



Debra Russell
Certified Business Coach
 Become the STAR
 You already ARE!
 Twitter: @coach_debra_r
 FB: <https://www.facebook.com/CoachDebraRussell>
 LI: <https://www.linkedin.com/in/debrarussell>
<https://DebraRussellCoaching.com>



What We'll Cover

- ✦ Basic Multiple Streams Paradigm
- ✦ Creating a Multiple Streams Business – 4 Basic Concepts
- ✦ 8 Steps to build a Multiple Streams Business

The Paradigm Shift:

Classic Business Model via
 Record Company Distribution

vs.

Multiple Streams via
 Niche Marketing

OLD PARADIGM

- Product as a single expensive offering you must be present to deliver
- Trading your time for money
- ✦ Trying to market to EVERYBODY
- ✦ A small fish, crowded pond, limited resources
- ✦ Struggle = true art
- Desiring success but disdaining the successful

NEW PARADIGM

- Target a very specific narrow niche
- Design products and packaging specifically for your niche at different price points
- Create a devoted audience
- Allow your audience to choose how to play with you
- You don't sell – they choose to buy

CLARIFICATION

Multiple Streams =
Single product repurposed
or packaged in multiple ways.

Multiple Streams =
Multiple Niches

**CREATING A
MULTIPLE STREAMS
BUSINESS**

4 Basic Concepts

**CONCEPT #1
THE PINK SPOON**

- A free taste in exchange for contact information
- The implied obligation
- ⇨ Delivery via Social Media Marketing
- Automation
- The beginning of a beautiful friendship

**CONCEPT #2
MULTIPLE STREAMS FUNNEL**

**CONCEPT #3
LEVERAGE PRODUCT
CREATION**

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

**CONCEPT #4
RELATIONSHIP
MARKETING**

- No More Selling!
- They know you, They like you They trust you Therefore, they BUY from you!
- The client chooses their level of commitment and investment
- It's about PULL not PUSH



CREATING A MULTIPLE STREAMS BUSINESS

The 8 Steps

MULTIPLE STREAMS TIMELINE

Phase 1: Steps 1-4
 - 0 - 3 months (Jan - Mar)
 ❖ Revenue: 0

Phase 2: Steps 5-6
 ❖ 4 - 6 months (Apr - June)
 ❖ Revenue: 0
 - List: 500 - 1000 people

Phase 3: Steps 5-8
 - 7 - 12 months (July - Dec)
 ❖ Revenue: \$500 - \$1500+/month
 - List: 1000 - 2000+ people

STEP 1: Pick Your Niche

- ❖ What is a niche?
- ❖ Key principle: Narrow + Specific = Power
- ❖ Your niche is NOT about you
- ❖ There is no "right" niche – only "right now" niche

STEP 2: Elicit Problems

- ❖ What do they want, need and desire most?
- ❖ What are their problems, their challenges?
- ❖ What do they love that you offer?

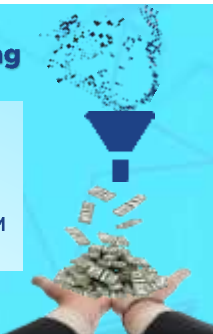
HOW DO YOU SERVE?

STEP 3: Design Solutions

- ❖ Art is a service industry
- ❖ How do you uniquely solve their problem or fulfill their desire?
- ❖ How are you unique?


STEP 4: Choose Packaging

- ✦ Use the funnel concept and leverage your creations
- ✦ Adjust your packaging to suit your niche
- ✦ Packaging must answer WIIFM
- ✦ Features vs. Benefits



STEP 5: Generate Traffic

- ✦ Wherever you go be collecting people
- ✦ And once you've got them - talk to them, talk to them, talk to them
- ✦ You must gather their information – List building
- ✦ Pink Spoon
- ✦ SEO/SEM/SoMe




Multiple Streams of Music Income Self Study Program

Here's what you'll receive:

- Step-by-Step How-To guidance
- Video, audio and workbook with specific actions to build your Multiple Streams business
- Lifetime Access!

Cost \$129.00 USD

Don't forget your FREE eBook – Multiple Streams of Music Income – Thrive in Today's Music Industry



STEP 6: Convert Prospects

- ✦ Make it simple, easy and worthwhile to play with you
- ✦ Make it convenient to buy from you
- ✦ Have a well-developed, effective system for communicating with them
- ✦ Test it, learn what works, modify as you go



STEP 7: Deeper Relationship

- Offer interaction, connection and relationship
- Ask them to share you with others
- Special offers just for your friends and followers
- Interact with them about what they're talking about – ENGAGEMENT via SoMe
- You can deepen your funnel – fan clubs, investment opportunities, street teams, etc.



STEP 8: BOP

BOLD, OUTRAGEOUS, PROVACATIVE

- * Share your passion
- * Make your bold outrageous and provocative statement
- * Raise awareness and funds for your charity
- * Share your stories

RISING STAR SYSTEMS

A*LIST
Elite Coaching

Debra Russell
Certified Business Coach

Become the STAR
You already ARE!

Twitter: @coach_debra_r
 FB: <https://www.facebook.com/CoachDebraRussell>
 LI: <https://www.linkedin.com/in/debrarussell>
<https://DebraRussellCoaching.com>