

IS YOUR BAND REALLY PROFITABLE?

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The current "marketing" trend finds many musicians/bands now exclusively using resources like ground(ctrl), reverbnation, band camp, soundclick, snotpope or one of the so-called social media websites like facebook, myspace, etc to establish their presence. Although perceived as a "convenient" way to do business, this also has a downside that is devastating to your profitability. When you exclusively use one of these resources, you are also totally insulating yourself from **easy contact** by fans and others. This increases the likelihood of alienating potential PAYING customers who actually have the spare cash to spend on your concert tickets, tshirts, caps, CDs/DVDs, etc. Even worse, using places social media platforms puts your band at risk of being "de-listed" by their "bots".

Over the last decade, several new music genres have cropped up (*e.g., rap, electronica, hip hop, techno, etc.*) all of which are competing for those spare dollars. Put another way, others have been eating away at the pool of spare cash people have to spend on your stuff leaving less for you. It's called competition. When you deliberately (*or stupidly*) do things that are designed to discourage purchases, you are the loser.

Do you know the main reasons that discourage sales?

By making it hard for potential customers and fans to contact you (*especially if they are not a member of a "specialty" website mentioned in the first paragraph*), your revenue stream suffers. If your band does not have a *real* website that contains a direct email address — you immediately lost a lot of fans that actually have cold hard cash — cash that is the most likely source for your current and future sales revenue.

These days, most smart people (*the ones who DO have the money to buy your stuff*) are very concerned with **identity theft** and are no longer willing to "sign up" at a multiplicity of websites. They want to be as anonymous as possible on the web. They clearly understand that they are unwilling to flush their life down the toilet with Pavlovian reactions to every irrelevant message. If you don't have an easy way that these PAYING CUSTOMERS can directly contact you without jumping backwards through flaming "hoops"... your band is losing sales EVERY DAY!

Yes, it takes a little more effort to review customer emails and respond to them (*by hiring someone to review the emails and reply if needed*), but it fosters a better atmosphere of easy communication. For the bands that missed the point, it's called "customer service" — something at which you need to be proactive... if you want to avoid quickly becoming obsolete. It's that **personal attention** that wins the hearts (*and wallets*) of potential newbie fans. The minute you forget this truth, you are history.

Although perceived as popular, if your primary way for others to interact with you is one of those so-called "cool" specialty site or social media website, this will likely result in severely diminished profitable revenue. Even worse, most people on social media websites habitually lie — they lie about who they are and they lie about their purchasing intentions. **Your band can't deposit lies in its bank account.** But when you have an actual website coupled with powerful demographic and analysis resources (*freely available from Google and other companies*) to measure who visits your website, who sends emails, who makes purchases and why, it helps you to intelligently and scientifically develop **strategies to enhance your sales** as well as plan your financial destiny.

The young groupies (*that don't have a job and live in their mommy's and daddy's basement*) but spend every waking minute on Facebook, Myspace, twitter, yada-yada-yada to get their "15 minutes of fame **fix**" to *feel* like they are saying something important are NOT your target audience. These non-purchasers don't realize that they're flushing their entire life down the toilet with no benefit — much like ducks with their useless "quack-quack-quacking". Even worse, **they do NOTHING for your profitability**. Clearly, these are NOT your target customer because they don't have two nickels to rub together — and is why they are living in their mommie's and daddy's basement. Yes they may post drivel on your social media site and give you "likes", but how many actually have the cash to buy your products or concert tickets? Do you even know this crucial information? If not, then it is a strong business case for having your band on an actual website where you can intelligently evaluate these metrics.

If you are a band that wants to be profitable, you should know that most of the "over 30" crowd no longer wastes their valuable time with this social media nonsense because there is only 24 hours in a day to use. One third of the day they're working (*to make the bucks that will buy your stuff*), one third of the day they're sleeping, and they are certainly not interested in flushing the remaining third of their life down the toilet lurking on multiple social media websites that gives them NO direct benefit.

You need to be smart and have a *real* website that gives your customers a direct way to contact you. This also lets you use the metrics analysis resources (*already mentioned*) to look for effective ways to enhance customer experiences. For example, if you see that the bulk of the caps you are selling are green colored then perhaps your concert lighting should be skewed with green to enhance attendee enjoyment.

Another example of obstacles that prevent you from capturing incredible benefit is our **Band Support program** that we extend to many undiscovered groups — but only to the ones that we can directly contact. Our time is valuable too and we don't fritter it away with people that cannot be easily contacted.

To date, about 420 bands who were difficult to contact did NOT receive our Band Support program invitation. However, about 76 bands that *were* easy to contact are embracing our products and are getting a huge edge over those who don't.

If you are difficult to directly contact (*because you don't have an email address*), then you totally missed out on getting easy access to incredible *career boosting* products which are available by invitation only — products that are giving your competition **a Les Paul edge** in today's fiercely competitive music market.