: Right.

Neil: Get a good grade and then dump it all, you know, in the trash bin in the back of their heads, but...so I mean the most important thing is not only just listening to what you're telling us here, but actually taking it and applying it.

And the application of it is almost harder than the learning of it you know what I mean?



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Step 1: Niche Picking

Debra: Yeah, and I'm going to say this and I don't...it may sound a bit like a self-serving plug, but I don't really mean it that way. Part of what people get from one-on-one coaching is the application piece, because it's not just hard for you. It's hard for everybody.

Why I have a coach? You know I am a coach, and it's so hard for me, you know. It's very often a lot easier to figure out what to do first. To figure out how to get pass a particular obstacle or how to think differently about something that has you overwhelmed or, you know, stuck on your own and having a coach can really help bust through those things.

Now you guys have access to me through the Q&A, and to a much lesser degree, through the Yahoo Group, but you guys can also be coaches to each other through the Yahoo Group.

And I want to really encourage you to do that. It can also be hard in a partnership or in a group to be each other's coach because you're not a disinterested party in the outcome. You have your own agenda, and part of the value of working with a coach is that the coach only has one agenda and that's yours. Alright, at least good coaches do.

Neil: Yeah, they can. Elizabeth has gone out in contact at one of your clients I believe she met on the last con-call and basically using...going to use each other as what you named when we saw you on November, you named it as an accountability officer.

Debra: Absolutely.

Neil: You used that term.

Debra: Absolutely. It's hugely, hugely beneficial. I do that in my day-to-day you know I have my momentum partners that help me maintain my momentum. Yeah, absolutely. That's very good and I really encourage you guys to do that via the Yahoo Groups. You know, my goal my vision of the membership is that it's really truly a community in which we all become tremendously prosperous by helping each other becomes tremendously prosperous.

And that's my goal, that's my intention, and you know, I'd really love to see you guys get really active in that you know in the Yahoo Group.

Excellent! Very cool. Well, that's our time for tonight. I have not yet sat down, I admit. I have not yet sat down and planned out January, largely because I'm going to be moving in January and I didn't know where I was going to be moving.

Caller: Where are you moving, do you know now?

Debra: I may know... I'm actually hoping to hear tonight from the landlord of a gorgeous 1,800 square foot house that I'm hoping to rent in the Concord area, which is the East Bay, for those of you who know the Bay area. So it's still in the bay, still in the San Francisco area. I don't want to leave there, but it will give me room to grow so to speak, because right now, I'm in a tiny little apartment and I have so outgrown this place.



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So yeah, that's a...that will be happening in January so I'm going to be like scheduling the calls and so forth around that.

So just stay tuned. I may be calling it from my cellphone because my phone hasn't been turned on yet. We'll see what happens. Alright you guys.

Caller: Congratulations.

Debra: Thank you! And we'll be talking soon. Have a wonderful Christmas holidays and New Years and, you know, be safe and celebrate and give yourself some time to look back at this year and what did you get and how have you grown and you know what goals did you achieve? Celebrate the year.

Alright, everybody!

Callers: Thank you! Happy Holidays!

Debra: Happy Holidays! Be well! Bye!

Callers: Bye! Take care. Bye-bye!