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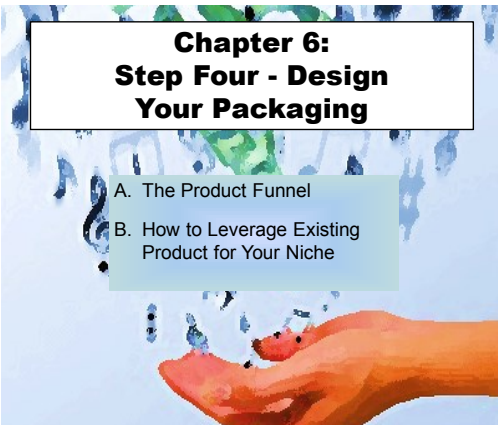


**Multiple Streams
of
Music Income**



**Chapter 6:
Step Four - Design
Your Packaging**

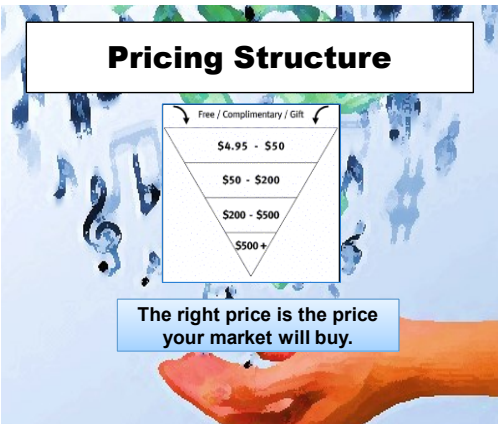
A. The Product Funnel
B. How to Leverage Existing
Product for Your Niche







- Know your NICHE!
- Pros and Cons of innovative packaging



The right price is the price your market will buy.

Developing Your Funnel

- What is the role your product plays within your business plan?
 - Loss Leader
 - Profit Maker
 - Up-sells into another offerings
- Restaurant Analogy
- Gauge where your item fits in the bigger scheme of things.



Balance Your Funnel

- Build a full Product Funnel
 - Products and services for sale at each level.
 - A variety of offerings at different price points.



Funnel Creates Fan Loyalty

- Funnel overcomes buying resistance
- Funnel allows rapport to develop
- Funnel is the context for people to fall in love with you



Smart Funnel Design

- Pink spoon = Opportunity to Engage
 - Something of value must be offered
 - Contact information must be collected
 - Use it to allow them to get to know you
 - Just a taste! Leave them wanting more!
 - Repackaging of older material
 - Set it and forget it!
- \$4.95 - \$50
 - One time purchases
 - Limited access to you

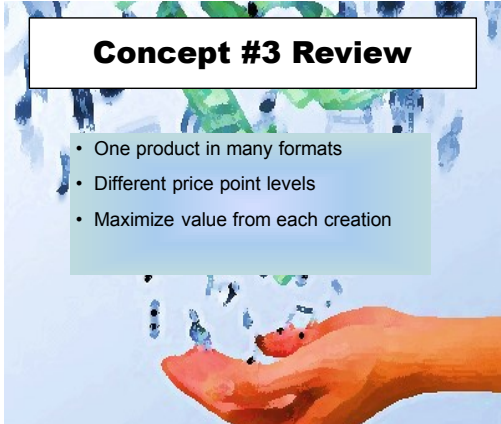
Smart Funnel Design

- \$50 - \$200
 - Customer → Client
 - Deeper level of engagement
 - Increased access to you
- \$200 - \$500
 - Client → Fan
 - More of you
 - Big ticket products
- \$500 +
 - Lifetime Raving Fans
 - Your Angels

Section 6B:
Leverage Existing
Product
For Your Niche

Concept #3 Review

- One product in many formats
- Different price point levels
- Maximize value from each creation



Product Funnel
as a Mindset

- Hold the big picture
- Continually be asking yourself:
How can I repackage this?
- How can your product funnel deepen your fans' experience?
- How can your product funnel provide what your fans truly desire?
- Have patience with the process



Keep These
Things in Mind

- Perfectionism in moderation
- The advantages of serial monogamy
- Don't wait to launch
- Use leverage to expand your funnel
- Focus on fleshing out the missing levels



A Final Note

- This is the Last Step of Phase One
- All Four Concepts come together here
 - The Pink Spoon
 - The Product Funnel
 - Leveraging Product Creation
 - Relationship Marketing
