

**Before You Submit Music To
Music Media In Radio, Blogs,
Podcasts, & Playlist Makers, You
Must Nail These Three Keys**

3 Easy Steps To Get Media Ready

**By Syndicated Radio Host, Music
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What You Must Do Before Submitting Music To Media For Airplay, Reviews & More

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Preface

Remember when the *RADIO* was how you listened to music?

If that was never the case for you, you were probably born before 1992. That's ok, but for some of us, the connection we had to new music came from a box with speakers that plugged into the wall.

Radio might not be the primary means of new music discovery, but it's still a great resource for indie musicians like you. And while there are LOTS of sites where you can host your music, being Media-Ready (or Radio Ready for that matter) increases your listens, fans, and support of your music.

In this brief ebook I'm going to highlight why media promotion is key to your success. Even if getting on the Radio is not something you've ever considered, there is a little thing I call being Media-Ready that will drastically improve your ability to be seen, heard, and played.

The following insights come from my 20 years in radio working with indie musicians who have created and fostered fans around the world. In that span of time I've run the gambit of running a radio station, raising money for artists, crowdfunding, hosting/creating an indie radio show that I syndicated on my own, interviewing musicians of large and small notoriety (as well as business icons, thought leaders, and other influencers) and provided coaching/consulting to artists like you in marketing to media and fan building.

Suffice to say that everything you will read here didn't come from some wacky dream I had one night. Instead it's taken from 2 decades of experience being a music curator who receives submissions and picks music to play to an international audience of music super-fans. When you get to the end of this eBook, you'll be several steps ahead of the average musician trying to get featured on media (radio in particular).

I've provided ways for you to pick up from what you learn here and really build your audience, gain traction, make money, and achieve more success at the very end of this eBook.

I'm going to showcase to you not only proof that preparing for Media coverage is a valuable asset for your music and brand, but that landing airplay on these types of outlets will benefit you greatly in your career.

Everything presented here are elements you can build on to reach new heights. Even if Radio airplay or Media feature is something that you never ever do, just working through a few steps to get your sound to be Media-Ready will convert passers by into fans, as well as those who have a chance to hear your music.

More listeners + More fans = More followers
= More SUCCESS.

Just For Easy Understanding

I need to clarify something really fast. I'm going to use a few terms that you might not be familiar with. First, there's a difference between radio and Radio (and for Media and media in the same capacities). Lower-case radio/media is the boring crap that is owned by corporations and doesn't play much worth paying attention to (sorry if you're a big Katy Perry or Justin Bieber fan; that doesn't do anything for me or most real indie music fans).

I say all of this because my reference for Media/Radio is in a different line: public, community and web platforms that are independently owned and are run by real people with a strong connection to their audience. In the Radio world, public and indie stations are

the lifeblood of many communities, even major metropolitan areas. Not funded by the multi-million dollar corporations of the likes of Cumulus or Clear Channel, public and community radio relies on the contributions of individual listeners and community connections to make ends meet. The powerful programming and connections to the arts that NPR, The BBC, and other indie media provides is second to none.

That means that their connection with the people who listen to them are vital to their survival. How different is that from where you are with your music?

Real Connection Is Everything

In 2003, I built a syndicated Radio program (The Appetizer Radio Show) that is heard across the country using these techniques. They apply to indie program creators as much as they do indie musicians, because it's all about growing, fostering and cultivating relationships with real people. But these real people do have some unspoken standards for what they'll support and what they'll discard.

Public and community Radio stations foster strong relationships with their listeners, ie your fans. Get in with Real-Radio (public, community and web-radio) and see your fan-base increase dramatically, as well as make more money through airplay.

Here's what you need to do to be Media-Ready.

Easy Step #1: Sound Check Is Absolutely Necessary

If you like *any* band on Twitter, they're likely to send you a private message that says "Hey! My new album is out! Would love to hear what u think. Listen free at [soundcloud link] & grab on iTunes @ [iTunes link]"

Musicians are constantly pitching their music to people, but not all of the music is of the quality needed to really gain traction. Radio listeners expect the same thing that radio station program directors do when it comes to music: **Quality Is King.**

To get on the Radio (or featured on music media of any kind), you need to have a great sound, meaning the recording needs to be

- 1). Properly balanced and EQ-ed**
- 2). Professionally Mastered**

It's really that simple but you wouldn't believe how many music submissions are made to indie stations and Radio programs (like [The Appetizer Radio Show](#)), that don't have the sound quality set right.

It's a deal-breaker for media to consider music that doesn't have a good sound. You're sacrificing a considerable amount of time, energy, and emotion (not to mention money) sending music to media outlets if the sound isn't great.

Now imagine what a potential fan must think.

You run a similar risk posting this music on your band or music site for streaming, because online listeners want to hear great quality too. Yes, you'll get a few fans here and there but you don't want just a few. You want a lot of people listening and sharing your music so you can build your true fan base.

You may be thinking, *"But how do I get into a professional studio and get my music recorded and mastered on the limited budget I have? You said you were going to show me how to make more money, not spend it in some big studio!"*

That's absolutely right. I want you to make money. AND, I want you to save as much money as you can in the process of creating great music to get in the ears of new fans.

But you can't compromise on sound. There are a few instances where you really do have to spend a little now to save and profit down the road. This is one of them.

Fortunately, there are a zillion options for how to get a professional quality sound without breaking the bank.

If you want to record yourself to save money, I suggest you work with the folks at Sweetwater Music. They will put you in touch with an expert in whatever field you are looking in and offer great guidance and insight into getting the best equipment for your project. They'll even help you piece together the right tools on your budget. I've used Sweetwater for years both as a musician (drums, primarily) and as a media producer (Radio and podcasting). They'll give you the best deal you can find, and their customer service is second to none.

Other ways to get a great recording/production:

- **Find people who are not only talented and skilled at recording but also interested in taking on projects with a smaller budget are your local gig venues.**
- **Talk to the sound tech at your shows and see if either he or she does that or if they know of some people who do. Follow up on their leads and you'll have a great new ally in your work.**

Mastering can be expensive if you go with the big guys in the industry. However, there are quite a few folks who do a great job at mastering tracks and do so on a very small fee. If you want more information on some of these folks, send me a message (follow the link in the footer) and I can help you out.

Where all of this fits into the grand scheme of things is you **MUST** have a great sound quality to reach the audience you're looking for. Remember, Media managers and Radio stations have one main job: **to serve their audience who pay out of their pockets to support great content.**

Realistically, this is your main job as well.

Making a strong impression on these Media decision-makers with both your music and any involvement you have with the station (at an event, interview, etc), leads to more opportunities for your music to get placed in front of more people.

I use the term "**Polish**" a lot when I talk with musicians in regards to their sound. It has everything to do with the professional quality of your work. All of your recording work needs to have that polished feel and sound..

Great Sounding Recordings + Real Radio Connection= Increased Fans and Support

Once someone has taken the step of buying a song, they are more likely to share your music with their friends. I'm not talking about illegal copies of the songs, but rather share you through social media avenues. They are probably going to follow you on these outlets too.

They'll find your tour schedule and be interested when you come to their town. These are the people you want to market your music to first, because they are the people who will become your **Super-Fan**.

Easy Step # 2: Build A Powerful Press Kit

A press kit achieves 2 key purposes:

1. It serves as a formal introduction from you to a new distribution channel for your
2. It shows that you are a serious brand and not some kid playing around with music

When done right, this can be a launching into new distribution channels, larger audiences, and more potential fans. No matter what, you need a well-made press kit to gain credibility with media outlets.

Trying to get added to a venue, radio station, or get a review with a publication (online or in print) without a Press Kit is like trying to get a job without a resume.

What do you need to make a press kit? It's easy and any text or word processing program can be used. Of course, it will look better if you can add images, pictures, and graphics but essentially text and information will get the job done if you don't excel at graphic design. You can also contract the design part for your logo and branding out on the cheap (try Fiverr.com for possibilities here).

Press Kit essentials include:

1. A brief (keyword here) description of your band, your history, and why you make music,
2. Some of the venues and places you've performed at
3. A few testimonials on what people are saying about your music
4. Your website and social media channels
5. Your contact information
6. Images from your band, performances, and/or graphics for your branding

7. (If possible) media outlets where you've been featured (radio, magazines, web)

Contact information is **ABSOLUTELY** necessary. Make sure that you include your contact information, regardless of whether you're doing the Press Kit on your own or have hired someone to do it for you. You wouldn't believe how many Press packages I've received from bands who leave this out.

Other than that, media wants to see who else is talking about you, playing your music, and promoting your brand. These media outlets include music blogs/magazines, websites, and radio channels. Fans of these outlets are looking for your music, and when content is published/played on these channels, new opportunities arise for you to reach new fans.

If you have someone in charge of PR or someone who does A&R work for you, they should spend some time with you crafting your Press Kit. Make sure whoever is doing your

promotion work (even if that's just you) puts together a good Press Kit containing these elements.

If you're doing all this work yourself, it's still fairly manageable. If all of this still seems like trying to learn Greek, don't worry. Send me an email or reach out through FB and I'll help you out.

Easy Step #3 Relationship Building Is Key

Remember the first thing I said about following a band on Twitter? This is especially true when bands find out that a media personality or influencer is following them. As a Radio-Curator with a blog and a podcast, the amount of spammy pitches that come through daily is staggering.

Add email to that as a method that many artists and even PR agencies take to deliver the same type of message that has little benefit.

“This is my band. We play music. Listen to it here. Add us to your station. We sound awesome.”

That's essentially what many artists are communicating. Me me ME, me me ME me. And..... a little more me, so you should Like and Follow me, because me me me me.

Does that seem a little annoying to you? Good. This is what Radio station managers, blog writers, or any music Media curator thinks when we receive these kinds of messages.

So, how do you build a relationship with a station manager or Media pro that you don't know?

Start off with a phone call, a short letter, or an email that says what an introduction letter should:

“Hello, I'm (your name), I love what you do with your Media product (be sure to name the specific media platform you're talking about). How can I be a part of your great programming/content?”

On the front end, when you don't have a list of Media contacts, start small. Work on building some *actual* relationships with a few select Media people that you've spent some time learning about.

Have a few conversations with these folks, even if that's online through email or messaging. Dialogue is a bridge builder, and it will take you MUCH further than a standard email pitch to get a listen.

I did say to spend some time learning about these people. In a business sense, you can call that research. The purpose of learning about them is to include a few of the details on their platform into your message.

This serves a few purposes, primarily as a way to show that you are serious about wanting to be a part of the work that they've done, and that you recognize their platform.

Recognizing the excellence a media professional has invested into their work goes a long way in creating and building the connection.

The effect of this can be really great, especially if you've chosen people to contact that are the best fit for your music. This is the other side of doing a little research. Just because you know about a station that plays music and has a big audience, doesn't mean that station is necessarily the best place to shop your music to in your first run at building a distribution list.

Start small, at least in this capacity. That may sound counter-intuitive considering you want to grow your fan base to big numbers, but remember: Relationships open doors. Just throwing your name and music out to people stands a poor chance of that throw being caught.

Look at stations that accept music submissions from indie artists in your area or region. Start local, because most of your gigging is going to be local (or regional) as you get going. Your radio plays need to coincide with where you're playing for maximum exposure.

The important thing to remember with sending your music and making connections with gatekeepers is to treat them how you want to be treated. Address them by name, acknowledge that you know something about their platform, and indicate that you want the opportunity to be a part of what they're doing.

The opportunity is for you, not them, to get your music on their Media platform.

Whether it's a Radio station, music blog, online magazine, podcast, playlist, etc. (aka Media), it's an opportunity for you to have the chance to even talk with the gatekeeper/decision maker.

*****Important Note About The Attitude You Express When You Contact Media**:***

No one owes you anything, especially not air time. When you message media people, keep that in mind. Too often artists approach people with a Me-First attitude, and it backfires quickly.

The key to building your fan base lies in building connections with media distribution channels. This is music media professionals with influence and an audience. The audience you want to reach lies on the other side of the gatekeeper of that channel. Impress and build bridges with these folks, and they'll share your music with their networks for you.

That's promotion you can't buy, which is the best kind. And lasts a lot longer than advertisement does, while costing you very little other than your time and desire to build a real connection.

Prologue

I promised 3 Easy Steps to get your music ready for Media features. It's essential for your music marketing and promotion work to have these 3 pieces in place before you start contacting Media influencers to have the best results possible.

Let's recap what we've learned:

- A. You need to make sure you represent your band in the best way possible when you're marketing. This is true for pitching to radio or media outlets, or even if you're just promoting your music through a Soundcloud (or similar) page or social platform.
 - 1.
- B. To best represent yourself, make sure your sound quality is the best it can be.
- C. Make sure your best songs are front and center for people to see and hear.
- D. Have a Press Kit, and make sure you include ways for people to communicate with you.
- E. Take the time to build relationships and connections with people, whether they are fans at a show or a media contact. Don't take the Me-First mantra that every other artist has. Be uncommon and personable. This will build more rapport than you can buy.
- F. Some of this info might be a surprise to you, and that's ok. If you want any clarification, explanation or otherwise, send me a message. I'd love to talk with you on how to improve your sound and help you build your audience.

Just putting your music online doesn't do a whole lot in terms of growth and success without contacting influencers with an audience to spread the word about who you are and give real music fans a chance to experience your greatness.

Maybe 10-15 years ago it was much different, where you could make a little webpage, upload your EP or full length album and get followers fairly easily. That was because not everyone with a guitar was posting their content online. Spend 5 minutes on Youtube and you know that's not true anymore.

You need to get your music in front of Media influencers, but your music needs to be READY first. Otherwise, you are entering into a very crowded space with little to separate you from the pack. What leads people to follow musicians and be their fan? It's that uniqueness and quality sound that creates fans from just listeners.

Are you Media-Ready?

Do you want to be?

Have you tried reaching out to media for airplay, reviews, and other features only to get the silent treatment, or get turned down?

There are ways to take your music submissions to the next level, build a solid list of music industry contacts, establish incredible relationships with influencers, and grow your audience the right way.

Find out how to do this through listening to successful musicians and creatives' wisdom and stories on [The DIY Artist Route Podcast](#).

You can also grow your audience through media outreach using [my books \(like The DIY Musician's Radio Handbook\)](#), [courses \(like The Ultimate Connection Bundle\)](#), and working directly with me [as your personal growth coach](#).

Helping musicians and creatives cultivate and grow powerful connections is not just my passion, it's my mission and business.

I look forward to hearing from you and building a connection with you!