



Multiple Streams of Music Income Self-Study Workbook

TABLE OF CONTENTS

Chapter 5: Step Three – Design Solutions	2
Section A. How To Design Your Solutions	2
Pick The Problem	2
Research Solutions	5
What's The Point?	8
Choose Solution	10
Hardcore Solutions.....	11
Softcore Solutions.....	12
Expand Your Solutions	13
Section B. Will You Be My Google?	14
Be The Curator	14
Be Of Service	15
Remember - It's Not About You	18
Section C. "WIIFM?" and "BIW2!" The Key to Their Hearts and Minds	18
"WIIFM?"	19
Why Do People Buy?.....	19
Benefits vs. Features.....	20
All Buying Decisions Are Emotional Decisions.....	21
"BIW2!"	22
Internal Motivators VS External Motivators.....	23
Authenticity.....	24
Chapter 5 Actions	26
Reading List:	26



Multiple Streams of Music Income Self-Study Workbook

CHAPTER 5: STEP THREE – DESIGN SOLUTIONS

In Chapter 3, you chose your niche and in Chapter 4, you did your research to discover:

- Who your niche is,
- Where they're hanging out and, most importantly,
- What they want, need and desire.

Now it's time to begin to put that research to work for you. But first, I want to stress that you are NOT done with your research.

The minute you stop researching your niche is the minute your business begins to die. Because when who they are and what they want stops being relevant to you, then you stop being able to connect with them, where they are.

Your ability to connect with your audience is the key piece that will enable you to build a following of avid, passionate fans, who love you, buy from you and share you with the people they love.

So, commit here and now to make “being in touch with your unique audience on a regular basis” just part of your business activities, along with booking, writing, playing out, and practicing your instruments, etc. – all the things you do on a daily basis in your business.

SECTION A. HOW TO DESIGN YOUR SOLUTIONS

There are 3 steps to designing your solution:

- Pick the problem
- Research the solutions
- Choose which solutions you are going to offer

Too simple? That's really all there is to it! Of course, picking the right problem, researching the solutions that will build your relationship with your niche in a way that brings them deeper into your circle and eventually into your fan base is the magic sauce to making this method work!

PICK THE PROBLEM

- What did you discover doing your research on your niche?
- What did you hear while lurking and spying on their conversations?
- What were they're asking about, complaining about and sharing with each other?
- What are their wants, needs and desires?



Multiple Streams of Music Income Self-Study Workbook

Before going on – do the first step in your Chapter 5 Actions:

Go through your Evernote clippings or your research notes and brainstorm a list of problems, wants, needs and desires that you've noticed in your research.

Do this now, so that you have a context for what I'm about to teach you. And if you don't have enough research to brainstorm a list of at least 10-15 problems, wants, needs and desires, then stop.

Yes, stop right now!

Go back to Chapter 4 and do the research. I can't stress this enough – if you don't do your research and try to “wing it” because you think you already know what they need – this system WILL NOT WORK FOR YOU. Please trust me, and do the work. I promise, it will pay off!

OK, great, now that you've got a list of problems, wants, needs and desires - you're going to choose one problem to start with. But which problem?

Pick a Hot and Sexy Problem

A hot and sexy problem is one that is really vital to your niche; it needs to get them hot under the collar; it needs to be really intriguing to them; and it needs to strike close to their hearts.

If you can help them with a need, desire or problem that is close to their hearts, you will own their hearts and minds. They will love you forever and they will share you with everyone they know!

Pick a Specific Problem

Often business owners make the mistake of choosing broad, vague and generic problems. But broad problems, like broad niches generate vague marketing. In trying to appeal to everyone, you end up appealing to no one.

Pick a very specific problem, so that you can design a very specific solution or solutions for that problem. In all things, the more specific you are, the more effective you're going to be in your language, in your design, in everything.

Two Types of Problems

- Problems that are unique to your niche
- Problems that are common across niches

Problems that are unique to your niche are usually ones connected to or caused by the actual activities they are engaged in. For example, fly fishers need to know the right kind of fly to use for the particular fish they are hunting, that is a problem truly unique to fly fishers.



Multiple Streams of Music Income Self-Study Workbook

Or you may find that the problem your niche is talking about is more [archetypal](#). For example, a lot of people from all walks of life have time management challenges. It's not unique to a single niche.

If your niche is "parents with young children", and you discover that they talk about problems with time management, then that is absolutely a problem you can use for this process, even though parents are not alone in having time management challenges.

If you are going to use a common problem, the trick is to **use their language to express the problem**, both in how the problem manifests for them and how you solved it. In this way you'll be able to stay niche specific, even when the problem isn't.

What do I mean by that? You might have issues around time management. Your niche might have issues around time management. You may think about it in one way; but they may use very different language to describe their experience.

For example, I discovered in my niche research that musicians are often challenged around marketing their music (right?). And so I blogged and tweeted about marketing but wasn't getting a lot of traffic on my website as a result. One day, when I was down in Nashville visiting my friend Nancy Moran, I asked her about it. She's a musician and she told me, she doesn't think of it as marketing. She calls it promotion. Aha! I quickly went through and changed some of the language in a couple of places and within a week, I had doubled the traffic to my website. By changing one word!

When you talk to them about the problem in your blog, your tweets, your Facebook posts, etc. you must use their language, their terms, and their idiomatic expressions to describe it. And then bring in your own experience and how you've solved it.

Why does this matter? For two reasons, first, when you talk about their problem on the internet (i.e. your blog, your social media posts and comments, etc.), if you use their language, you will organically **use the key words they are searching for**. I'll talk more about key words in Chapter 7.

But even more importantly, if you use their language to talk about the issue, they will unconsciously accept that you are part of their niche, their tribe. It will create a level of rapport and connection instantly and seemingly without effort. It will create an unconscious recognition and feeling of being understood that is absolutely magical.

So if you're already solving that problem for yourself, whether because you're a member of their niche and you have the same personal experience or because your problem crosses niches and it is something that you've experienced in your life, just make sure that whenever and wherever you talk about it, you express it in their language.



Multiple Streams of Music Income Self-Study Workbook

RESEARCH SOLUTIONS

Hopefully searching for solutions to the wants, needs and desires of your niche is of interest to you.

This is one of the reasons I've encouraged you to pick a niche that you are genuinely either a member of or fascinated by. So the research isn't painful because what you discover applies to you as well. It's also helpful because, if you are a member of your target niche, it will be much easier for you to get into their heads and use their language to communicate both their problems and your solutions, because it's also your head and your language.

If you find yourself saying, "OH NO!" because you picked a niche you thought would be profitable, but it's not one you feel a kinship for, you may want to go back to Chapter 3 and your brainstorm list and consider a different niche.

Better you make that change now than after you've invested a lot more time, energy and money building a niche you don't really want to hang out with!

Are You The Solution?

For some of you: your product is the specific solution to one of your niche's problems. This is usually the case when your niche is determined by your product.

For example, if you create children's music then your target market is made up of children and the people who purchase for children such as parents, grandparents, etc. Perhaps you discover that one of their problems, what with summer vacation coming up, is keeping their children quiet and entertained on long drives. In that case, your music may well be the solution to that problem.

Don't Be Shy; But Don't Be Egocentric Either

Don't be afraid to specifically position your product as the solution to their problem. Go for it!

In your marketing and promotional materials, specifically address solving their problem as one of the benefits of your product. Use images that show this benefit. List it specifically. In a newsletter or blog post, tell the story of how you solved one of your fan's problems because they used your product.

But don't introduce yourself with that. You need to establish a relationship with your niche market before you begin to sell to them. Remember, people buy from the people they know, they like and they trust. They will be more willing, even thrilled to discover that they can solve their problem and also support someone they have a relationship with. They will see it as truly win-win.

But if you lead with the sale, then they will not trust your interest in them as anything other than self-serving. You will lose the opportunity to build the rapport and the relationship. They won't trust you. And they won't buy.



Multiple Streams of Music Income Self-Study Workbook

Be a Go Giver!

Even if your product is the solution to their problem, don't have your product be the ONLY solution you recommend. Be generous in how you create solutions for your target market. Offer other solutions outside of what you do.

Being a go-giver means thinking about it from their perspective. Be someone who offers multiple solutions, even when it's your competition. Be someone who is about service, not about self.

This takes a very particular mindset. It requires you to believe that there is enough for everyone, enough opportunities, enough money, enough...

Don't give until it hurts. Give because you know that there is plenty to go around, and you love helping people solve their problems!

What if You aren't the Obvious Solution?

More often, you are not the direct solution to the problems your niche market is discussing, because their problems have nothing to do with needing your music. And they've never heard of you.

For example, if your target market is fly fishers, listening to your music while fly fishing – that's not the problem they're trying to solve. It may be how they end up using your music, but it's not how they're going to find you, because it is unlikely that they are googling, "Music to go fly fishing with." So you're going to need to be a bit more creative.

Two Solution Sources

- Your personal expertise
- The results of your targeted niche research

If you are a member of the niche that you are looking to play with, then very often the first source of possible solutions is your own experience, your own knowledge.

My private clients will tell you that I share my experiences when talking about an issue of theirs. "Hey, I've had that issue too and these are some of the things that I've used," or "These are some the ways I've solved it."

This can give them a sense of who you are, which has two advantages. First, it establishes you as a human being, just like them, who's been there, done that, got the T-Shirt and the scars... And they can benefit from your experience. So you are more relatable and they can have hope, because if you solved it, so can they!



Multiple Streams of Music Income Self-Study Workbook

But even more important from a marketing and promotion perspective - it gives them an experience of who you really are so they feel closer to you. It establishes connection, intimacy and rapport. It begins to create a deeper relationship that will increase their emotional investment in you. It begins their process of becoming one of your True Fans.

"A creator, such as an artist, musician, photographer, craftsperson, performer, animator, designer, videomaker, or author - in other words, anyone producing works of art - needs to acquire only 1,000 True Fans to make a living.

A True Fan is defined as someone who will purchase anything and everything you produce. They will drive 200 miles to see you sing. They will buy the super deluxe re-issued hi-res box set of your stuff even though they have the low-res version. They have a Google Alert set for your name. They bookmark the eBay page where your out-of-print editions show up. They come to your openings. They have you sign their copies. They buy the t-shirt, and the mug, and the hat. They can't wait till you issue your next work. They are true fans."

[Kevin Kelly](#)

So don't be afraid to share about your experiences, your struggles. Story is one of the most powerful ways to connect and engage with people. Obviously, don't share anything you don't want out in the public domain. But find things to share from your own experience that are relevant to your audiences' wants, needs and desires and you will create a bond they will never want to break.

The second source is from the targeted research that you've done. For example, when I decided to focus on the music industry as my target niche for coaching, I did a ton of research about the music industry - I've read books, blogs and trade magazines, talked to experts, attended workshops. And as a result, I have become very knowledgeable about the music business, not because I'm a musician but because that's my target market -- you are who I serve.

Where to Research

Everything that I taught you in Chapter 4 is applicable here. Remember the Goog knows all! In researching your niche, you will come across not only their problems, but often their solutions to those problems as well.

As much as possible, when you recommend a solution, really check it out well first! Don't be lazy here. Because if you suggest a crappy solution, then that's going to reflect badly on you.



Multiple Streams of Music Income Self-Study Workbook

WHAT'S THE POINT?

You may be thinking, "Why do I want to spend my time this way? All I really want to do is write, record, and perform my music. Debra, why are you telling me to take time away from my music for this!?!"

The Purpose: To Distinguish Yourself from Your Competition

This is how you engage with your target market. This is how you create rapport and relationship with your target market because you become of value to them and then they want to return the favor.

In the world of Music, many artists are narcissistic in their promotion efforts – it's ALL about them! At best their marketing is boring; at worst it can be completely obnoxious and vainglorious. But the mistake they make in their approach to marketing is very simple – **They think that marketing is about them.**

You may have heard the story about [Justin Bieber and the comment he left in the guest book at the Anne Frank House in Amsterdam](#). In case you missed it, he wrote "Truly inspiring to be able to come here. Anne was a great girl. Hopefully she would have been a believer."

Seriously? This goes beyond boring and gets to the level of the egomaniacal! And yet, he probably thought this would go over big. Not surprisingly, a lot of people including his fans thought it was disgusting. This is an example of an artist who has forgotten (if he ever knew) that his focus should be on his audience and fans, NOT on himself!

How do you avoid this? Distinguish yourself from your competition by remember its **not about you**. Marketing is NEVER about you – it's always about who you're promoting to!

What could Justin Bieber have done instead? He could have had a genuine emotional response. He could have blogged about how the story of Anne Frank and the persecution of the Jews by Nazi Germany affected him and how he relates it to today's world. He could have invited his fans to participate in the discussion. He could have asked the young women who are the majority of his fans about how they face overwhelming odds in their lives each day. He could have asked them for their stories of courage.

He could have used his experience to inform, inspire and engage his audience. But in order to do that, he'd have to:

- Genuinely care about his audience (primarily young teenage to twenty-something women)
- Know who his audience are and where their pain, their challenges, their hearts live
- Take more than 5 seconds to think about them, what they need and how to make a difference in their lives.



Multiple Streams of Music Income Self-Study Workbook

Pick a specific problem that is real for the people that you want to connect with. Speak about it specifically. Provide specific solutions for your niche market and you will absolutely outshine your competition, because they aren't doing this! And use your authentic voice and experiences to engage your audience by connecting with them, where they are.

They will discover your music, not because you tell them, "Check out my music, check out my music, check out my music!" which is tedious, self-involved and boring.

But because you gift them with, "Check out this great resource. I've had this problem. I used this resource it was amazing. I absolutely LOVE this. I'm so excited about it. I couldn't wait to share it with you guys." They check out the resource and discover it is exactly the solution they've been looking for. They come back and say, "Who is this person? They gave me something of such value, I want to thank them. Let me check them out!"

So, they go to your website and they discover your music! As if by accident!

Do you see how this is truly guerilla marketing? You aren't the blow horn - "Buy me! Buy me! Buy me! Buy me! Buy me!" You are of service to your niche. They value your gift to them and they come back and discover that, "Oh my God, she's a musician! Let me check out that music," "Oh Wow! This music is awesome! Well boy, I'm so grateful to this person for turning me on to that solution that I'm not only going to buy their music, I'm going to recommend them to my friends!"

As far as they're concerned, they discovered your music and you had nothing to do with it. You didn't sell at them. It was organic. But really, it was your diabolical plan to take over the world... [insert evil laugh here...]

There are a few pieces you will need to put into place to make this work:

1. A quality solution to their problem (Step 3 and Step 4)
2. The ability to easily find you and check you out (Step 4 and Step 5)
3. High quality music that they fall in love with (Step 4)

The third piece is not something that I can help you with. This is not my area of expertise.

They need to love your music.

This isn't going to work if they check you out and your music sucks. I make the assumption that **you are doing everything you can to create the highest quality product** – the absolute best work you can do. And you work every day to improve the quality of your product.



Multiple Streams of Music Income Self-Study Workbook

Because no matter how good your solution is, no matter how good your marketing is, no matter how grateful they are to you, if your music sucks, this won't work. This is a fundamental business principle - no amount of brilliant marketing will create lifetime fans if your product is of poor or even average quality.

If you have a strong product, their response to discovering your music will be, "Wow, discovered this great music and they're like me. And they make this great music! How cool is that?" That is the experience you want them to have.

But if they discover you and take the time to check out your music and it's bad or even "meh..." no matter how grateful they are to you, no matter how much they've fallen in love with who you are, they won't buy your music and they won't share your music.

So, 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 your show. And you don't need to originate the solution. You can find the solution and refer them to it. (But don't plagiarize. Always give credit where credit is due. Always name your source. That's just good karma!)

You must create a quality product that once they discover it, they will love it, talk about it, share it, and BUY IT!

CHOOSE SOLUTION

As I said in the first chapter this is a long-term commitment. You will develop this business model over time. So create one solution at a time. Be creative, be innovative, and be resourceful. Apply your immense creativity to this process!

- Offer a quality solution
- Offer a solution that suits your market

I've already talked about this, don't just pick any solution – make sure that the solution you offer really does what it promises and really solves the problem!

And you have to know your market. Is your market online or off-line? If they are off-line people, don't offer an online solution, because it won't work for them. On the other hand, if they are online people, you better offer them an online solution because they probably won't take the time to check out the off-line solution.

But this information is vital to your business anyway, because it will inform how you create your product, how you build your product funnel and how you offer your products for sale.



Multiple Streams of Music Income Self-Study Workbook

HARDCORE SOLUTIONS

A hardcore solution is a straightforward physical solution to their problem. If their problem is finding the best rod and reel for fly fishing, then your hardcore solution for your online audience could be referring them to an awesome online store with the best prices for top-of-the-line rods and reels.

Are you thinking, “Can it be that simple?”

K.I.S.S. (Keep it Simple and Straightforward)

Don't underestimate the power of simple! We are all overwhelmed by information. Curating the information for your niche market can be a huge service! If you can make it really simple and easy for them, by finding a high quality solution and providing the link, they will love you for that.

Resist the temptation to make it more complicated because people's lives are complicated enough. The simpler you can make this, the better the response you'll get.

Meet People Where They Are

As you get to know them you can start to bring them along but you need to meet them where they are. Don't try to stretch them. Find out where they are, what they prefer, what they want and need, and match it.

This is especially important for your B2B niche. For example, if you book your band or yourself, you need to find the right venue niche for what you uniquely do. And then once you've got a list of prospective venues, find out how they prefer to be contacted. What format do they want your press kit in? Are they all electronic all the time? Or do they only want a physical marketing package mailed to them?

If you get this wrong, they won't hire you. For example, if you send a clickable link to the venue that only wants an actual CD, **THEY WON'T EVER CLICK**. And they won't tell you why not, because they are inundated with marketing packets from your competition in the format they actually want. Remember, they don't owe you anything. So you need to meet them where they are. Don't try to bring them into the 21st century, because if they are not there yet, you probably won't get them to go there.

Make it easy and simple for them to work with you. Be the solution, not the problem.

Meet people where they are. Create relationship and rapport by finding out really, truly, deeply what do they want and need and provide it for them.



Multiple Streams of Music Income Self-Study Workbook

For example, in the [Artists Marketing & Business Academy Class with Tiamo De Vettori – 7 Secrets to Get Booked on Corporate Stages](#), he gives a perfect example of how this works. When you talk to event planners for these corporate gigs, they need to create a unique event. You present your show as the solution to their problem at the price they want to pay and they will hire you every time.

Create Relationship and Rapport

One way to create relationship and rapport is by remembering who they are. In order to do this, you'll need a good CRM (Customer Relations Management) system, so that you have notes on every conversation and can track the relationship.

Let's say you call a venue booker and he tells you, "Oh I'm running out the door for my daughter's ballet recital. Can you call me back next week? I'm really pretty slammed this week." In your system, you make a note of the conversation, what he shared with you and schedule the call back for next week. Before you call back on the day you promised, you re-read your notes and ask him, "How was the ballet recital? Tell me all about it!"

This is a really simple way to demonstrate that you do what you say you will and that they're real people to you. You instantly create relationship and rapport because you're interested in them. It's not about you and what you want from them. You care about them. It's about them.

Your Deeper Relationship Will Allow for More Elegant Solutions

Once you've created a deeper relationship with them, then you can educate them to more elegant solutions, but they must trust you first.

Put yourself in their shoes - can you imagine someone you've just met, who you don't know and who both wants something from you and then tells you that you're doing your job all wrong - they can help you with a better solution? How willing would you be to have that conversation with them, let alone hire them for a gig?

The most powerful thing you can do is meet people where they are. Accept them exactly as they are and engage with them there. Once you've created your relationship with them where they are, they will be much more willing to follow your journey and allow you to take them where you (and they) want to go!

SOFTCORE SOLUTIONS

So the hard-core solutions are literally products, experts, and services that very specifically and directly address the problem. But you could also be thinking in terms of soft core solutions because sometimes the best solution is a question; sometimes the best solution is a process.



Multiple Streams of Music Income Self-Study Workbook

By the way, this program is an example of a soft core solution. It's a deeper process that requires you to think outside of your box as well as outside of your industry's box. We will deepen the conversation about your business and marketing throughout this process, especially Step Eight, where we will talk about your B.O.P. - your bold, outrageous, and provocative statement of who you are, because your B.O.P. is about your values and what's meaningful and important to you.

The soft core solution can really be effective with your B2C fans, as well. [Amanda F. Palmer](#) is brilliant at this. She loves controversy and she starts controversial conversations with her fans as a way to stretch them out of their comfort zone, as a way to encourage them to look for deeper solutions to bigger problems like bullying. She regularly delves into an issue and invites, really challenges, people to communicate and engage and discover more elegant solutions.

But she didn't start there ten years ago. She's developed these fan relationships over many, many years. Offering a soft core solution takes finesse, because starting right out of the gate with the deeper solutions can come across as patronizing. You don't want to patronize people. You always want to meet them where they are.

EXPAND YOUR SOLUTIONS

As I said, you will create one solution at a time. But as your business develops and as time goes on, you will add solutions, expand solutions and deepen solutions as you expand and deepen your relationship with your niche.

Add Solutions as You Build Your Platform

This process is cyclical and ongoing – as you proceed through Steps 4, 5, 6 and 7, as you drive traffic and convert prospects, and as you deepen your relationship with customers, clients and fans, you will dig deeper and deeper into your niche, and discover more problems and develop new solutions for those problems.

This is a long-term, really career-long process. You don't have to get it all done before you launch. I've been building my funnel since 2004 and I'm always expanding my funnel, as well as discovering new solutions for my niche. That's part of this process.

Changing Technology and Solutions to Meet Changing Needs

And as the world changes, you will keep up with new solutions. As the business environment changes, as technology changes, as your clients', customers', and fans' needs change, so too will you adjust and adapt so you stay current with your niche's changing needs throughout your career.

This is the beginning of a lifetime commitment to your fans, to your customers, to your clients. This isn't a get-rich-quick. This isn't set-it-and-forget-it. You are engaging in an ongoing and continuing commitment to serve.



Multiple Streams of Music Income Self-Study Workbook

SECTION B. WILL YOU BE MY GOOGLE?

BE THE CURATOR

TMI = Too Much Information.

We are all on information overload! There's so much information that it's very easy to become overwhelmed and most of us are overwhelmed most of the time.

So one of the services you can provide for your niche is to be the curator of that information. If you can filter the information and point their attention to what they will find useful, important and relevant to their lives, you will provide immediate relief for their overload! And even more importantly for our purposes, it will offer you many opportunities for engagement.

So - how do you become the Google for your Niche?

Be Their Filter and Their Focus

Let's look at what Google provides. First of all, Google is a filter. The Internet is a raging river of information - something like a billion new pages or posts are created each day. And that doesn't include tweets, Facebook posts or Instagram photos! In order to find what you want, you must have some way to sift through the massive quantity of information.

Google also provides a focus based on relevance to you. How does Google do that? They're watching you. They watch what you look for and where you click. They watch how long you stay on a page and where you go from there. Their goal is to help you focus more specifically and clearly on what you want, based on what you've done throughout your history with them. So when you enter a keyword into the search field, Google doesn't just look for that keyword, they hone and focus their search based on what they already know about you.

Now I am not recommending that you design an algorithm or that you get all weird and stalkery with your fans. But I am asking how can you act like a Google for your niche? How can you be the curator? How can you help them focus? And how can you help them determine importance and relevance to their lives?

This is where all that niche research you did in previous chapters begins to really pay off!

Be Discriminating

It's really important that you are discriminating and thoughtful about the information, resources and even entertainment that you offer your niche. And that you're thoughtful from their perspective. It's important to ask yourself, not just "Is this important to me?" but, "Will it be important to the people that are important to me?"



Multiple Streams of Music Income Self-Study Workbook

In everything you do online, in person, in performance, think about your fans, your customers, and your clients. Remember, art is a service industry. You're providing a service to your customers, your clients, and your fans. It is not purely self-expression for self-expression's sake.

If you are an artist FOR A LIVING – you are a business owner. And a business owner is always in service to their clients, customers and fans.

So, think before you share. Check out the resources. Keep your audience top-of-mind and they will be more likely to keep you top of mind!

BE OF SERVICE

Remember, people buy from the people they know, they like and they trust. If you are in service to your market, they will want to buy from you. They will look for ways to share you. The more you are in service to them, the more they're going to want to give back to you

This Is Not about Sales; it's about Service

It's about providing what they want, need, and desire. When they feel seen by you, they will feel like they know you, they like you, and they will absolutely trust you.

it's not about manipulation either. I'm not suggesting you lie to them to get over on them. I want you to choose a niche that you truly do feel a common bond with. That you want to hang out with because they're doing stuff that you'd be doing anyway!

Let's deal with this head on, shall we? I know that a lot of business owners come up against the obstacle of believing that sales = manipulation. Is this an issue for you?

I don't want you to be unfair or dishonest. I'm teaching you to be tactical and strategic. Don't hide that you're a musician. Be transparent in all that you do!

Being thoughtful, deliberate and strategic is not the same as manipulation. Notice if you feel resistance to this and clear any ways that you are not completely ethical.

Manipulate - to manage or influence skillfully, especially in an unfair manner: to manipulate people's feelings.
Dictionary.com

And remember – you couldn't control people, even if you wanted to!

This Is Not the Time to Ask for the Sale – That Comes Later

You build your relationships with your prospects, creating rapport by being of service to them. So that when it's time for you to turn around and say, "Buy this from me," "Come see the show," they absolutely will, because they know you, they like you, they trust you.



Multiple Streams of Music Income Self-Study Workbook

If you ask for the sale before you've established a relationship with them, then you're just like everybody else. You're like all the commercials on TV. You're like all the Viagra spam emails. You're like all the freakin' billboards they see as they're driving down the highway of life.

But if you establish a relationship first and they feel like they know you and they like you. And you've been of service which creates trust, so then when it comes time to ask for the sale it's a no-brainer.

Of course they buy from you.

One of the biggest services you provide is entertainment, because that's what music is. This is the entertainment industry, right? And when you provide entertainment, you also create relationship, because if you are entertaining they will again feel closer to you, "Oh, I love that guy! He always makes me laugh!"

So your content doesn't always have to be driven by fulfilling their deeper needs. It doesn't necessarily have to be hugely significant all the time. It can be fun; it can be funny and even when what you're providing is the solution to what they desire, to what they want, and what they need, it should always be entertaining.

Share what you love and what's important to you, because the best way for them to feel like they know you and like you is to express who you truly, uniquely are. By sharing what you love and allowing them to see who you are, you will attract people who jive with you. Sharing what makes you laugh will attract people who have a similar sense of humor.

Share what you're passionate about. If you're stressing about doing even more research to find even more stuff to share, focus on what you're passionate about. If you've chosen a niche that is close to who you truly are, then all you have to do is research what's actually interesting and important to you; search for stuff that you love, that touches you, that's funny to you; search for stuff that entertains you and then share it.

People Buy from People They Know, Like and Trust

Because ultimately, your customers, clients and fans want to know what you care about, what you're interested in and what you find entertaining, because they want to know you, like you and trust you. It is a self-perpetuating process, the more they know you, the more they'll like you and buy from you. The more they buy from you, the more they will want to know you and like you...

Invite Engagement

It's not enough to just share stuff. Because if all you do is share stuff, it's one-way, from you to the world. Create a two-way conversation. Don't be the megaphone, be the cocktail party. Be engaging; draw them into your universe.



Multiple Streams of Music Income Self-Study Workbook

Invite and respond to engagement. When you post something, ask them a question. When you ask a question, don't just ask, "What do you think?" Because, that's

- Boring.
- Everybody does it.
- It's not sincere

When you give someone a link to your video or your music and you say "Let me know what you think." The truth is – you don't really want to know what they think. What you want is for them to click, to "like", to buy. And they know that. It's disingenuous and not a relationship building question.

And ask limited questions. People are busy and if you ask a question that will take them a long time to formulate the answer to, they will be less likely to answer. But if you ask a specific question, that they can quickly and easily answer, you will find that more people answer.

Give them an opinion – a bold, outrageous statement. Invite their reaction and response. Invite them to ask you questions. Invite comments.

Invite conversation. Be outrageous. Be provocative.

Now, we're leaping ahead a bit to step eight, which is your B.O.P., your bold, outrageous and provocative statement of who you are. This is how you begin to express that.

Your B.O.P. is expressed through what you're sharing about, because you're sharing about what's important to you, and also, in your questions, in your request for conversation, in your commentary about whatever it is you post.

So don't just put up a link on Twitter. Put up a link and say something about it. When you post a picture or an image on Facebook, say something about it. And then, invite comments. Invite engagement.

Respond to Engagement

And when people respond to you, you **MUST** respond to them. Leave no comment, uncommented on. If someone RTs you, always thank them. If someone comments on something that you say whether on Twitter, Facebook or your blog, always, always, always respond back.

Responding to the people who engage with you has several benefits. For one thing, it makes people feel seen, feel heard. "Oh my God, she took a minute out of her busy day to thank me for re-tweeting her." Respond in a way that's real, in a way that's human. Don't just say "Hey, thanks." But actually engage in the content of what they've said.



Multiple Streams of Music Income Self-Study Workbook

Because while “Sharing is caring,” responding is caring at a much deeper level. When you respond in a personal way, your audience will feel like you see them, like you care about them. It doesn't have to take a lot of time. When you respond in a genuine and personal way, people engage with you on a much deeper level. It creates rapport.

REMEMBER - IT'S NOT ABOUT YOU

This may sound counter-intuitive. I know that when you're making your art, it's very personal and it's very much about you. And when you're out there, you feel like it's about you being successful and all of that stuff.

But here is the secret to creating real success: marketing is NEVER about you. This is the secret that the artists who create long-term success understand. It's about your audience. It's about your customer, your client, your fan. It's about you serving them.

Taylor Swift is a great example of this. Over the years, she's been teased a LOT about her relationships with men and how she emotes about them in her music. With a wonderful self-deprecation, in [accepting Billboard's 2013 Artist of the Year Award](#), she put it brilliantly, “To the fans... You are the longest and best relationship I have ever had!”

The more you communicate genuinely and deeply from a sense of service, from a sense of community, and from a sense of giving and contributing, making a difference in the world, the more successful you are going to be.

So make it about them.

Section C. “WIIFM?” and “BIW2!” The Key to Their Hearts and Minds

In the first two sections of this chapter, I taught you Step Three of the Multiple Streams of Music Income Program - Design Your Solutions.

But in order to deliver your solutions effectively you must have a basic understanding of marketing and sales. Because in order to be successful with this program, everything you do - designing your solutions, designing your product funnel, creating your web presence, driving traffic, converting prospects and deepening relationships, needs to be layered on top of some foundational marketing and sales concepts.



Multiple Streams of Music Income Self-Study Workbook

“WIIFM?”

“WIIFM?” stands for “What’s in it for me?” This is always the question that your prospects, customers, clients, and fans ask when deciding whether to take the action you ask them to take - whether it’s to click a link that you provide for them, to follow you on social media, and especially when they decide whether to spend money – to buy your records, to buy a ticket to your show, or to contribute to your Kickstarter project.

Whatever action you ask them to take, whether it involves money or not, they will not act unless they know, “What’s in it for them?”

And you have to answer that question **BEFORE THEY ASK IT**. Because if they ask the question in their own minds, and there’s no answer already there, they will move on. If you actually wait for them to ask you,

- They probably won’t because that question is mostly happening at an unconscious level.
- If you force them to ask, because you neglected to answer it, they will probably resent you. Because it can be feel embarrassing, even selfish, for them to ask.
- And even if they ask and you answer it perfectly, they will probably still not take the action because they won’t feel seen or understood. And because by the time they receive the answer, the impulse to take the action has passed.

All “Calls to Action” Must Answer “WIIFM?”

Your answer to the “What’s in it for me” question must be built into your “Call to Action” because, remember, they’re asking that question unconsciously. If you make them become aware of the question, because you didn’t answer it, they won’t take the action. They just won’t.

And they’ll never tell you why. You’ll never know why they’re not clicking, liking or buying. Don’t ask them to tell you. Just get inside their unconscious minds and answer their question.

Answer – “WIIFM?” – in all your marketing content, up front and in very specific terms.

WHY DO PEOPLE BUY?

Understanding why people make the choices they make underlies everything you do in marketing your product. Why do people make the choice to lay their money down and buy what you’re selling? Why?

Before we delve into this, though, did you notice? **I’m not teaching you how to sell.**

Many business owners have this weird illusion that somehow the trick to selling more of their product is controlling people – figuring out how to “sell them.” How to make them do something -



Multiple Streams of Music Income Self-Study Workbook

make them spend money they don't have, for things they don't need, at a price they can't afford! Right? But that's not it at all!

Marketing

Definition: creating an environment in which your target market feels safe and comfortable, in which they feel at home, in which they feel seen and understood. Remember, I've said that people buy from the people they know, like and trust?

Marketing is about creating that experience – so they feel like they know, like and trust you. And the best way for you to create that experience is by actually, genuinely caring about them.

Sales

Definition: the completion of a conversation that they're having, mostly within themselves, which ends with them making a choice - to clicking the link and plunk their money down -- or not.

You don't MAKE them do anything – you can't. You don't have that power.

Your job is to give them the feeling of comfort and the information they need in order to make the decision to buy. And the best way to do that is by answering “WIIFM?”

Because it's not about you or your product, it's about them. Understanding sales and marketing means understanding what motivates your unique target market to make a particular choice so that you can answer their unconscious “WIIFM?”

But this isn't rocket science. It's not deep psychological mastery. It's simply being genuinely who you are. And from that place, connecting with and engaging with your audience in a way that communicates that you genuinely care about them, about what they want, need and desire and that they're real people to you. If you [grok](#) your niche market, you will know how to answer “WIIFM?” and it will be organic and authentic.

BENEFITS VS. FEATURES

When I ask most artists to tell me about their music, they'll talk about the genre, the instruments, who produced the album. These are the features. But nobody cares about features – not really. Buying decisions are NOT made because of features.

Buying decisions are made because of benefits and justified by features.



Multiple Streams of Music Income Self-Study Workbook

Features Describe the Product

Features tell you what you get. So for example if you're buying a guitar, the features are the material the body is made of, what the neck is made of, whether it comes with pickups, etc. Those are the product's features, what it looks like and how it works. **Features are about the product.**

Benefits Describe the Customers' Experience

Benefits on the other hand, are about the experience I will have from using the product. Have you ever seen the Irish Spring soap commercials? They don't tell you about the surfactant in the soap and how it makes the dirt slide off of your hands – Oh no, no - They tell you about how the smell makes you feel [insert Irish Brogue here] like it's an Irish Spring morning on the moors. If you use their soap, you'll be transported to another world. **Benefits are about the customer, client or fan.**

So, when you describe your music by telling them, "This is the name of my album. This is who did the artwork. This is where I recorded it at. This is who's playing guitar." Those are features.

When you talk about how people who heard this song could not stay seated, they had to get up and dance, they had to move their feet, they felt happy and alive. That's a benefit.

Features never answer "WIIFM?" You can only answer that question with benefits, because features are about you and benefits are about them. Features are about the product; benefits are about the consumer. Benefits are how I will feel and how my life is changed as a result of the product. So benefits directly answer, "WIIFM?"

ALL BUYING DECISIONS ARE EMOTIONAL DECISIONS

If you don't believe me, [read this article from USA Today!](#)

We imagine that we're logical creatures and we think carefully about decisions and make rational choices. But that's not what the research has found. The research has found that we make buying decisions because of how we feel. It's not logical and it's not conscious. But the decision to buy always stems from these questions (unconsciously), "How do I feel about this person? Do I like them, trust them? Why do I want this? What do I get out of it? How is it contributing to my life? When I think about owning it, how do I feel? When I think about doing what this person wants me to do, how do I feel?"

All buying decisions are emotional decisions. We pretend that they're not, but they are. And so while information about the features are good. They don't contribute all that much to the buying decision. We buy either because of how we feel in the process of buying (through rapport with the person doing the selling) or how we anticipate feeling once we own that thing.



Multiple Streams of Music Income Self-Study Workbook

We Decide With Our Emotions and Justify With Our Heads

We don't buy based on features; we buy based on benefits. Once we've made the decision, we justify the purchase logically with the features. We've already decided to buy because of how we expect it's going to make us feel or even how we feel talking to the salesperson and then we justify and explain that decision with the features.

"BIW2!"

"BIW2!" stands for "Because I want to!"

Why Do People Buy?

Remember, buying is an emotional decision. And very often, your audience's choice to buy something isn't a conscious, well-thought-out justified decision.

It's because they want to!

I challenge you to start watching commercials and you ask yourself, "What are they doing here? What tactic are they using? Are they answering "WIIFM?" Or are they appealing to the BIW2! impulse?"

For example, I love those Snickers commercials where the guy is hungry and he turns into Betty White ([click here to watch it](#)) and when he eats the Snickers bar he turns back into himself. That's a classic "WIIFM?" approach.

What's in it for me? I'll no longer be Betty White. My hunger will be satisfied and I'll get back to being myself.

Then there's the Cadillac Commercial with Kate Walsh ([click here to watch it](#)). This is a classic "BIW2!" commercial. Here's this gorgeous woman, and she puts her hands on the steering wheel, turns to the camera and says, "The real question is when you turn your car on, does it return the favor?" I mean, doesn't that just make you want it? She even says it's not about the features; it's about how you feel. And don't you just want to feel that way? This is a classic BIW2 approach.

What Desire Do You Fulfill?

When it comes to music, the music itself is often NOT the solution to their problems. But instead, it's the fulfillment of their desires. So ask yourself – what desire do you fulfill? You are fulfilling a desire and it may not even be a desire they consciously knew they had. But they sure know when it's been fulfilled. And they will love you for that!



Multiple Streams of Music Income Self-Study Workbook

INTERNAL MOTIVATORS VS EXTERNAL MOTIVATORS

Another basic marketing concept is that our behavior choices, while largely unconscious, are driven by internal motivators and external motivators.

Internal Motivators

The internal motivator is about how we want to see ourselves. We make choices so that we can believe that we are good people. [Studies on lying and cheating](#) have shown that our behavior isn't determined by anticipation of consequences as much as it's whether the behavior upholds our need to see ourselves as "good people".

Our buying decisions can also be driven in the same way - for example, perhaps your niche market wants to see themselves as ecologically responsible people. So, if you've got all recyclable or all recycled materials in your product, that can feed this internal motivation, and make it easier for them to buy from you.

External Motivators

External motivators are what we want others to think about us. The concept of peer pressure has long been [studied and accepted](#). The truth is that humans are herd animals. It is a survival imperative to be an accepted part of our tribe or group. Being an outlier is dangerous when you are trying to survive on the savannah. Outliers are very attractive to lions! It's not that we consciously try to fit in (though sometimes we do); this is primarily an unconscious drive.

It is this drive that enables videos to become viral, because "everyone is watching it!" Concepts like "[social proof](#)" are rooted in the need to be part of the crowd. Building your platform as well as building your reputation within your niche market directly appeals to this motivation. It drives people to share you with their tribe, and for people to check you out because others in their tribe are sharing you.

Which Motivator Are You Appealing To?

When you design your marketing message, be conscious and intentional. Is it

"WIIFM?" Or "BIW2!"

What emotional need are you appealing to?

What motivator are you keying into?

In order to create successful and effective sales and marketing materials you must:

- Be conscious and aware about the effect you intend to have on your audience,
- Be conscious and intentional about the message you're putting out, and how you want people to **feel** as a result of that message.



Multiple Streams of Music Income Self-Study Workbook

AUTHENTICITY

So what does this all mean for you? This means that the more authentic you are in your offering, the more you connect with and engage with your audience, the more REAL you are, the more effective you will be with sales and marketing.

Why? Because when you are authentic, you will make real connections with your prospective clients, customers and fans – and they will buy because they feel that connection.

Be True to Your Values

You don't need to become a slick car salesman in order to be successful marketing your music. I will never ask you to be anything other than who you truly, deeply are. Because when you're really being who you are, you're going to naturally be connecting and engaging with the other human being across the way and coming from a place of emotion, because that's how we connect with people. We don't connect with people in our heads; we connect with people in our hearts. We engage with people emotionally.

So the more you can approach your marketing and sales with authenticity, the more you can be true to who you deeply are and what's really important to you. The more that you can trust the value of what you're offering and learn how to communicate the value of what you're offering, the more you will talk about benefits naturally.

The more you can focus on being of service and contributing authentically, being true to what's important to you, the more people will respond authentically to you. They will identify themselves as your target market, because what is important to you is also important to them.

All of this stuff is going to happen organically because you're simply being who you are. You're being passionate about what you're truly, deeply passionate about (Your B.O.P.). You're sharing what's important to you and what you enjoy and what you love.

Trust That Your Right Audience Will Find You

Why? Because if you work this process fully, your audience will connect to who you are authentically. Because who you are authentically matches who they are, authentically, and they want to engage with you, support you and share you with their tribe.

And again, if you picked a niche that you thought would be profitable, but it's not people you actually care about and want to hang out with, go back and pick a different niche. Not just because you will enjoy the work more. But because ...

People Can Smell a Phony

Whether they're conscious of it or not, they know when you're pretending to be someone other than yourself. They may not know why, but they just won't click that link.



Multiple Streams of Music Income Self-Study Workbook

So the more that you can be true to yourself, the more you can learn about who you are and your own value and the value of what you're doing and the experience that you're looking to create in your audience and share about that, the more they'll trust you; and the more they trust you, the more they'll buy from you.

Be a Serial Monogamist

When working through this process, I recommend that you focus on one niche at a time. One project at a time. One genre at a time.

I get asked this question all the time, "There are so many projects/genres/styles I can do, how do I do all of them at once!?" As if it's a time management problem. My response is always – do one thing at a time. Focus on one genre at a time. Because your fans will respect commitment and they will trust commitment over variety. And when I say to you, pick one niche and go deep with it, it's because that's what's going to create trust in your audience.

Now, you may be an incredibly eclectic person and that's okay. But if you can hone your message so that it is unified (not uniform) by your values, people will trust it because you're being consistent and real.

That doesn't mean you can't ever do those other projects. But work on one thing at a time. Don't be a jack of all trades and master of none. Be thorough in this work and it will pay off massively. And when it's running smoothly and you've created your structures and your team, then branch off into the next niche. But when you do, you may need to create a new website, and new packaging. You will need to go through this entire process again from the beginning in order to be effective with the new niche.

And remember, this doesn't mean you can't accept customers, clients or fans that find you but aren't part of this niche. You're not going to say to someone who wants to buy your CD, "No, I'm sorry, I can't sell you this, you're not a fly-fisher...." Right?

This is about the marketing you do. Be specific and targeted in your marketing. Be open in your reception of fans. If they've found you and love you, then they've self-identified as part of your target market. You may discover your next niche in this way! (Multiple streams mean multiple niches, too!)



Multiple Streams of Music Income Self-Study Workbook

CHAPTER 5 ACTIONS

1. Using your Evernote clippings and written notes brainstorm a list of your niches problems, wants, needs and desires that you've discovered in your research.
2. Continue researching at least 2-3 hours per week, reading the blogs, forums and group postings of your niche. Going to meetings and gatherings of your niche. Listening, lurking and eavesdropping to discover what's most important to your niche.
3. Pick your hot and sexy problem that you will address for your niche.
4. Design your solution(s) for the problem.
5. Brainstorm ways you can be the Google for your niche.
6. Study commercials and print ads – can you identify
 - a. WIIFM? or BIW2!
 - b. Features or Benefits
 - c. What's the emotional appeal?
 - d. Internal or External motivator?

READING LIST:

1. [The Go-Giver: A Little Story About a Powerful Business Idea](#)
2. [Music Success in 9 Weeks, by Ariel Hyatt](#)
3. [Authentic Marketing for Introverts](#)