

Section IA
The Paradigm Shift

Classic Business Model via Record Company Distribution
vs.
Multiple Streams via Niche Marketing



Old Paradigm

- Trading your time for money
- Waiting to be "discovered"
- Trying to market to EVERYBODY
- A small fish, crowded pond, limited resources
- Struggle = true art
- Desiring success but disdaining the successful



New Paradigm

- Targeting a very specific narrow niche
- Designing products and packaging specifically for your niche at different price points
- Creating a devoted audience directly
- Taking advantage of Social Media Marketing
- Allowing your audience to choose how to play with you
- You don't sell – they choose to buy



Clarification

Multiple Streams =
Single product repurposed or packaged
in multiple ways.

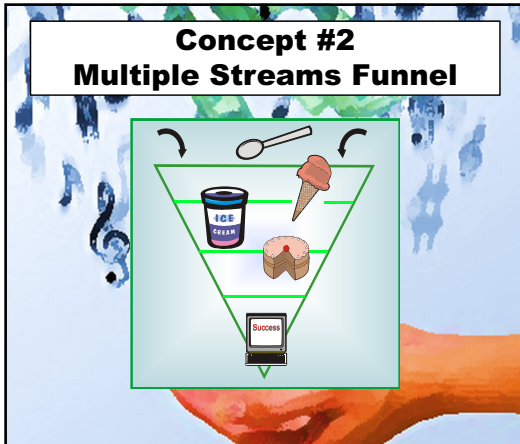
Multiple Streams = Multiple Niches

**Section IB:
Creating a
Multiple Streams
Business**

4 Basic Concepts

**Concept #1
The Pink Spoon**

- A free taste in exchange for contact information
- The implied obligation
- Passive delivery via Internet and Social Media Marketing
- Automation
- The beginning of a beautiful friendship

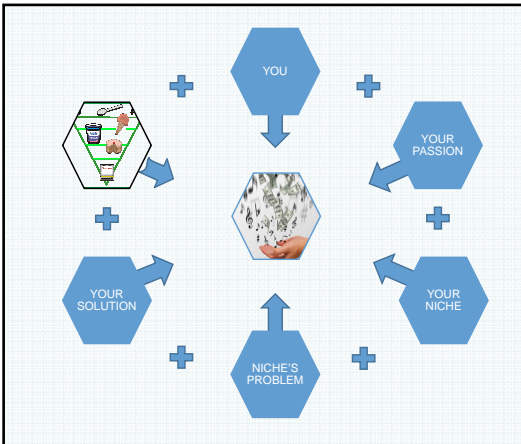


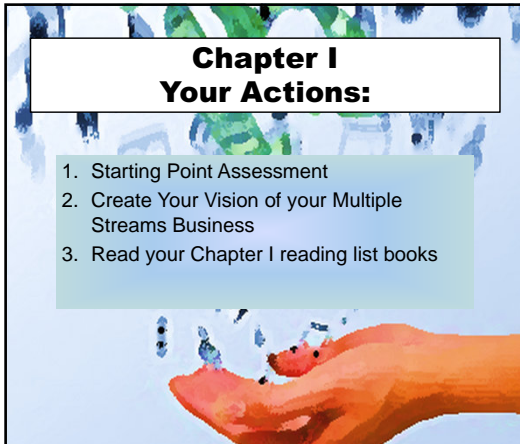




**Section IC:
8 Steps to
Create a
Multiple Streams
Business**

- The 8 Steps**
1. Pick Your Niche
 2. Elicit Problems, Needs, Desires
 3. Design Solutions
 4. Choose Packaging
 5. Generate Traffic
 6. Convert Prospects
 7. Strengthen Relationship
 8. Your BOP





**Chapter I
Your Actions:**

1. Starting Point Assessment
2. Create Your Vision of your Multiple Streams Business
3. Read your Chapter I reading list books



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