



Multiple Streams of Music Income Self-Study Workbook

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CHAPTER 4: STEP TWO – ELICIT THEIR WANTS/NEEDS/DESIRES

So, you have chosen your first niche. This may be the perfect niche and you may stay with this niche forever. More likely, your niche will change, evolve, narrow and get more defined. And this niche may lead you to other, additional niches. But for this 2nd step of building your Multiple Streams business, focus on getting to know this right-now niche.

A WORD ABOUT BUSINESS TO BUSINESS VS. BUSINESS TO CONSUMER

One of the primary ways that the Arts & Entertainment Industry differs from other industries is that most businesses choose to focus on either Business To Business sales or Business to Consumer sales. Whereas as a professional in the music industry depending on your career path, you will likely focus on both. And so, understanding the difference between these two markets, what each wants, needs and desires and how to best communicate with each will greatly benefit your business.

BUSINESS TO BUSINESS (B2B)

These are the people and businesses that present or represent your work. B2B includes venues, agents and managers, record labels, distribution companies such as CDBaby, iTunes and Amazon, publishers, and communications and media companies including terrestrial and internet radio. It also includes music supervisors, producers and directors, advertising agencies, and libraries that are looking to license music for film, TV and advertising.

BUSINESS TO CONSUMER (B2C)

These are the end purchasers of your products and services. They are the customers and fans who purchase your music, tickets to your shows and your merch such as t-shirts and bumper stickers.

So, in terms of your research for your Niche, you need to consider separately, “What is your niche in the B2B world? And what is your niche in the B2C world?” Once you’ve determined these two niches, you will research each for the answer to the key questions: “What do they want?” and “What do they need?”

Because what each niche wants, needs and desires as well as how they prefer to communicate will be different. And therefore how you market to the businesses that are going to help you present and represent your music will be different than how you market to your end-buyer - your customers and fans.

So, while there will be some overlap; for the purposes of building your Multiple Streams Music Business, you will handle each as a separate niche. Depending on your vision for your career and



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your business, you may actually end up starting out with two niches: the B2B niche, and the B2C niche. And you will apply all 8 steps of the Multiple Streams of Music Income process to each niche separately.

SECTION A. GETTING TO KNOW YOUR NICHE

*You can close more business in two months by becoming
interested in other people than you can in two years by trying to
get people interested in you.
- Dale Carnegie*

When you first start this process, you may think, “Yuck, research!” But this step is absolutely critical to your success. It will determine whether the rest of the Multiple Streams system works for you. If you try to shortcut this piece, you will end up wasting time, energy and money and still not get the result you want.

You must do the bulk of this research at the outset, but this is not a one-time project. Once you’ve built your business, you will continually need to stay in touch with your niche over time. Listening to your niche will become part of maintaining and running your business. Because who they are, where they are and what they want, need and desire will change over time. And if you don’t adapt, you won’t sustain your success over time.

There are a lot of highly successful businesses who didn’t maintaining their connections with their customers and were either unable or unwilling to adapt to their customers’ changing needs and circumstances, which are now out of business. Like, for example, the majority of record labels...

A successful business is one that commits to a growing and evolving relationship with its customers. Make that commitment now, and you will immediately be ahead of your competition who is more committed to “doing their thing” than being successful.

Start with a time commitment of at least 2-3 hours each week, a scheduled, specific appointment with yourself, during which you will research, investigate and explore your niche; who they are, what they need and where they’re hanging out. Over time, you may be able to delegate this research or reduce your time commitment, but a successful business owner never stops learning from their customers.



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A common mistake artists make when working on this step is thinking they already know the answer to this question: “What does your niche want, need and desire?” And always, the answer to that question is self-focus.

Well of course they want “me, my music...”

How could they want you? They’ve never even heard of you! It is important that you stop thinking about yourself and your music and start thinking about your prospective customer/client/fan. It’s not about what you want to sell, what you want to communicate or even what you want to give, because it’s not about you. Beware of your assumptions. Be aware of your own filters. And stop making it about you.

You need to have a beginner's mind. Act as if you've never had a thought about this before and you are just now beginning to explore with ferocious curiosity. Break yourself out of the mindset of “My music is the only answer to this question,” because if you are stuck in that mindset, you will not be open to discover what they truly want, need, and desire. You will not see that the way to create lasting relationships and lifetime fans is to be in service to them.

WHAT SPECIFICALLY ARE YOU LOOKING FOR?

You need to be able to answer two questions by the time you are done. And it’s not the ones you think. It’s not – “how do I get them to buy my music?” Or even “what kinds of music do they like?”

It’s got nothing to do with music!

Your first question: “**What are the biggest problems my niche is experiencing when it comes to XYZ?**”

For example, if your niche is birdwatchers, “What are the biggest problems my niche is experiencing **when it comes to bird watching?** Remember this has nothing to do with you or your music. This has to do with them, who they are, and what they want, need, and desire.

And your second question: “**What are the three things my niche wants most when it comes to XYZ?**”

In essence you need to discover - **what are their problems, and what their desires are.**

Pay attention to the precise language they use. When you read the magazines, the e-zines and the blogs, take note of how they describe their problems and how they describe their desires. When you read the forums, notice what they complain about most. What questions do they ask? What



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advice, services, and tools do they need? The more you can mirror their language, the more likely your internet marketing will work for you. And the more likely they'll feel at ease and at home when they find you. It's not a conscious thing; they'll just know you're one of them.

You are looking for answers to these questions:

- Where are they hanging out?
- What are their problems, needs, and desires?
- What unique language or jargon do they use?
- How do they buy?
- What format do they prefer?
- Are they early adopters and comfortable in digital technology?
- Or are they really still analog and brick-and-mortar retail?
- Who is your direct competition?
- Are your customers aware that they want and need you?
- What keywords are they likely to search for?
- And what other resources do they want and need? These other resources may become your future joint venture partners and sponsors.

Also pay attention to color schemes and images. Which colors do you see a lot, in particular in the advertising, but also in the blog designs? What images show up a lot? Make note of them because you may want to start using them in your posts, in your blogs, in your design.

When doing this research, **you are not selling; you are listening.** You might be engaging a little; but primarily you're engaging to get more information, not to either give information or to sell your music.

Remember the **4th Principle of the Multiple Streams Concept - Relationship Marketing.** Before you can sell, you need to create rapport and relationship. And the way to do that is to know your niche so well that they feel totally comfortable with you.

So don't sell -- listen.



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WHAT SPECIFICALLY ARE YOU LISTENING FOR?

While you're hanging out and immersing yourself in their world, pay attention and take note of their language:

- How do they talk?
- What jargon do they use?
- What idiomatic expressions do they use?
- Is their tone positive? Negative? Indifferent?
- What are their questions?
- What are the things that really get their blood boiling?
- And what are the things that get them really passionate and excited?
- What are their favorite resources and what resources do they need?

Follow the links they recommend to each other. What do they love or hate about them? What are their problems, needs, and desires as well as what are the resources they're looking for.

Become an expert in the solutions to their problems and a source of answers for their questions.

Pay a lot of attention to the culture and etiquette on their forums. In order to become someone they love, honor and respect, you must, love, honor and respect them. So, make note of:

- What's appropriate?
- What's expected behavior?
- What's frowned on behavior?

Your goal is to be of service and to become an accepted member of their community. Let them become curious and interested in you so they'll check out your website and as a result, discover your music. You want their discovery of your music to seem to be a happy accident.

Ultimately this means spending time reading, exploring, and researching your niche as well as watching your successful competition. You will likely also discover even more blogs, forums, associations, and events through this research, because people will link to them.

This is, in its very essence, guerrilla marketing. This is not in-your-face marketing. This is: "Hey, I'm part of your tribe, and oh, by the way I'm also a musician." The first step of successful guerilla marketing is learning who they are as a tribe, so you can infiltrate their tribe. And only when you are ready, to emerge organically and take advantage of the opportunities to interact, the opportunities to meet in real life, and the opportunities to be of service to your niche market.



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SECTION B. TOOLS OF RESEARCH – DOING IT ON THE CHEAP

Before the internet, conducting market research was really expensive. One of the reasons musicians needed record companies was to take care of this expensive process. In fact, record companies do a lot of market research before they even decide which bands to sign.

Most small business owners completely skip the step of market research, perhaps because of the expense. But also because they just don't understand it, how to do it or even why to do it. However, if you don't understand your target market, it's much harder and more expensive to market effectively.

It may seem to you that some musicians just intuitively understand their target market. As if they just know what will work. But I bet if you got them alone in a room, and asked them how they seemed to know what would work, they'd tell you that this is something they thought about extensively. It wasn't intuition but business savvy. And possibly, their target market was in essence themselves which is a great place to start – if that wasn't already obvious to you from the niche brainstorming questions in Chapter 3.

The second step of the Multiple Streams method is all about market research. But don't worry, it's not that complicated. You've chosen a niche that you already know something about and you want to hang out with them. So, getting to know them shouldn't be too painful, right?

WHERE DO YOU LOOK?

First look at your current clients, customers, and fans because they may already be members of your niche. You've already got a relationship with them, so go for the low hanging fruit. And remember, you are focusing on a niche not to eliminate customers, but to focus and intensify your marketing efforts and results.

Next you will spend lots of time reading the things that your target market is reading, such as the trade magazines, the e-zines and blogs that your target market is both creating and following.

You don't necessarily have to subscribe to the print magazines, though you might want to subscribe to one or two of the most popular ones for a while. Remember, a lot of magazines have digital versions and you may be able to read subsections or even the entire magazine online for free. And you could just buy an issue or two at a bookstore or magazine stand. So you can also look at the advertisements.

And you will spend time reading what your Niche Market is saying. And the best way to do that is through Social Media – which we'll cover in Section C.



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RESEARCH TOOLS

Thanks to the internet you can conduct market research without breaking the bank. The tools available to you include:

- Evernote
- Google and YouTube
- Blogs, Forums and Groups
- Lurking and Eavesdropping
- Polling
- Interviews
- Keyword Research
- Social Media

EVERNOTE

[Evernote](#) is an app and a third party cloud storage site. It allows you to “clip” articles, website URLs and pages from the websites you’re looking at, the e-zines you’re reading and the forums you’re eavesdropping on. You can tag those clippings with keywords and attach notes. And most importantly, those stored clippings are available to you across devices. You can even set it up so your virtual assistant can do this research and share those clippings with you via Evernote.

You can also create sound recordings with Evernote. So, if you’re at a gig and you want to capture feedback or a testimonial from a fan. You can just record it in Evernote. There’s tons more ways you can use Evernote, but that is beyond the scope of this chapter.

GOOGLE AND YOUTUBE

The first and most important tool in your research toolbox is [Google](#). Now if you prefer Yahoo or Bing or any of the other search engines, feel free to use them. But Google is the 500 pound gorilla of search engines. All of the techniques that I suggest for Google will likely work on any search engine.

When you go to Google to search for your niche, search for the following things (replacing the word “Niche” with your Niche Name):

- “Niche” Associations and “Niche” Trade Organizations (plus your town/state)
- “Niche” Listserv
- “Niche” Forums, “Niche” Google Groups and “Niche” ning
- “Niche” Blogs
- “Niche” e-zines and “Niche” magazines



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For example, you would search for “Bird Watching Associations” to find associations that serve the bird watching niche and then add the name of your town/state to the search for local groups.

From within Google, you can also select to search blogs specifically. I illustrate how to do this in the Section 4B Research Demonstration Video.

To search groups, go to:

- Groups.google.com
- Groups.yahoo.com

For groups that meet near you in person, search:

- Meetup.com

YouTube is the second largest search engine and of course is owned by Google. You can use YouTube to explore both your niche market as well as your competition, because it is likely that your competition is creating videos targeting your niche.

BLOGS, FORUMS AND GROUPS

In addition to searching Google, there are aggregators that gather together blogs, articles and e-zines, for example - [E-zine Universe](#), [Technorati](#) and [Big Boards](#). These aggregators can help you find where your niche is hanging out, the articles they are reading and the magazines that they're subscribing to.

Once you've found the blogs, forums and groups, you need to spend significant time reading them. Keep in mind the questions you want to answer and use Evernote to capture those answers. Don't expect to remember them. Document everything so you can go back and review your answers when you need them for the Multiple Streams Steps to come.

For blogs, I recommend subscribing to them and using your [Google Reader](#) to aggregate the blog posts. This way, you only have to go one place to do your reading. This will save you hours of opening and searching blog websites, which may or may not have a new blog post for you to read. If there's a new post and you've subscribed, it will just show up in your Reader.

If you see blog posts that you really want to comment on, because you have a perspective to add or information to contribute, don't comment now. Grab the blog with your Evernote and make some brief notes about what you want to say. That blog will still be there when you are ready to start



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driving traffic to your website (Step 5). If you're not ready with your website, the SEO generated by your blog commenting will be wasted.

With Forums and Groups, you may need to join them in order to read them. Pick the most relevant and active groups and join three or four of them. Set up a full profile with your website URL and a bio of who you are. Even though for now, you will not be participating so much as lurking and eavesdropping, it's still important to create the full profile.

First of all, you won't have to remember to go back and do it later. And secondly, you don't know who will want to check you out, even if you're only lurking. And schedule specific time every week to read each forum or group.

LURKING AND EAVESDROPPING

Most people find lurking and eavesdropping to be the least intimidating method for research, because you are relatively invisible. You don't have to dive in and submit comments or topics. Instead, you quietly blend and listen.

While you are eavesdropping on your Niche, you may also discover your competition. If you have either direct or indirect competition who is marketing to your niche, check out what they're doing, because you might get some insight from them into what your niche wants, needs and desires.

What are they doing well? What are they not doing well? Use them to short-cut your research. Notice also the language your competition uses in their advertising, the images and colors they use. If they are large companies, they have probably spent a lot of money on market research. And if they're successful, it's probably because they've already figured out what your target market wants needs and desires. – so don't be afraid to copy what they're doing, but only if you think it's working for them.

Another way to access and eavesdrop on your niche is through participating in conferences and other niche-focused in-person gatherings such as Meetups. If you sign up to Meetup.com (free), you can specify your niche as an "interest" and meetup.com will email you whenever there is a Meetup that matches your interest in your vicinity.

It is a common mistake among business owners to only attend conferences serving their own industry. So musicians only go to music conferences. Now don't get me wrong – learning about your industry, continuing to hone and polish your craft and establishing yourself among your peers is very important. And you may be able to do some eavesdropping and connecting with the B2B niche as they may also attend these conferences.



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But what you're not going to find there is your B2C niche. In order to meet and hang out with your customer niche, you need to attend the conferences they are at. It's why you are much more likely to find me at a music conference (my niche market) than a coaching conference (my industry).

POLLING YOUR AUDIENCE

Because we're talking about doing this on the cheap, we're not referring to the kind of focus group polling that big corporations do. But thanks to the internet, you can still access your niche and ask them questions. You can do this with online survey tools such as <http://surveymonkey.com>, Facebook questions, LinkedIn questions and other social media. You can also ask questions when you meet your niche, whether face-to-face or on social media.

Once you've created a survey, you can send it out to your e-mail list. You can post about it on your Facebook and Twitter feeds. And you can ask your friends and fans to share the survey with their friends. And remember when you are creating your survey that you want to find out what they want, need and desire.

Early on, in my business, **Artist's EDGE**, I created an R&D Team. This team is made up of about 100 people – about 3% of my total newsletter list. If you click on the "Update Profile/Email Address" link at the bottom of any of my newsletters or announcements, you will see the option to add yourself to the R&D Team list. Occasionally (especially before a big change), I'll invite my general email list to join the R&D Team, but mostly I keep it under the radar.

I use my R&D team as a peek into the world of my niche. I'll send them surveys. I ask them questions before, during and after web updates and new product design. I will ask them what their problems are. My first survey eventually became my first pink spoon offering – the [Solutions to the Top Ten Obstacles to Success in the Arts & Entertainment Industry](#). That's how I determined what the Top Ten Obstacles were, I asked my niche!

You can create your own R&D Team and use them in the same way. You can ask them to vote on which songs to include in an album. You can ask them to review your website. You can ask them for information on what they struggle with. Focus on your street team and your most active and committed fans, use them as a sounding board as you develop your product funnel and ongoing throughout your career.

In person, you can also poll current and past customers, clients, and fans. So if you've played gigs at venues, you can go back to those venues and ask them to complete a survey. At the end of a gig, when you come out to sign CDs, you can actually poll the people who came to your event in person. You could ask them how they heard about the gig. You can ask them what their favorite moments



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were. You could ask them to describe your music to you and how they felt listening to it. So you can hear how they experience it and have their specific language for it. And use Evernote to capture everything.

Remember, polling family, close friends and day job colleagues doesn't count, because they'll try to spare your feelings. You need real market data in order for it to be useful.

INTERVIEW THE EXPERTS

Who are the experts? They are your successful competitors. If there is another musician or band that it is successfully targeting the same or a similar niche and they're a step or two ahead of you in terms of the size of their fan base, venues they're playing, etc. They may be open to a conversation with you.

I explain this more thoroughly in [How to Use Feedback and Criticism Constructively](#) available in the [Artists Marketing and Business Academy](#). People who are successful will often be willing to turn around to the up-and-coming artists and mentor them. Why? Because, it's flattering to be asked and to see yourself as a mentor. When you interview your successful competitors, ask them:

- How did they get to where they are?
- What did they do to create this success?
- What steps did they take?
- What mistakes did they make and which ones did they avoid?
- And if they knew then what they know now, what would they do differently?

It is more important to look at what they did to get to their level of success than what they are doing now. Because the actions you take to climb the ladder are different than the actions you take now that you're established at this level.

You can also look at the experts within your niche. These are the people and companies who are the stars within your niche. What were their needs? What were their struggles? And what do they think other people in their niche want and need? They know their colleagues and their own experiences. Been there, done that!

You can use these initial research efforts to also begin to establish connections in your niche, establish relationships, and begin to build an awareness of who you are. But remember – this is not about selling. This is about creating relationships within your niche.



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WHAT ARE THEIR KEYWORDS?

Keywords are simply what your niche market is actively searching for, literally the words that they are typing into the Google search field. In order to be effective in your marketing, you need to know what they're searching for so that **you can make sure you come up when they're searching**.

A common mistake when looking at SEO (search engine optimization) is googling your name or your band's name. But that's not what your niche is searching for. If you know what they are likely to look for, then you can use SEO techniques to ensure that your website comes up.

If you look closely at the language they use to express their problems, their wants, needs and desires in the answers to your surveys, and in the Blogs, Forums and Groups, it is in that language you will find your keywords.

Once you have a list of 6-10 words or phrases, use the [Google Adwords Keyword Research Tool](#) to research the best keywords. First, create an AdWords account. It's free and only takes a few minutes. This will enable you to use the AdWords Keyword Research Tool with all of its bells and whistles.

When researching your keywords, balance the popularity with the competition for those keywords. The YouTube video I linked to in Section 4B is a good tutorial for how to do this. And we will be exploring this more fully in Step 5 – Generate Traffic.

Research your keywords before you begin the next section, because when it comes to doing research using social media, keywords are, well, key. If you know what keywords your niche is using on a regular basis, then you will be able to find them on social media.

SECTION C. HOW TO USE SOCIAL MEDIA FOR RESEARCH

The internet and more specifically social media is the great equalizer. It is because of social media that small companies and "solopreneurs" are able to compete with large corporations. It's because of the internet and social media that an artist can create sustainable success without a record contract.

I have often had conversations with musicians and artists that start something like this: "I don't really like twitter/Facebook so I just refuse to use it."

Does this sound familiar? To me, that's like saying, "I don't really like the wheel, so I'll walk and carry everything on my back." I shake my head with the knowledge that this artist has doomed themselves to toil in obscurity. And their music will be unlikely to ever make the impact on humanity that it was meant to make. I think it's sad, really.



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I'm going to assume that you don't feel this way. I'm going to assume that you are willing to learn and do what you need to learn and do, in order to allow your art to fulfill its purpose.

For this course, we're going to focus on the 4 Social Media sites that are currently at the top of their game: Facebook, Twitter, LinkedIn and YouTube.

But remember, the social media world is an ever changing landscape. Facebook changes their terms of service almost as often as Mark Zuckerberg changes his clothes. Other sites, such as Google Plus and Pinterest may become more relevant in the future. The "New" MySpace may give the dead MySpace new life. And there may be social media sites that are less well known but very popular within your niche market. The only thing I can guarantee about social media is that we don't know what the future will hold.

So, it will be important to your ongoing success to stay current with the social media trends. That doesn't mean jumping on every new bandwagon that comes along. But it does mean continuing your education in this sphere over time and beyond the scope of this program.

In this segment we're going to focus on how to use social media to research your niche. In Steps 5, 6 and 7, you will learn to use social media to generate traffic, engage with and convert prospects and deepen your relationships with your customers.



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TWITTER

Twitter is a micro-blogging site, micro because each post is limited to 140 characters. There's a few key points from Twitter's about page that are relevant to how we're going to use Twitter for research. Here is what [Twitter says about twitter](#):

Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations.

At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters long, but don't let the small size fool you—you can discover a lot in a little space. You can see photos, videos and conversations directly in Tweets to get the whole story at a glance, and all in one place. See it in action.

You don't have to tweet to get value from Twitter. You can contribute, or just listen in and retrieve up-to-the-second information. Visit <http://fly.twitter.com> to learn more about what's yours to discover.

- You can simply find the accounts you are interested in and follow them.

This is very important. You don't need people's permission to read their tweets. Unless they're protecting their tweets (and few people do that), you can read what anyone says. How do you find their accounts? Search for them using your keywords. I give you several ways to search and find tweeps in your niche to follow in the 4C Demonstration Video.

- You don't have to tweet to get value from Twitter.

This is a great way to lurk and listen. You are not required to tweet. And while not tweeting will make it less likely that people will follow you back, for this stage, that isn't important. In fact, you



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may decide to create a ghost account just for research and then, when you're ready to fully launch your Multiple Streams Business after you've completed steps 3 and 4, you can go live with your real profile.

So the first step is to set up a twitter profile. Then setup a few lists for your research. Give each list a simple title that makes sense to you. You may name it by your niche focus. You may choose to create a list for the experts you are following, in your niche and in your genre.

Then set up your tool for managing your twitter feed. I use [Tweetdeck](#) and that's what I demonstrated in the video. I know a number of people who love [Hootsuite](#). It's really a matter of taste, as they do many of the same things.

Once you've set up your system, you will search for people in your niche, follow them and add them to the appropriate list. Then you will use your system (either tweetdeck or hootsuite) to read their tweets each day, tracking all the things we talked about in Section 4A. Because each tweet is a unique URL, you can easily grab the important ones using Evernote.

I believe that of all the social media sites, Twitter is the easiest to use for this initial research, because it's easy to set up and has a very shallow learning curve. So, you can almost immediately start following and eavesdropping on your niche.



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FACEBOOK

According to this article on CNET - [Newbie's guide to Facebook](#) -

Facebook is a social networking service that lets you connect with friends, co-workers, and others who share similar interests or who have common backgrounds. Many use it as a way to stay in touch after finishing school, or as a way to share their life publicly.

What makes Facebook different from other social networks are its extensive privacy controls, its development platform, and its large and quickly growing user base. Facebook has been called the "thinking person's" social network. Compared to many other social networks, Facebook gets new features and improvements on a regular basis.

Facebook is the 500 lb. Gorilla when it comes to social media sites. You can create a presence on Facebook as a profile and as a page. You will eventually do both. You can engage with people through groups and events. And, again, you will eventually do both.

If you've already spent some time and energy building your following with either a profile and/or a page, that's great. You can use your already existing friends and fans/likes to do market research. However, at this point, I'm not going to recommend that you spend a lot of time expanding that reach and adding tons of friends or "likes". Because of the privacy protections that Facebook sets up, you need to be careful in how you pursue building your fan base. And I don't believe that is the best use of your research time in this step.

However, you can use your current friends and fans to research who they are in marketing terms. There are 4 ways to use Facebook to explore your current fans and get to know your niche market:



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Explore the profiles of your current friends and fans

Read their profile (in the “About” section) and make note of their demographics:

- Where do they live?
- Are they married?
- Children?
- How old are they?
- What do they do for a living?

Also in their profile, take note of other social media sites they’re involved in and check out their websites – this may tell you more about what they do for a living.

Back on the main section of their profile, look at the pages they like. Look at the events they’ve participated in. Look at the apps they’re using. And look at their status updates and what conversations they’re participating in.

These things will tell you what niches they might be a part of. You can observe what their hobbies and interests are. You can notice what they like, hate, complain about and ask for. And you can observe what they share with others.

In particular, look for common themes and areas of interest.

Use the Facebook Polls option

Once you’ve got a sense of who your fans are, you can get much more specific information by polling them (as I explain in Section 4B). You can create and share a surveymonkey.com poll in your status update. Unfortunately you can no longer create a poll from your profile. However, you can use the Facebook Polls tool on your page to ask your fans a question. And if you don’t yet have a page, don’t worry about it. All in good time.

Use the Facebook Search Tool

As I demonstrate in the video, you can also search Facebook using your keywords for People, Groups, Pages, Events, and Public Posts.

By lurking on Groups and reading the public posts of your niche, you can gather information about your niche and answer the questions I posed in the beginning of this chapter.



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LINKEDIN

According to [LinkedIn's About Page](#):

LinkedIn Facts

- LinkedIn started out in the living room of co-founder Reid Hoffman in 2002.
- LinkedIn operates the world's largest professional network on the Internet in over 200 countries and territories.
- LinkedIn's mission is to connect the world's professionals to make them more productive and successful.

LinkedIn started as an online professional directory, it has evolved into a fully functioning social media site. It's useful primarily for researching and developing your B2B niche. But it may also provide you with some insight and access to other companies who are marketing to your B2C niche.

It has a very powerful advanced search function which I demonstrate in the video. You can also search the Groups for where your niche market is hanging out on LinkedIn, though the unmonitored groups have become polluted with spam and junk. So, you may have to do some serious digging to find useful information. You can use the Answer Section to find out what your niche is asking about. And you can submit a question to do some clever polling.

RESEARCH FIRST!

You may notice the urge to jump in and engage with the people as soon as you find them. I recommend against doing that. I think the more you know about them, the smarter your initial engagement can be. Jumping in too soon and engaging in the wrong way can destroy the possibility of those relationships you want to build. Work the process and trust me. You are building a career, not just selling a single CD or video. Remember, this is a minimum 6 month to a year process. Practice patience.



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CHAPTER 4 ACTIONS

1. Download the Evernote web clipper for your browser of choice and set up your Evernote account.
2. Setup your Google Reader account if you don't already have one.

Schedule at least 2-3 hours/week EVERY week to research, read, and take notes. During that time do the following research:

1. Find the associations or trade organizations that serve your niche and research:
 - a. Do they have a newsletter or magazine – subscribe and read it – make a note of who is advertising in it.
 - b. Do they have advertising on their site (and does it seem targeted or is it just Google ads) – create a list of who specifically is advertising to your niche.
 - c. Do they have a blog? Read it – make note of their problems, needs, desires as well as specific language or jargon they use.
 - d. Do they have live events, locally, regionally and/or nationally – schedule to attend.
2. Join at least 3 groups or forums specifically for your target Niche on Yahoo Groups, Google Groups, meetup.com, forums and listservs that you found via your research. Read them regularly.
3. Find and subscribe to at least 3 e-zines, blogs or magazines that specifically serve your niche – again, make note of their problems, needs, desires as well as specific language or jargon they use.
4. Make a list of who is marketing to your niche via your groups and e-zines and take a note of any niche specific marketing campaigns or ads (in particular what niche specific language or jargon do they use and what need do they seem to be targeting)
5. Setup a Twitter profile, Twitter Lists and download either Tweetdeck or Hootsuite. Set up your list columns for easy tracking.
6. Search Twitter using the various ways explained in the Section 4C Demonstration video. Find, follow and list your niche tweeps. Schedule and read their tweets 2-3 times/week and use Evernote to make note of their wants, needs, desires and the language they use to describe it. Follow their links (carefully) and add any useful blogs, associations and resources to your research.



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7. Use Facebook to research your niche and your existing fan base as described in this chapter. If you find good groups, join them and schedule time each week to read the posts.
8. Use LinkedIn to research your niche and your existing fan base as described in this chapter. If you find good groups, join them and schedule time each week to read the posts.
9. Research local and regional gatherings and/or conferences of your niche associations and meetup.com groups and budget to go to at least one in the next few months. In addition to an invaluable opportunity to immerse yourself in your niche, using a live event as a deadline can keep you focused and moving forward in building your Multiple Streams Business.
10. Create a list of questions for your current fans/customers/clients - and ask via survey monkey
11. Create a list of questions for your successful competitors and create a list of the 4-5 musicians or bands that are at the level you want to get to next. Contact them and ask if they'd be willing to talk to you.

There is no additional reading for this chapter – Reading the blogs, ezines and magazines should keep you plenty busy!