



# Multiple Streams of Music Income Self-Study Workbook

## TABLE OF CONTENTS

Chapter 6: Step Four-Design Your Packaging.....	2
Section A. The Product Funnel .....	2
Choose Your Packaging .....	3
Develop Your Product Funnel.....	4
Balance Your Funnel.....	11
Your Funnel Creates Fan Loyalty .....	12
Smart Funnel Design .....	13
Section B. How to leverage Existing Product for your Niche.....	17
Concept #3 Review.....	17
Product Funnel as a Mindset.....	19
Keep These Things in Mind.....	20
A Final Note .....	21
Chapter 6 Actions .....	22



# Multiple Streams of Music Income Self-Study Workbook

## CHAPTER 6: STEP FOUR-DESIGN YOUR PACKAGING

In this chapter, we will explore Step Four of the Multiple Streams concept: Design Your Packaging. We'll look at how to design your product funnel and how to leverage existing product for your particular niche.

### SECTION A. THE PRODUCT FUNNEL

First, let's review what a Product Funnel or Sales Funnel is in terms of building a Multiples Streams Business.

Remember, in traditional sales terminology, a Sales Funnel is simply a symbol of the sales process. You bring in a lot of prospects at the top of the funnel (which is why it's so wide!), and then through the sales process you weed out the prospects who aren't going to buy your expensive product and only a few "sales" trickle into the bottom.

As I explained in Chapter 1, the essence of the Multiple Streams Funnel is packaging your product at different price points to allow your clients, customers and fans to **choose their level of engagement, investment and commitment to you.**

In Chapter 5, Step Three, we looked at how you can be the solution to your niche's wants, needs and desires. How are you the solution for their problems? And I talked about establishing yourself as a resource for your niche by becoming a curator for the resources that they are looking for.

This is a key component to differentiate yourself from your competition, create your brand and your B.O.P. (Step Eight), and create fan loyalty. Because you are of service to them and you have something they value in common with them.

But in this section, we are specifically looking at you and your music: your products, your services and how you will design them and position them for your niche so that they are a no-brainer purchase for your prospective customers, clients and fans.

At this point in the process, you are really thinking like a business owner and not like an artist. You will be looking at your business as a whole, as well as your products, in what format and at what price point.

This requires you to step back a bit from your product. I understand that this is hard to do as an artist, because your product is so close to who you are. And it is necessary for you to take this step back in order to create a fully functioning multiple streams business – so that you can make your art in a way that is sustainable and profitable. And so that you can impact the world with your art.

Treating your art as a business will empower you to more fully live your purpose, because you won't have to be scrambling and struggling to make a living.



# Multiple Streams of Music Income Self-Study Workbook

It may serve you to work with a coach through this process. An objective voice can help you to step back from your art and look at it from a business perspective. And I can help you run your business like a business with systems and methods that make the most of your time, energy and money.

## *CHOOSE YOUR PACKAGING*

I want to be clear. I'm not talking about whether you use cardboard or plastic to hold your CDs or what color your liner notes are printed in or if you use an .mp3 or a .wav file.

I'm actually talking about the form or format your product will take. I talked about this in Chapter 1A, as Concept #3 – Leverage Product Creation, when I explained thinking about your product delivery in many different formats.

In this chapter, you'll look at all the different ways you can deliver your product for your niche and design your product funnel using the leverage of multiple different product formats at different price points.

## **Know your NICHE!**

Your niche is the first thing you have to keep in mind when you're choosing your packaging. For example, if your niche is in their teens and 20's, you don't want to package your product in a way that they think is old and outdated (8-track tapes, for example!).

On the other hand, if your niche tends to be in their 60's and 70's, download cards are unlikely to sell because they won't know what to do with them.

You have to understand who your niche is. In your research (Steps 1, 2 and 3), what did you discover about:

- How they want to buy their music?
- What format they prefer to experience music (CDs, Vinyl, mp3's, etc.)?
- What is the best way, the easiest way, the most comfortable way for them to access music and purchase music?

Now you might say "But Debra here it is, it's the 21st century and I want to make everything with the latest, coolest gadgets." Well that's fine, **if that's who your niche is.**

If your niche is filled with early-adopter, geekophiles who want the latest, coolest, most awesome gadgets then that's what you should provide. But if your niche, for example, prides themselves on being analog and really wants vinyl, you need to provide your product on vinyl!

**The more you know your niche, the more accurate your choices will be.  
And the less time, money and energy you'll waste!**



# Multiple Streams of Music Income Self-Study Workbook

I know there is the temptation to skip over the first few steps to get to this one and the ones that start bringing in the money. But here is where the rubber meets the road of this entire system – the more you know your niche, the more you understand your niche’s wants, needs and desires – the more empowered you will be to design a product funnel that actually works!

## **Pros and Cons of innovative packaging**

When designing your packaging, you may choose to go with innovative, unusual or cutting edge packaging options. You can use this unusual packaging to set yourself apart from your competition.

However, if your audience is not filled with lots of early adopters, it's going to be an uphill battle for you to really convince them that these products are the way to go. Yes, it's true, Steve Jobs made millions by giving people something they didn't know they wanted until he told them that they did. BUT, he had a *slightly* larger marketing budget than you have....

And if you really think about what he did – he solved a problem that many people were having! I remember trying to walk and listen to a CD in a portable CD Player – as it skipped and bounced and got hung up! And I'm not an early adopter – I bought my first iPod in 2011!

It will cost you more time, more energy and way more money to move your product if it's packaged in a manner that makes your customers, clients and fans uncomfortable. It will only increase their Buyer's Resistance.

So when deciding how to deliver your product to your niche, **I recommend you give them what they want, now.** In the format they want now. In a way that is stupid-easy for them to buy NOW.

You will make it harder on yourself if you think you know better. Choose the easy path, and give them what they actually want. Meet your customer where they are, not where you wish they'd be! Similar to a romantic relationship, it doesn't work if you're always trying to change them!

Once a customer has become a client or a fan – you can introduce them to new formats. And their receptivity may well depend on the depth of their relationship with you, which we'll explore later in the program.

## *DEVELOP YOUR PRODUCT FUNNEL*

### **Pricing Structure**

In the first chapter, I talked about the Multiple Streams funnel and the ice cream journey. How to price your product is one of the most challenging things a business owner faces. There is pragmatic pricing – which looks at what most companies charge for a particular kind of product and figuring what it costs you to produce the product (COGS or Cost of Goods Sold) in order to give you a decent profit margin.



# Multiple Streams of Music Income Self-Study Workbook



Figure 3: Multiple Streams Ice Cream Journey

However, there's a different paradigm for pricing. The right price is the price your market will pay. In marketing that's known as "what the traffic will bear." This may push the boundary of what is traditionally the price for things. Apple is a great example of this paradigm which they have used as part of their branding.

You may find this process brings up your own issues around money, sales and profit. I recommend working with a coach to clear those limiting beliefs. Be sure that your pricing includes a good percentage of profit over your COGS. And keep in mind, your niche will also have their own comfort level.

For this discussion, we're going to be using some very rough generalized prices. Think in terms of increasing price levels so that your customers, clients and fans can find your product at the perfect price point that reflects the nature of their relationship with you in this moment.

We'll use 5 levels, in US dollars. Feel free to translate these ranges into your currency, if you're outside the US.

1. Your free complimentary gift,
2. \$4.95 to \$50,
3. \$50 to \$200,
4. \$200 to \$500,
5. \$500 or more.

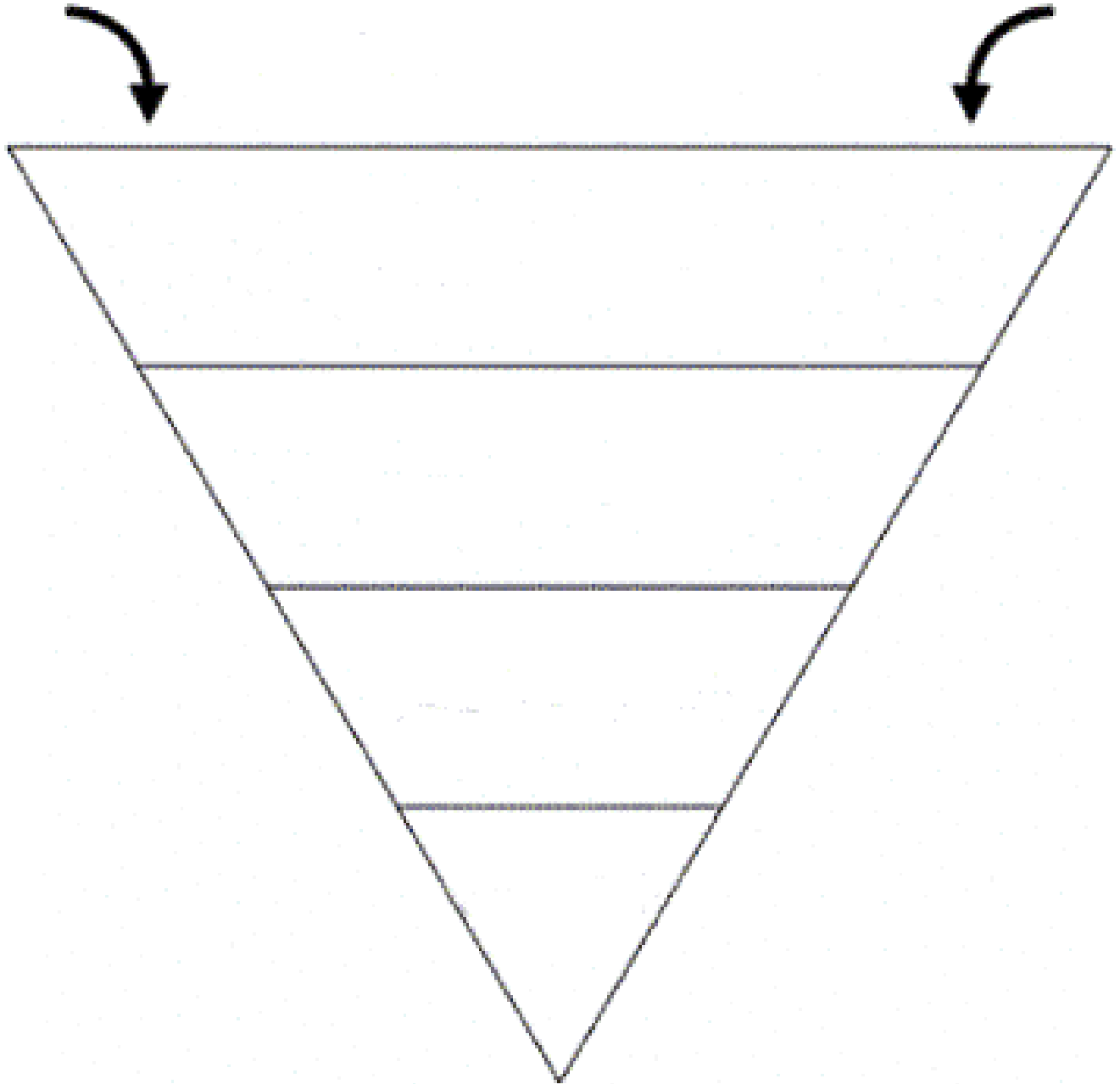


Figure 3: The Traditional Product Funnel



# Multiple Streams of Music Income Self-Study Workbook

And here's a Funnel Form for you to use in your design. Print out several of these to play with.





# Multiple Streams of Music Income Self-Study Workbook

As you develop your funnel, there are several questions and issues for you to think about:

- What is the role that each individual product plays within the over-arching business plan?
- What is the roll that each individual product plays within the overall design of your funnel?
- Where does each individual product sit in the price progression?
- What purpose does it serve in developing your relationships with your customers, clients and fans?
- How does your niche engage with you through this product?

The answers to these questions will help you figure out where in your funnel each product fits – and that will help you with pricing. It will also help you think in terms of the journey your customer is taking in their relationship with you.

What do I mean by the journey your customer is taking? When someone first experiences you and/or your music, they are at the beginning of what we hope will be a long and fruitful journey with you in their lives. As a business owner, you want to be the curator and guide on that journey.

Your thoughtfulness in how you engage with your customer, deepen your relationship with your customer and become part of their own personal journey and story can transform your music career from a One-Hit Wonder to a Hall of Fame Artist. Because your music can become the sound track for your fans' lives, for their relationships, for their story.

Creating a life-long successful career as a musician is not about quantity, it's about quality and duration and the depth of your impact on your customers, clients and fans. So consider these questions carefully and bring your creativity to the process!

## **What is the role your product plays within your business plan?**

So first of all, when you're thinking about the different products in your funnel, ask yourself these questions:

- What is the role of each individual product plays within the over-arching business plan?
- How does your niche engage with you through that product? What is the journey your customer is taking?
- What purpose does this product play? Is it an introduction to you or a product for someone who is already a fan? Does it deepen your fan's relationship with you?

The answers to these questions will help you figure out where in your funnel each product fits as well as the appropriate price.



# Multiple Streams of Music Income Self-Study Workbook

## Is this Product a Loss Leader?

### [Definition of Loss Leader Strategy](#)

A business strategy in which a business offers a product or service at a price that is not profitable for the sake of offering another product/service at a greater profit or to attract new customers.

This is a common practice when a business first enters a market; a loss leader introduces new customers to a service or product in the hope of building a customer base and securing future recurring revenue.

The Pink Spoon concept is an example of a loss leader. A loss leader is something that pulls people into your funnel and you do that knowing that once they get to know you, once they get exposure to your product, they are going to love what you do and they're going to stick around and spend more money. It may be a loss initially, but the idea is that it then translates into future sales that brings in a lot more revenue.

This is an example of a broader sales concept – the Customer Acquisition Cost – how much does it cost you to acquire a new customer. This concept is important for your success, but beyond the scope of this workbook. Here's a good article for further research on this question:

### [Startup Killer: the Cost of Customer Acquisition](#)

As I said, your Pink Spoon is a loss leader – because you aren't charging for it. Your Pink Spoon needs to be a quality product. Because if it's garbage, they won't stick around long enough to buy. So even though you are offering something for free, it needs to be something your market will love!

And, you never want your loss leader to require a lot of your time, energy or money to either manufacture or deliver.

We'll look more at developing your Pink Spoon a bit later in this chapter.

## Is this Product a Profit Maker?

Will you make a profit from the sale of this product and if so, how much? In order to determine this, you need to know a few things:

- How much does it cost you to make the product?
- How much does it cost to deliver the product?
- How much are people paying for your product?





# Multiple Streams of Music Income Self-Study Workbook

Here is the formula for your gross profit margin:

$$\text{Gross Profit Margin} = \frac{\text{Revenue} - \text{COGS}}{\text{Revenue}}$$

Revenue = How much people are paying for your product

COGS = Cost of Goods Sold (how much does it cost you to make and deliver the product?)

It may be easier for you to conceptualize this if you do it per unit.

$$\text{Price/Unit} = \frac{\text{Cost of Manufacture}}{\text{\# of Products}}$$

So if you spend \$1000 (just making up numbers for this example) to record a CD and it costs you \$1/CD to press 1000 CDs, the COG is \$2/CD (\$1000 recording + \$1000 manufacturing = \$2000 divided by 1000 CDs = \$2/CD). If you sell that CD for \$10, your GPM is 80% which is a fairly high profit margin.

But if you only sell 100 CDs (even though you pressed 1000), then your COGS isn't \$2; it's \$20 and your Profit Margin is **-\$10**.

I recommend to my clients to press smaller batches until they know what they can sell. Even though it costs more per CD to manufacture, you're risking a lot less. But also, many people now think of the CD as the loss leader, and the live show as the profit maker. (Opposite to what it was thirty years ago.)

This thinking has become so prevalent in the music industry that the typical artist now releases multiple singles for download before releasing the CD. Streaming and downloads are now the most popular way for people to listen to music.

Where that product lives in your funnel will also have an effect on how you price it. The deeper it is into the funnel, the more profit you should get from it. The deeper the client has moved into your funnel, the deeper their commitment is to you, because they are willing to spend more money with you.



# Multiple Streams of Music Income Self-Study Workbook

So, you want higher value products deeper in the funnel, and also a higher profit margin. And often, the deeper the customer is in the funnel, the more access the customer gets to you personally.

**Because your time is your most valuable resource.**

## **Does this Product Lend itself to Upsell or Cross-sell?**

First, what is the difference between an upsell or a cross-sell:

Upselling is the practice in which a business tries to persuade customers to purchase a higher-end product, an upgrade, or an additional item in order to make a more rewarding sale. For instance a salesperson may influence a customer into purchasing the newest version of an item, rather than the less-expensive current model, by pointing out its additional features.

A similar marketing technique is cross-selling, where the salesperson suggests the purchase of additional products for sale. For example, he might say "Would you like some ice cream to go with that cake?" It is beneficial for businesses to use both techniques in order to boost revenue and provide a valued consumer experience. However, research has shown that upselling is generally more effective than cross-selling.

<https://en.wikipedia.org/wiki/Upselling>

For example, perhaps you don't charge a lot of money for a ticket to see your live show, but you know that once people are there, they're going to buy a CD; they're going to buy a T-shirt (cross-sell); they're going to pay a little extra for you to sign the CD because they want to get to meet you and shake your hand (upsell).

And most importantly, does the product cross-sell or upsell into other offerings, or is it a one-time thing - they buy it and they're done? Does the product deepen their relationship with you and make them want to spend more time, energy and money with you? In general, live performances do this beautifully. Downloading a song or CD? Not so much.

It may be helpful to use a restaurant analogy to help you understand these concepts. In a restaurant, you might bring new customers in through a loss leader strategy such as a happy hour special, that draws people in with the hope that they end up staying for dinner. They're not paying a lot for those initial drinks, but if they end up staying for dinner, then they pay full price.

Or perhaps you have a buy one dinner, get one for half price. So the meal itself isn't a lot, but it's the a la carte dinner. When they add on salads and sides and all of that, you end up making a profit



# Multiple Streams of Music Income Self-Study Workbook

(upsell). Especially if those add-ons are more profitable for you, because they cost less to create and you have a better profit margin.

Really smart restaurants will recommend different wines for each course. These are all cross-sells. Some people are going to buy the one price, but other people are going to start with one price, but they're going to add a different wine, or a couple of different wines through the courses and a soup or salad. So, the buy one, get one half-price – which started as a loss leader - can through cross-sells and up-sells become a real profit maker.

A lot of restaurants also offer coffee and dessert. Coffee doesn't cost a lot to make – so the profit margin can be quite large. In addition, you know that many people are going to buy a desert with their coffee (cross-sell).

So, ask yourself, “Where does my product lie in my funnel? Is it a happy hour introductory product, or is it a full meal?”

## **Ask yourself, “What is the journey my customer is taking in getting to know me?”**

Imagine you're a prospective fan. You've just discovered this cool band – how did you discover them? When you first experience them, how do you engage? How much money are you ready to spend?

As you get deeper into your relationship with this band, what ways are you engaging with them now? Are you on their mailing list? Their social media? Do you take time and money to see their gigs? Are you more likely to buy from them in person or from their website/Amazon/CD Baby stores? Are they now in your Spotify playlists? Are you following their play lists?

What would it take for you to spend real money with them? And what would you want for your money? At what point do you become a superfan? What creates that level of loyalty in you?

This is the essence of your journey in your relationship with this band. So, what is the journey you want your fans to take from just discovering you to becoming a super, lifetime fan?

## *BALANCE YOUR FUNNEL*

When you're looking at each product you want to gauge where your item fits in the bigger scheme of things. Where does this item sit in your funnel?

## **Build a full Product Funnel**

When you design your funnel, think about how to build a well-balanced and full product funnel - a funnel that has products and services for sale at each level. As you build and develop your funnel, you're not only adding levels but you're also fleshing out each level so that you'll end up with a variety of offerings at different price points.



# Multiple Streams of Music Income Self-Study Workbook

Because you want your clients, your customers, your fans to not only come into your funnel and buy at increasing levels, you want to give them options so that they can buy what fits their lifestyle and their relationship with you in their journey.

And the way that you bring them deeper into the funnel is to design products that truly fulfill what they want, need and desire at a price that they feel comfortable paying and that matches their commitment to you.

Some people will only, ever be occasional fans. Some will become bigger fans as time goes on and will invest in more levels of your funnel. And some will dive in at once, into the deep end of your funnel. Your goal isn't to force anyone into any particular level. Your goal is to invite them on the journey and respect and honor their choices for what kind of relationship they want to have with you.

**Some will. Some won't.  
So what. Who's next?**

And don't wait until you have the full product funnel built to begin your journey with your fans. You will be building it as you go! It is great to have an overview plan for the entire funnel – so that as you add new products, you can immediately see where they fit in the big picture.

*YOUR FUNNEL CREATES FAN LOYALTY*

## **A Balanced Funnel Overcomes Buying Resistance**

What is buying resistance? We all know it intuitively – it's that internal voice that says, "Wait, am I sure I want this? Is this really a good idea?"

In general, there is a different level of resistance to purchasing a product for \$4.95 and purchasing a product for \$400.95. Most people will tend to think more carefully about spending \$400.95 than spending \$4.95. But there is also a resistance to buying from someone the first time that becomes lessened if that initial purchase turned out well.

With a fully developed funnel with well-balanced price points, your customers can find the level at which they have the least resistance. And that's going to be different for each customer depending on how much money they make, depending on their relationship with you and where they are in their relationship with you. Not to mention everything else that is going on in their lives.



# Multiple Streams of Music Income Self-Study Workbook

So having a funnel that is fully developed with different price points allows your customers to naturally and easily overcome their buying resistance because they can find the level that they feel most comfortable at. It honors their journey in their relationship with you.

And it allows YOU to let go of your own discomfort at charging money for doing what you love. Because you're not forcing them into any level – they're finding their level organically. You invite them in and then let go.

**You're not selling! They're choosing to buy!**

## **A Balanced Funnel Allows Rapport to Develop**

Let's say, someone is turned on to you through social media. They may find you on Youtube or someone in their stream shared something about you. And at first, not know you very well, but they like your video and from there, they they might be willing to sign up for your free offering (Pink Spoon) or even spend \$0.99 on a download.

As they get to know you, as they get to like you, as your music becomes part of who they are and how they experience their life, they feel closer to you. They know you, they like you, they trust you, they're going to be willing to step deeper and deeper into your funnel and spend more money.

However they will also still have buying resistance at the deeper levels but that buying resistance is going to naturally fall off as they develop more and deeper rapport with you. And so having the funnel set up allows them to transit at their own pace deeper and deeper into your funnel.

## **A Balanced Funnel is the Context for People to Fall in Love With You**

As they get to know you, like you, trust you by spending more time with your music, your newsletters, your blogging, your social media and your live performances, the deeper the rapport becomes with you. And the more they become enamored with who you are, what you stand for, what your BOP is, the more they fall in love with you.

**The funnel is the how they fall in love with you.**

### *SMART FUNNEL DESIGN*

A well-designed funnel will not only offer different levels of opportunity to play with you. It will lower their buying resistance and guide them through a journey of discovering who you are and more importantly – who you are TO THEM. So, let's look at what role each level plays in this journey.

## **Free Pink Spoon = Opportunity to Engage**

The Pink Spoon is often their first introduction to you. It is their entry into your world (and your funnel). It is critical to always require their contact information (email and optionally cell phone).



# Multiple Streams of Music Income Self-Study Workbook

Because without that, you can't engage with them in a meaningful way going forward. It is through that contact that you can begin to develop your relationship with them.

But also, if they don't engage with you further as a result of your Pink Spoon, because it isn't the quality they expect or of value to them, then you've lost them. So you must offer something of good quality and of value **to them**.

It is here that the research on niche will truly begin to pay off. Because how else will you know what they will value?

Most musicians simply pick a song download for the Pink Spoon. But using the knowledge and expertise you've developed on your niche in steps 1-3, you can be more creative and more attractive by designing a Pink Spoon that speaks uniquely to your niche.

And remember, while it needs to be of good quality and value to them, the Pink Spoon also needs to be just a taste. Don't give away the farm okay? Leave them wanting more.

Because if they like what they get, they will want more. They will welcome your engagement with them because they enjoyed and got value from their free taste. So, once you get their contact information, engage with them and allow them to get to know you. They are going to come deeper into your funnel. It's a natural organic thing that just happens. We will talk about this more when we get to Step 7, deepening the relationship.

When designing your Pink Spoon, use something that is not exorbitantly expensive for you to create. So for example you might repackage older material, older content. You might offer songs that are from older cds. You might offer, depending on who your niche is, something that isn't even your music because it is your opportunity for them to get to know you.

For example, knowing your niche as well as you do, you could offer them a solution to what they want, need and desire. And perhaps use your music in the background. Perhaps you create a video for your fly fishing buddies – a virtual tour of the best way to tie a fly, called "How to Tie an Easy Fly Guaranteed to Catch Trout!" and you use your music in the background.

It's something of value to your target market, it also introduces them to your music. (If you do something like this, remember to put a link to download the song and/or your website in the description on YouTube and at the end of the video as well.) Already, you are pulling them deeper into your funnel.

So be creative about it and engage with them where they are. But make sure that its not a lot of money, time or effort for you to create. And ideally once it's created you automate the collection of their contact information in exchange for the delivery of their free taste.



# Multiple Streams of Music Income Self-Study Workbook

Once you have their contact information, it is critically important that you use their contact information to allow them to get to know you better. It is not the time to sell them. It is your opportunity to engage them. It is opportunity for them to get to know you, to like you, to trust you, to begin building that rapport.

The purpose of the Pink Spoon is to get them into your funnel and begin to establish a relationship with them.

**People buy from people  
they know, like, and trust**

## **\$4.95 - \$50**

The next level of your funnel design is the \$4.95 to \$50 level. This level is made up primarily of one time purchases without access and time with you. Frankly your time is more valuable. You want them to have some access to you because again you're engaging with them, you're deepening your relationship with them. But it shouldn't be hugely expensive in terms of your time. And its certainly not one-to-one time.

Now if your ticket level to your live shows are in this price point, then your most important goal during the concert (besides giving them an amazing show!) is to enroll them in your email list and then upsell and cross-sell to other products such as merchandise at your table.

You can also upsell from the merch to getting your signature. There's a couple of ways to do this gracefully. You can offer that upsell and let them know that a portion of those proceeds will be donated to a particular charity you're passionate about.

You can ask them to give you their contact information (email and/or cell number) so you can send them the picture of you signing their CD or T-Shirt or whatever. And you can use those pictures on your social media to promote both the charity and your shows. You can tag them in the pictures – which then connects them to you on Instagram or Twitter or Facebook.

The point at this level is that they are deepening their engagement with you, taking a piece of you home with them, commemorating a wonderful experience, going deeper into your funnel and deepening their relationship with you.





# Multiple Streams of Music Income Self-Study Workbook

## **\$50 - \$200**

It is at this level that you're converting your customer into your client and we're going to talk quite a bit more about this when we get into Steps 6 and 7 converting prospects to customers and deepening relationships.

It is at this level where they are getting much more committed to you. This is a deeper level of engagement and relationship.

Some ideas for products in this level:

- Fan club, with ongoing benefits like early access to ticket sales, new releases and special fan-club-only releases (6 months at \$9/month or whatever)
- Front row reserved seats
- Box sets of your catalog
- Private shows – perhaps streaming shows
- Niche-specific experiences and merchandise

The more money they spend, the deeper your relationship with them becomes.

## **\$200 - \$500**

At this level, they aren't just your client, they become a [True Fan](#). When you think in terms of a true fan, what is it they want? More of you, more connection with you, more time with you.

For your business, this level is worth way more than just the cash they spend. Because these are your lifetime raving fans. They are the people who contributes significant money to your Kickstarter campaigns. They share you with their friends and families. These are the people who become part of your street team – working for your success.

Some ideas for products in this level:

- Dinner with you before the show
- All day excursions
- Access to private events
- Signed special editions of collections
- Concert packages that include backstage passes

## **\$500+**

These are your angels. They are personally investing in you as an artist. You want to create one-of-a-kind experiences. At this level, be thinking cruises, tours and weekend workshops. Create an experience of being part of your inner circle for your Angel Investors.





# Multiple Streams of Music Income Self-Study Workbook

## SECTION B. HOW TO LEVERAGE EXISTING PRODUCT FOR YOUR NICHE

### *CONCEPT #3 REVIEW*

#### **One product in many formats**

Leveraging product means one product that is delivered in many formats. For example, you have a song:

- Recorded as a \$0.99 download.
- Delivered through a live performance.
- One song on a 10 song CD
- Sheet music for your musical fans.
- Sheet music that's split out into 5 part harmony for a choral director.
- Sheet music that's arranged for a band or orchestra.
- Different arrangements of the song in different styles, such as rockabilly or jazz.
- Recordings of the song broken out into 10-15 second cues for TV, Film and advertisers.

It's the same song, many formats.

Another way to think about it is you could take a single recording and deliver that recording in many formats.

- CD,
- DVD (with your music video or live versions),
- Download (and download cards),
- Streaming,
- USB drive, etc.

#### **Different price point levels**

With different packaging can come different price points

- \$0.99 download,
- A cd for \$15,
- A live DVD recording for \$39.
- A 5 cd set for \$69

There are many different ways to package the same product at different price point levels.

#### **Maximize value from each creation**

The idea behind all of this is to maximize your value from each creation. You want to leverage your products so that each thing that you create, each piece of art, all the work that you do becomes leveraged into multiple products.



# Multiple Streams of Music Income Self-Study Workbook

Remember Multiple Streams refers to multiple formats, multiple products and multiple niches!

## Repackaged for a Different Niche

My favorite story explaining this concept has to do with my friend Zupe. Some of you may know [Zupe](#) from the Taxi Road Rally – where I met him. Zupe is a wonderful “Rat Pack” style tenor and he ran with this Multiple Streams concept in a big way.

I asked Zupe for his permission to use his story in this book and here’s what he sent me:

“Stick with me, kid,” you said. “I’ll take ya places.” :-)

When we first met, I was unhappily playing for drunken crowds in bars, who would rather hear me play Lynyrd Skynyrd badly, then hear me OWN a Steely Dan tune. You asked me what my REAL passion was, and I told you, “the music my teachers (who were big-band cats) taught me: jazz and swing. The Rat Pack.”

You told me “find your audience.” I did. The retirement communities. I flourished. I never produced a full-length CD for the old folks, but I performed a lot of my original songs for them. Those songs, in turn, ended up on the Ballroom CD. Same songs. Same basic recordings. To this day, I perform those same songs for both audiences.

The Ballroom gigs got even bigger, you know. This coming February, I’m sailing on my THIRD Ballroom dance cruise, as the featured artist. February - Caribbean - ahhhhh!

One other sidenote, concerning one of the songs on the “Dance” CD. It’s called “Let’s Dance.” I perform it at retirement communities (it’s very swiny), I perform it for Ballroom (it’s a foxtrot), and last month, I used a 30 second snippet of the band track for a local commercial I produced.

I make money from “Let’s Dance” when I perform it for TWO distinct audiences.

I make money from “Let’s Dance” from CD sales at my gigs.

I make money from “Let’s Dance” from digital downloads and streaming services.

I make money from “Let’s Dance” from using its soundtrack in a local radio spot.

You have taught me well, oh great and powerful one.

See you at the Road Rally.

Love,

Leveraging your product is one of the ways to reduce your stress, to increase your income and to make life just a bit more easy for you. It’s going to free you up to create more art because everything that you create becomes multi-level and that’s going to mean more income. And since



# Multiple Streams of Music Income Self-Study Workbook

you don't have to work as hard to make that income, you're going to free up your energy to create a lot more.

## *PRODUCT FUNNEL AS A MINDSET*

Ideally this concept is going to change how you think about your business and impact your business on every level. Here are a few ways that you can allow this concept to affect your business:

### **All Four Concepts come together here**

Designing your funnel is where all four concepts begin to come together. Here are the four concepts again:

- The Pink Spoon,
- The Product Funnel,
- Leveraging Product Creation
- And Relationship Marketing

Keep all four of these concepts in the front of your mind as you design and develop and brainstorm and get creative with your funnel, as you figure out how your product funnel serves your niche, and solves their problems. As you explore how you're going to be pulling your customers, clients and fans deeper into relationship with you.

It's going to help you make a more productive funnel that's really going to work for you in the long term.

### **Hold the big picture**

When you're planning and strategizing how you think about your art and what you're delivering to your customers, clients, and fans, stay focused on the vision of your funnel. So when you're creating a song, when you're creating a piece of music hold the big picture in your mind.

### **Continually be asking yourself: How can I repackage this?**

What are the different ways that you can take this one song, this one piece and leverage it into many different formats, and the many different ways to appeal to different niches creating multiple streams of income from each product?

### **How can your product funnel deepen your fans' experience?**

Where does this product fit in your funnel, but also how can your product funnel deepen your fans' experience?

Because, the more you deepen your fans' experience, the more you deepen their relationship with you. And the more you deepen their relationship with you, the more money they're going to be willing to spend to have more experiences with you.



# Multiple Streams of Music Income Self-Study Workbook

The more committed they are going to be to you and the more likely they are to share you with their friends. So you become exposed to wider and wider circles of people, expanding not only your audience, but also exposing you to different niches you can explore.

## **How can your product funnel provide what your fans truly desire?**

Also how does your product funnel provide what your fans truly, deeply, desire in their relationship with you? What is the added value of what you do, in the unique way you do it, in your fans' lives?

## **Have patience with the process**

And remember, this is a process and will take a minimum of a year to bring to fruition. So have patience as you build this. You're not looking for get rich quick. You're looking to create your life-long career in the music industry doing what you love and living your dream.

### *KEEP THESE THINGS IN MIND*

#### **Perfectionism in moderation**

When you're designing your product funnel, keep any perfectionism tendencies in moderation. Now trust me. I want you to create the best product you possibly can. The higher the quality of your product, the more your fans will love you.

But remember that the level of perfection required depends totally on what the product is.

For example, one of the things that I hate to see is someone standing up on stage and apologizing and continuing to apologize for a mistake that happened at the beginning. That is perfectionism gone awry and you can lose your audience.

More often than not, your audience didn't even notice your mistake. And even if they did they tend to be forgiving. Apologize once and then move on. The more you apologize the more uncomfortable your audience becomes. And the more you will create separation from your audience instead of engaging them and drawing them in.

Reach for excellence instead of perfection.

#### **The advantages of serial monogamy**

What do I mean by serial monogamy? One project at a time! Because you will create a better product if you're working on one project at a time. A big mistake that people make in creating their multiple streams business is trying to go after multiple niches at once. Go after one niche at a time, you will be able to repurpose existing product for future niches (as Zupe demonstrated). In fact that's what I recommend you do.

#### **Don't wait to launch**

Another big mistake people make is thinking they have to have their entire product funnel fully designed and develop before they launch - before they turn people on to it, before they start to



# Multiple Streams of Music Income Self-Study Workbook

market. And that's a huge mistake. You're going to be building your funnel ongoing throughout your entire career. So don't wait to launch.

Start your conversation with your niche – as just a human who also appreciates those issues or hobbies. Create content for your social media, curate content and resources for them. Then, as you have your product funnel develop – you will already have an audience to expose to it.

And create your Pink Spoon first. Because you want to draw them into your funnel so that when you drop a new product – they're there to join in the excitement!

## **Use leverage to expand your funnel**

Build it as you go and use leverage to expand your funnel. So when you're thinking about filling in the missing pieces in your funnel, use existing product in new and different ways to expand your funnel. And focus on fleshing out the missing levels as you go.

## *A FINAL NOTE*

### **This is the Last Step of Phase One!!**

Aren't you excited? Ready to dive in to Phase Two? What do you need to have in place before you move into Phase Two?

- Know who your niche is.
- Research your niche enough to know:
  - Where are they hanging out?
  - What do they want, need and desire?
  - How will you uniquely fulfill those needs?
- At least the skeleton of your funnel mapped out
- Have your Pink Spoon designed and ready for automated delivery via social media and website
- Have your social media set up and functioning and some content created to attract your niche
- Have your website built (even if it's a rudimentary one built at BandZoogly, HostBaby, Square Space or Wix).

And finish the actions for this chapter:



# Multiple Streams of Music Income Self-Study Workbook

## CHAPTER 6 ACTIONS

1. Choose your packaging
  - a. Brainstorm the different formats you could use to package your music. What are all the ways you could offer your music to your customer/client and fan?
  - b. Then go through your brainstorm list and thinking about your niche, star the ones you think they would be most attractive to your niche and and a way that they would be comfortable experiencing your music.
2. Answer these questions for each product in your Product Funnel - there are several questions and issues for you to decide: What is the role that each individual product plays within the over-arching business plan?
  - a. What is the roll that it plays within the overall design of your funnel?
  - b. Where does it sit in the price point progression?
  - c. What purpose does it serve in developing your relationships with your customers, clients and fans?
  - d. How does your niche engage with you through this product?
3. Explore the question - What is the Journey my ideal customer is taking in their relationship with me?
  - a. How does this affect your Social Media engagement?
  - b. How does this effect your funnel design?
4. Create the overview plan of your funnel and identify which products you'll start with new (in addition to the Pink Spoon!) and which products you'll add later. So that you not only have an overview vision of your funnel, but you have a plan in place to build it.
  - a. Brainstorm what products you want in your funnel
  - b. Arrange the products by price point within the funnel
  - c. Prioritize the building of your products into 3 categories - Right Now (RN), Soon (S), When I Can (WIC).
5. Design and set-up your Pink Spoon offering (This is in the RN category!)
  - a. Choose what you will be offering
  - b. Research delivery methods and pick one
  - c. Produce your Pink Spoon Offering
  - d. Set up your delivery method and test