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**Multiple Streams  
of  
Music Income**

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**Chapter 5:  
Step Three –  
Design Solutions**

A. How to Design Your Solutions  
B. Will You Be My Google?  
C. WIIFM and BIW2 – The Key to Their  
Hearts and Minds



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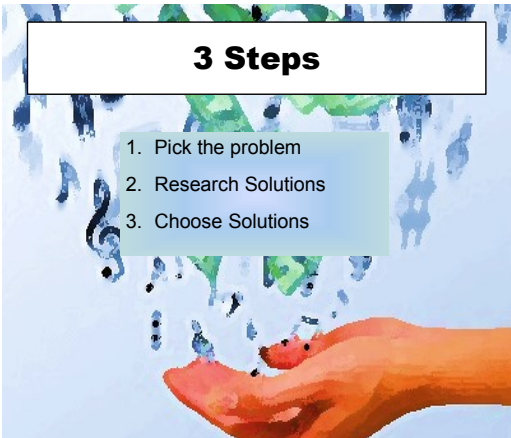
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**3 Steps**

1. Pick the problem
2. Research Solutions
3. Choose Solutions

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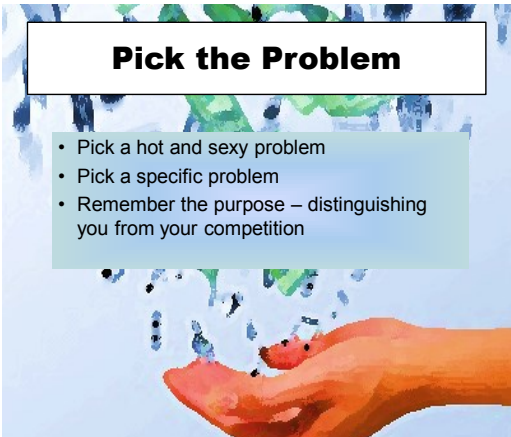
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**Pick the Problem**

- Pick a hot and sexy problem
- Pick a specific problem
- Remember the purpose – distinguishing you from your competition

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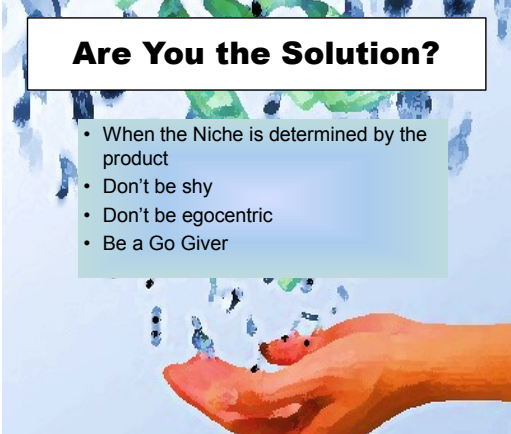
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### Are You the Solution?

- When the Niche is determined by the product
- Don't be shy
- Don't be egocentric
- Be a Go Giver



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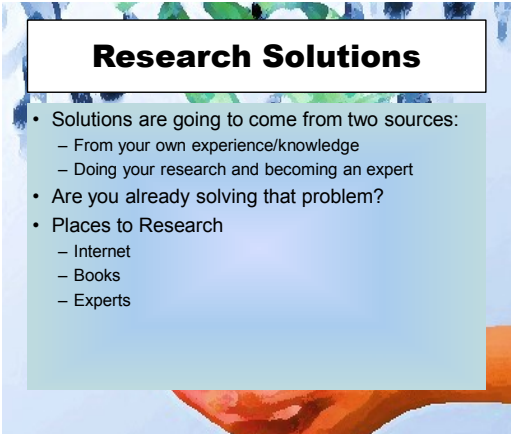
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### Research Solutions

- Solutions are going to come from two sources:
  - From your own experience/knowledge
  - Doing your research and becoming an expert
- Are you already solving that problem?
- Places to Research
  - Internet
  - Books
  - Experts



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### What's the Point?

- You don't have to be the expert
- You don't have to be the only source
- You don't have to offer the solution as part of your music or show
- You don't need to originate the solution

This is how you engage with your target market



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### Choose Solution

- Work on one solution at a time
- Find solutions that suit your market
- Be creative, be innovative, be resourceful



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### Hard Core Solutions

- Too simple?
- Simple can be magic, especially if you make it simple AND easy
- Resist the temptation to make it more sophisticated
  - Meet people where they are.
  - Create the relationship and rapport
  - Then educate them to more elegant solutions



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### Soft Core Solutions

- Sometimes the best solution is a question or a process.
- Get them to think outside of the box
- Deepen the conversation



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**Expand Your Solutions**

- Add solutions as you build your platform
- Expand the funnel (Step 4)
- Keep up with new solutions
- Stay in touch with your niche's changing needs



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**Section 5B:  
Will You Be My  
Google?**



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**What Does Google  
Provide?**

- Filter
- Focus
- Importance/Relevance



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**Be the Curator**

- TMI - Biggest problem of our generation!
- Be their filter
- Be discriminating



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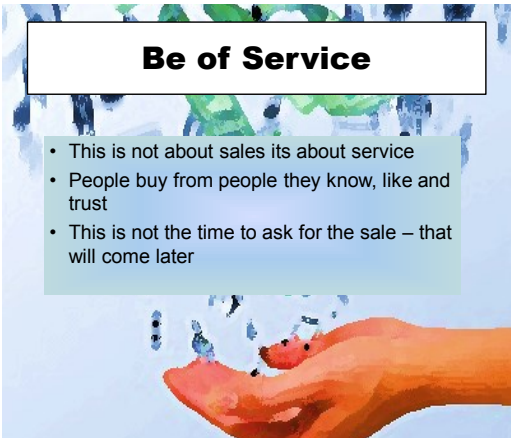
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**Be of Service**

- This is not about sales its about service
- People buy from people they know, like and trust
- This is not the time to ask for the sale – that will come later



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**Be Entertaining**

- Share what you love
- Share what you think is funny
- Share what you're passionate about



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**Invite Engagement**

- Invite questions
- Invite comments
- Invite conversation
- Respond, respond, respond



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**It's NOT About YOU!**



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**Section 5C:  
WNFM and BIW2 –  
The Key to Their  
Hearts and Minds**



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WIIFM?

- What's in it for me?
- Why do people buy?
- All solutions must answer this question
- All "Calls to Action" must answer this question

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Benefits vs. Features

- Features describe the product
- Benefits describe the customer's desired experience
- All buying decisions are emotional decisions
- We decide with our emotions and justify with our heads

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Authenticity

- Be true to your values
- Trust that your right audience will find you
- People can smell a phony
- Nobody likes a flip-flop!

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BIW2

- Because I want to
- Why do people buy?
- What desire do you fulfill?



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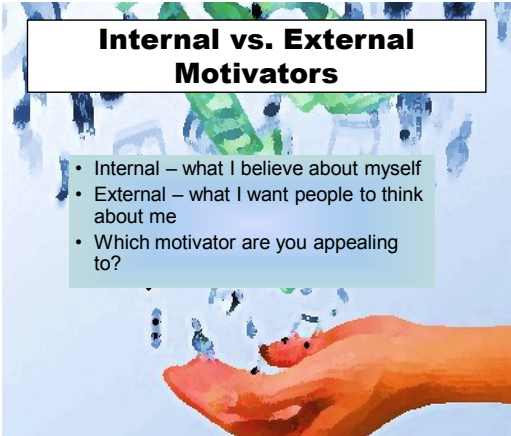
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Internal vs. External Motivators

- Internal – what I believe about myself
- External – what I want people to think about me
- Which motivator are you appealing to?



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