



MATH FOR MUSICIANS

Adding The Right Numbers
And Ignoring The Rest

by D Grant Smith

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PART 1:
WHICH NUMBERS MATTER?

A. Paid Gigs

B. Core Audience

C. Media Promotion

A. Paid Gigs

Tip: Do House Shows

- Great Way To Get Paid Gigs and Engaged Audience

- Do Donation-Based House Gig Instead Of Setting Fee. People give more when the choice is theirs.

- Intimate Settings Give The Best Chances Of Selling Hard-Copies Of Music (CDs or Vinyl) & other merch

Paid Gigs-Engaged Audience

Tip:

Give Fans Reason To Engage With You.
Offer Something More Than Just Music.
Offer Them A Unique Experience That
Gives Them Reason To Share You With
Others.

Add new creativity to fan engagement

Paid Gigs-Merch Sales

Tip:

Do You Know Which Fans Love CDs or Vinyl Over Digital Downloads? A Few Conversations With Fans Can Show You Which Ones Enjoy Which Merch Items And How To Position New Merch For New Fans.

B. Core Audience

Online-
Social Media, Website, Digital Promotion Pages

Tip:
The Fans Who Comment and Share (instead of
just Like) Your Posts Online Are Your Core
Audience

Core Audience-Online

Tip:

- Build your Email List to keep fans engaged and in-the-know on your activities (new releases, touring, etc)
- Don't bombard your email list with messages but stay consistent with deliver (once/twice a month)
- Use music hosting sites like ReverbNation as a music business card to showcase your new work and point fans from live shows to.

An Excellent Online Resource For Musicians: noisetrade.com

Noisetrade provides a way to provide music to your existing fans and reach new ones. They provide their email and zip code in exchange for your music. Several artists have built their tours using contacts made from Noisetrade releases.

Core Audience

Offline-
Gigs, Events, Community

Tip: The Fans Who Regularly Attend Shows, Buy Your Music & Merch, and Stay To Talk After Shows Are Your Core Audience (also called Super-Fans)

C. Media Promotion

1. Radio
2. Blogs/Online Publications
3. TV & Print

Media Promotion

Radio

Tip: Indie, Web, and Public/Community
Stations Are The Best Radio Publicity
and Promotion

Media Promotion

Blogs/Online Publications

Tip: Connecting With Music Blogs Written By Fans Is Great. Also Look For Blogs Who Offer Reviews For Other Media. Consider Paid Reviews To Get Credible Industry Sources For Press Kits. Fiverr.com and Fluence.io Are Great Options For This.

Media Promotion

TV/Print

Tip: This Is Local Media And An Outlet Constantly Looking For New Material. Use Your Press Kit To Get Attention. Find Something news-Worthy That You're Doing And Contact A Manager Or Director About Doing A Story On You.

WAYS TO REWARD SUPER-FANS

*Attention Gaining
Devices*

One of the first lessons in public speaking is to gain attention in your first minute. But keeping attention requires more effort. By making a strong imprint, you gain and hold the attention of people impacted by your uniqueness. Here are ways to make a lasting impression and gain strong fans:

(Take A Page From A Pop Artist)

Just because a mainstream artist has more money than you, doesn't mean you can't learn from some of their fan building efforts

Ex #1

Taylor Swift did a video of her getting presents ready and delivering them at Christmas. Giving something away a big deal, especially for Pop music artists. It makes people feel special. Every fan that didn't get a present will be hoping to get something next year. Those who did get something are now fans for life.

Source: <http://www.nydailynews.com/entertainment/gossip/taylor-swift-sends-fans-christmas-gifts-handwritten-notes-article-1.2015031>

Ex#2

Give to someone in need. Eminem's did this by granting the wish of a terminally ill fan. Spend some time at a hospital or volunteer for people in need. Lend a helping hand in your community by working to benefit the people who are working to benefit you.

Source: <http://www.washingtonpost.com/blogs/style-blog/wp/2015/01/13/eminem-fulfilled-a-cancer-stricken-fans-final-wish-just-a-day-before-the-teens-death/>

ADDING &
MULTIPLYING THE
RIGHT NUMBERS

GROWTH THROUGH STRONG COMMUNICATION

Email/Social Media Tip-

Address recipients by name. Make message about creating a relational communication instead of an instant listen/click to your content. By showing that you are relational, you have a higher chance of prolonged benefit from the communication (and a greater chance to receive a response).

Show Thankfulness

Appreciation and gratitude help bring more peace to your life and relationships. It also creates more pathways to receive new things and opportunities.

Be A Giver

Giving To Others Creates Exponential Growth For You. Giving Has Been Scientifically Proven To Better Your Life. It's Also An Uncommon Practice That Leaves A Positive And Permanent Impression With People, Potentially Creating Life-Long Fans.

MATH FOR MUSICIANS

Find More Pathways For
Growth And Success At
<http://dgrantsmith.com>

About the Author



D Grant Smith is a syndicated radio host of The Appetizer Radio Show, awarded the Rising Stars Of Radio Award in 2012. Since 2003, Smith has worked with indie and DIY musicians to grow their audience using radio, performance, and online engagements.

He is a coach/mentor to musicians and indie artists in audience growth, radio play, and fan building.

His other work includes marketing and business development consulting with companies in aviation, accounting, and web based business.