

Providing you information and education about the music industry game, and putting your career on the right track is what this book is all about.

Self Promotion in the Music Business Getting Started

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### **Promotional material success tips**

There are huge amounts of marketing materials available. You will start getting even more in the mail once you start your run towards fame and fortune.

There are many that are money pits, you will keep pouring your money out, and getting very little back. Create your own marketing scheme. When you find a method that you are comfortable in presenting your self, use them repeatedly.

Cold calling on potential contacts can be a nerve-racking experience, but once you make the initial contact, the second conversation will be the building of business experiences. If you are setting aside time to make calls, introducing yourself make this time productive.

Create a listing of twenty to thirty people that have the establishments or the contacts to get you on stage. Make all the calls on this list in one day, just do it - by the third or fourth call you will feel more comfortable introducing yourself and why you are calling.

Leave messages with your complete contact information, why you are calling and then sit back and wait for the return phone calls that will be real inquiries into your performance services!

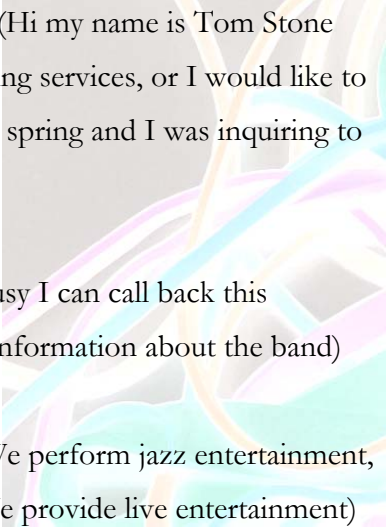
Try to call in the middle of the week when these types of people are more relaxed and not as busy. On Friday, everyone wants out of the office and not bothered by anything, while Monday is a recuperation day from the weekend and is just a bad day to try to make a good first impression.

As you are using the telephone to make the initial contact with people in the entertainment world, it is important to rehearse your technique and your telephone

‘voice’. Using a business voice but still expressing your individual personality will be a key in reaching a basic communication level.

You should have a notebook and a pen ready while you are talking to new people just taking notes about their attitude, style, and anything that you might notice as to what they are interested in. Some important tips:

- If they are busy, just leave your name and number or ask when you could call back and discuss your services.
- If you get a voice mail or answering machine you must remember this is your chance to leave a quick yet detailed message all about you and the band – have a short informative script ready to use in this situation.
- If connected with a secretary, be nice! This is your key to the contact you are trying to reach and if your attitude rubs this person the wrong way your message will never reach the intended person.
- Never dial your phone unless your surroundings are quiet and you can focus on the conversation. While there are many who try to make their phone calls when there are children, the television or even music going on in the background this will come across as most unprofessional in the business aspect.
- When you get a contact on the phone – Thank them for talking to you!
- In first conversations with a new contact, try to accomplish the basics:
- Reaching the person in charge (or at very least the secretary for this person) of hiring and booking

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- Introducing yourself and why you are calling (Hi my name is Tom Stone and I would like to tell you about my performing services, or I would like to let you know the band has a few openings this spring and I was inquiring to find out if you would have an opening then)
  - Ask if this is a good time to talk (if you are busy I can call back this afternoon or if you are busy I could mail you information about the band)
  - Reveal what type of music you perform (I/ We perform jazz entertainment, I/We perform rock music entertainment, I/We provide live entertainment)
  - Ask if they would like additional information sent to them (I can send you a information kit if you would like to know more about the band or I could send you additional information about the band with a demo CD if you think you may have an interest in the future)
  - If this organization / establishment has a need for your performance (do you have openings this spring or would you like information for future openings on your agenda?)
  - Never forget to leave your phone number and thank them again for their time! (“If you have, any questions please call me at” or “here is my number if you should have any cancellations”)

Even if you do not receive a call back from a particular person with in the week after you have made the initial contact, do not take that contact off your listing. Now, you have choices, in reaching these people, one of which is you can place another call or you could send a piece of mail communicating your same message into your service performance.

Sales letters, brochures, emails, flyers, and newsletters – created to promote your music, lyrics, and your band. Only you can really find the marketing materials that will get you noticed in this vast business. Do not try every marketing scheme that comes along, or you will be broke in trying to get it done and be crazy trying to keep track of what you have been doing.

Get to be friends with your local music supply stores, chains, and anyone who sells CD's in your area and in your state. Getting yourself some shelf space as you are creating the CD's for sale will be a major step in promotion in itself.

What should you be writing in your introductory letters?

Those who will be selling your CD's and other promotional music items only care about “what is in the deal for them”. Stress the benefits, the profits they can make and the additional income for their bottom line by giving your products some shelf space in their stores.

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