

The
New Power Magazine
Presents.....

**33 WAYS
TO
PROMOTE
YOUR MUSIC**

By Anthony Colom

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Here are some promotional ideas that may help u in your quest to gain that needed exposure that your music and / or label may be lacking.

1.] Dress For The Job U Want. Not For The Job U Have. In business, especially the music business - image is everything. Create an image that's instantly recognizable to others. When u think of Russell Simmons, quite naturally, u think of Def Jam Records. But u also think of Phat Farm Clothing. Since 1992,, how many times have u seen him without his Phat Farm gear on ? Never !! That's become his image. Look like u belong where u want to be.

2.] Dress Up Your Business. Does your logo represent your business ? If not, work with a graphic artist to create a logo that better represents what your business does. It's as important to look professional on paper, as it is in person. Stationary, envelopes, & business cards should all look professionally done, and should all carry your companies logo and contact information.

3.] Become An Expert. Approach your local newspaper or magazine, and ask them if you can write a weekly or monthly column pertaining to your field of expertise (ex. music, cars, art, etc..). Newspapers will usually list your name, business, and contact information at the end of the column. It's Free Publicity.

4.] Create Your Own Cable Access Show. Most cities have cable companies, which by law, have to set aside so many hours for local programming. Take advantage of this. Create a local video channel (presented by you or your company, of course) or simply invite guests on to speak and perform.

5.] Create Your Own Radio Show. Just like the cable access show, approach a local radio station about creating a show that plays music by local artists. Or Start an internet show.

6.] Create One Minute Videos. Can't afford a music video ? Create a one minute commercial. Have the commercial created to look just like a video. Make sure the strongest part of the song (usually the hook or chorus) is featured in the commercial. Go to your local cable

company and have the spots placed on a channel such as B.E.T. (during Rap City or 106 & Park). That way, u reach your target audience, and have it appear that your song is affiliated with those shows.

7.] Become Someone's Guest. Appear as a guest speaker on a radio show or television program.

8.] Create Your Own Award. Once, I created a music award and presented it to the most outstanding student in music class, at one of our local high schools. The award was presented right before graduation [on Awards Day]. There were 2,500 -3,000 people in attendance. This included the local media. It was presented in the name of my business.

9.] Create A Website. I can't begin to emphasize the importance of a website. I can't believe the number of artist and labels without one. These days, it's hard to take serious, a company without a website. Every independent artist and label should have one. Don't have a distribution deal ? Sell from your site. Don't have a label deal ? Sell from your site. Record stores won't deal with u ? Sell from your site. And I don't just mean cds. I mean clothing, cds, tickets to shows and many more. Also keep your fans up to speed on what's happening with u and your career.

10.] Publish A Book.

11.] Networking. Get out and meet people doing the same thing you're doing (or similar). Attend music conferences, go to the clubs, and go to the message boards on the net. U may be able to help someone, and they may be able to help u.

12.] Donate Or Sale Tracks. Find a company and donate or sell your music to them for their radio or television ads. They get background music, and u get money and / or publicity.

13.] License your catalog. Approach local cable companies and / or television stations and offer to license your music catalog. They often need music for commercials. Offer 20 - 50 songs for a one - time

price (ex. \$125 for non-exclusive rights). Do this with many stations and make a pretty good profit.

14.] Create an Annual Music Award Show (with you or your label as the sponsor / host).

15.] Music Cards. Create business cards with the title of your new release on it. Also put the name and phone number of your local radio station on the cards. Tell everyone that u give a card to to call the station and request the song on the card.

16.] Give Prizes. Sponsor radio giveaways. Ask a radio station to give away your prizes on the air (Ex. When the station plays your song, have them give away your free dvd player to the 10th caller - courtesy of u, your label, and the station). Do this once a day - for one week.

17.] Create A Newsletter. Create a newsletter and send out to everyone on your e-mail list. Make it as informative as possible. Let everyone know what u and your label's doing, and all the new things u have to offer.

18.] Clothing. Put your name, label, logo, and website address on every piece of clothing that u wear. Even pass clothing out to employees, friends and family. T-shirts, jackets, hats, wristbands, headbands, sweatshirts, warm-up suits, socks, book bags, etc.. Always push your brand 24/7.

19.] Put Your Stamp On It. Get a gimmick. Become memorable. Do something that makes u stand out in a crowd. Nelly wore his band aid. Snoop has the perm, braids, and slang. LL Cool J use to wear a Kangol hat; now he's known for lickin' his lips all the time (he probably does it on purpose, now, cause women respond). Ronald Isley uses the cane-toting alter ego, Mr. Bigg. Ice Cube always had the mean frown. Lil' Jon has the shades and the pimp goblet. Get the picture ?

20.] Vehicle Signs, Wrap, Or Lettering.

21.] Mix Cds. Send your cd to as many mix djs as possible. Send it to foreign countries as well. This allows your music the opportunity to be heard in places it wouldn't normally be heard.

22.] Sport Songs. Do u have a professional or college team in or around your city ? If so, create a song honoring the team, send it to the team's headquarters and to the area radio stations. U may get lucky and have your song played at the stadium or coliseum.

23.] Contribute Money To Charities In Your Business Name.

24.] Volunteer Your Time To Civic Causes.

25. Sponsor A Team (Ex. pee wee football, junior basketball, T-Ball). Use your website address as the name of your team; that way, your website will be printed across the chest of the shirts.

26.] Send Press Releases To The Media.

27.] Celebrity Link. If u can, link yourself and your music to a celebrity endorser. Everybody loves free merchandise.

28.] Street Team. Find those interested in what u do, and willing to help. Make them part of the act. Everyone likes to feel needed. Give 'em shirts, hats, posters, free cds, unreleased music, flyers, and tickets to your shows. I've found that teenagers will typically work harder for u and your cause.

29.] Bicycle Graphics. This is an idea that I'd never seen until checking out a photo of Poe Boy Records' Street team promoting a new Jacki - O release. They had the labels name all over the bikes. Even had the inside of the wheels wrapped with Jacki-O's photo and website address. The street team simply cruised the Miami neighborhoods with them.

30.] Smile. That's right, I said smile. People love to be greeted with a smile. It also makes u appear to enjoy what u do, and makes a person feel that you're approachable.

31.] Get In Step With The Buyer. People don't like being cut off. If you're trying to sell your music to someone, get in step with 'em. Walk with 'em, get beside them. When u approach a person head on, they sometimes feel as if you're keeping them from something. In other words..... You're slowing 'em down. So get in step with the buyer, and the results may be remarkable. Try it for yourself.

32.] Skating Rinks. Skating rinks are one of the most overlooked mediums in trying to break new music. Hundreds of teenagers still hang at the local skating rinks (depending upon where u live). If the track is bumping, they're probably not gonna leave the floor.

33.] Listening Party. Throw your own party. Invite everyone to a night club to listen to your new album.

34.] Give Incentives. Have a few special tickets printed and placed inside a couple of your new cds. The tickets should be redeemable for a prize. Put the word out that the person(s) with the tickets will receive \$50 in cash, a cd player, a dvd player, or something of value to the buyer.

35.] Billboards. Aren't expensive in certain areas of town. Choose high - traffic areas with the billboard near a stoplight. Drivers have no choice but to sit and stare .

36.] Challenge The Top Artist, Label, Or Producer In Your Area. Have your own public-witnessed contest. Who's the best rapper, singer, or beatmaker ?

37.] Be Like Prince. When someone buys a ticket or pays an entrance fee to see you perform, figure in the cd price and give them your cd with the ticket. Of course, u can't get away with charging as much as Prince, but u get the point.

38.] Convenient Listening. If you're selling out of your trunk or on the street, make sure the potential customer is able to hear your music. Keep an mp3 player or a small cd player [with headphones] with u at all times. People usually wanna eat after smelling something good. Make it easier for 'em to smell.

39.] Be Agressive. Don't be so quick to take no for an answer. Cut a deal if u have to. Chances are, knocking \$1- \$2 off , isn't gonna hurt u. If u can lower the price, sell your music, and gain a new fan..... That's all that matters.

Thanks For Your Purchase !

It's apparent that u are one of those business people that's truly making an effort to advance your career.

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