

FREE EXCERPT FROM BOOK

# MUSIC SUCCESS IN NINE WEEKS

A Step-By-Step Guide On How to Use  
Social Media & Online Tactics to  
Supercharge Your PR, Build Your Fan  
Base and Earn More Money



Second Edition

By Ariel Hyatt

# INTRODUCTION

You are taking a big step in your music career by purchasing this book.

I am excited to share this information with you. It is the culmination of my 16 years experience working in the music industry as a music publicist, observing and handling over 1,400 PR and marketing campaigns, primarily for independent musicians.

Over the years I've noticed something that seems to separate the artists that I have represented into two categories.

The artists in the first category (Group A) have experienced dramatic increases in their fan bases, and have seen palpable results as their careers grew. They consistently created more income and got more exposure. I'm going to call these bands the **Builders** because their careers are expanding.

The artists in the second category (Group B) gained more PR exposure (because they hired me to get them PR) so that worked, but they did not see a dramatic increase in their fan bases nor did their income increase. I call this group the **Idlers**.

The interesting thing is that the artists in Group A were no better musically than the artists in Group B.

I can say, however, that the artists in Group A were more tenacious: they never took no for an answer, they never gave up and they worked harder and complained less than the artists in Group B. **Builders** knew something that the **Idlers** did not know. I have outlined what they knew and the actions they took, and I will explain how they achieved success and more traction step-by-step in this book.

This program is designed to make you a **Builder** and not an **Idler**.

By agreeing to become a student of the rapidly changing Internet - which has become, in my humble opinion, the indisputable future of the music business - and by following this 9-week program, I promise that you will see results.

This system works!

How do I know?

I have tested it all with my own business – and it has made and continues to make a huge difference.

Running an indie music PR firm is a lot like directing an indie music career.

Like you, I have events, a newsletter and fans, and I also need to consistently develop a following in order to keep my dream alive.

Much like my artists, I work tirelessly to keep my dream afloat. What you are about to read and implement over the next nine weeks has successfully increased my income over the past few years. It will also increase yours.

This 9-week course is a process that will take some time and effort to implement. And, you may not actually be able to get it done in nine weeks flat. Some of these steps may take you longer, and that's okay. I implore you to not get overwhelmed and feel as though you must do everything outlined here all at once. If you put one foot in front of the other, you will get results.

There is a lot to learn in this program; as my friend and co-conspirator Derek Sivers, founder of *CD Baby*, brilliantly advises: Don't force yourself to do the things that you hate.

I have ideas throughout this book to help you outsource and offload the things you really detest and don't want to do... but here's another observation I have made over the years: Artists who have experience *trying* to do things they don't enjoy, tackling and completing them at least once, are able to oversee these tasks much more effectively when the time comes to let other people handle them.

However, that being said, if something in these modules gives you that horrible feeling in the pit of your stomach, then outsource it to another member of the band, your biggest fan or your mom, but don't be Sisyphus and try to push a boulder up the mountain – we all know what happened to him. Take this program one step at a time.

The best results will happen if you read each module and implement it in the order outlined in the book.

Here's to your success!

Ariel

# WEEK 4: SOCIAL MEDIA FOR MUSICIANS

## PART 1 – WEB 2.0 DEFINED

So, you probably have heard people using the term Web 2.0 and you may not have known what they were talking about. It's an important principle to grasp before we dive into Social Media sites as they all operate in a Web 2.0 environment.

### WEB 1.0 VS. WEB 2.0 – A QUICK SUMMARY

Web 1.0 is the Internet that we all grew up on where websites are mostly informational “brochure-like” or “static” sites with the same basic information included on each one: Homepage, About, Bio, Mission, Buy, Contact Us, etc.

In Web 1.0, you surf to each portal and check it out passively. You can find out a lot of information about whatever you are looking for on a site like this, but it's a one-way conversation from the creator of the site to you (the customer).

Web 2.0 (referring to the second generation of Internet-based services) is just a fancy term for the ongoing transition of the web from a collection of static websites to a more interactive platform.

Its main features include:

- Social networking sites (MySpace, Facebook, YouTube, Twitter)
- User contributed sites (wikis, wikipedia)
- Self-publishing platforms (blogs, podcasts, vlogs, vodcasts)
- Tagging & social bookmarking (Delicious, Digg)

## Web 2.0 Is Made Possible By 2 Things:

- New programming languages allowing more interactivity, which were not around when the web first started to gain popularity
- The widespread availability of broadband

In other words, Web 2.0 is interactive and social – it requires participation. In Web 2.0, users share and contribute ideas and content... and that content can spread virally (think YouTube videos we have all seen). And finally, Web 2.0 is about being *all over the net* – it is no longer acceptable to be just in one place (that's 1.0 thinking).

## WATERING YOUR SOCIAL MEDIA GARDEN

One thing to keep in mind is that Social Media is much like a garden. It takes consistent cultivation and weeding to make it thrive. Just planting once and leaving it alone will not make your garden grow. Joining multiple networks will help you spread your word and connect with others. Once you participate in a two-way conversation, you will get support from other users on these sites.

Each Web 2.0 environment has its own protocol that you must follow. As you get to know the rules, you will start to reap the benefits of tying into each community.

The #1 complaint that I get from artists is they do not want to get involved with multiple websites. It's just too much, they don't have time, and they don't like it!

I understand your feelings, and I sympathize – however, you will be left behind in the dust to die in obscurity if you cannot change with the times. In order to be on the court as an artist you must participate in the game and you must be on at least a few sites.

I will outline the sites that I think are critical to get you started, in the order that I suggest diving in.

The following list may feel a bit overwhelming – deep breath! My suggestion is that if you are in a band, get one member to each take a site / task.

## GETTING STARTED - UNDERSTANDING WEB 2.0 IN LESS THAN 15 MINUTES

Before you attempt to dive into this new and complex world, I highly recommend that you spend 15 minutes at this website:

<http://www.commoncraft.com>

This site has produced a few short movies that will explain the basic terms of Web 2.0 and Social Media in plain English.

These videos are short and they are brilliant. I suggest you start with these and I will reference others throughout this book.

1. Social Networking in Plain English:  
<http://www.commoncraft.com/video-social-networking>
2. Social Media in Plain English:  
<http://www.commoncraft.com/socialmedia>
3. Social Bookmarking in Plain English:  
<http://www.commoncraft.com/bookmarking-plain-english>
4. Wikis in Plain English:  
<http://www.commoncraft.com/video-wikis-plain-english>

## WIDGETS

Another common Web 2.0 tool you will see are widgets. I'm going to be referring to "widgets" in the coming chapters of this book. A widget (sometimes called a badge) is simply a small piece of code that you can copy and paste into the HTML (programming) of any site and when you update a widget in one place it updates all over the web. You can put the same widget on MySpace, Facebook, and your own Blog, update it once and it will be updated all over the internet. My favorite widgets are available at <http://www.ReverbNation.com>

## PART 2: SOCIAL MEDIA MUST-HAVES – TWITTER, FACEBOOK, FLICKR & PODCASTS

Twitter only takes a few minutes to sign up for, so we are going to start with it first.

### TWITTER

Twitter is an ingenious solution that will give your fans more of you, connect you to conversations with people, and it takes less than 3 minutes a day to use effectively – without your computer –and it can be synched to Facebook to double its effectiveness!

The Twitter site says: “Twitter is for staying in touch and keeping up with friends no matter where you are or what you’re doing.”

#### First – Watch These Videos:

Twitter in Plain English:

<http://www.commoncraft.com/twitter>

Twitter Search in Plain English:

<http://www.commoncraft.com/twitter-search>

#### Five Reasons Why You, My Dear Musician, Should Care About Twitter:

1. Twitter is free and very easy to join!
2. Twitter will help you build your brand, and it's much easier to stay current with than a blog, because all you need to do is “tweet” small texts (the 140 character limit ensures that you won't blather on forever).
3. Twitter makes your fan base feel more connected to you, like they are interacting directly with you. And, bonus: you don't have to follow everyone who follows you.
4. Twitter is an amazing way to quickly join specific conversations based on topics or locations.

5. Twitter gives you customizable and cool “badges”, which are widgets that you can drop onto your website and your MySpace page (as well as onto your blog and your Reverb Nation page), so your fans can follow you from your multiple platforms.

## Step 1: Think About Your Brand First

Set up an account—use your full name, or your band name, whatever name it is that you want people to be able to find using Google. This is very important. Don't just pick a name you like. Whatever name you choose on Twitter becomes Google-able. Choose something you're comfortable with, that you want to do well in search results, and that's the name you want to get out there.

## Step 2: Sign Up

Go to <http://www.twitter.com>

Twitter will take you through a few sign-up steps and you will enter or create your username, password, and register your e-mail.

Twitter will search your e-mail address book to see if anyone you know is already on it. You may be surprised at just how many people you know are already using it. You will also have the option of sending email invites to your friends.

**TIP:** Take some time and set up your profile properly. You probably had a Website made for your music and that involved spending money. You put a lot of thought into it. Here's a chance to have a free Website. Put up a good profile picture. That's the little, tiny square picture that goes next to all your messages. Add your pitch and link to your Web page in your profile, under the Bio section.

### Step 3: Link Your Mobile

You should enter your cell phone number if you want to accept tweets via text. This will depend on your text-messaging plan and your tolerance for receiving multiple texts. You will have the option to receive tweets to your phone from selected individuals, so you can have only a few people tweet straight to your phone.

**TIP:** To text from your mobile phone from the USA send messages to **40404** and they will immediately go to your Twitter feed, or use an app like Tweetdeck or Tweetie (iPhone) or UberTwitter & SocialScope (Blackberry)

**TIP:** To message friends who follow you from your cell phone, you can type "d" (for direct) then their username. This is very useful when you are out and about and you don't have their mobile phone numbers and it's a great way to avoid roaming charges for friends out of the country.

### Step 4: Search Keywords

Next, go to the search page: <http://www.search.twitter.com>. On this page, start searching keywords – words that are important to you, topics that you like to write about, words about the music you play, whether it be the genre or the instrument. That gives you a jumping-off point.

### Step 5: Link Twitter to Update Your Facebook Status

Next go to <http://tinyurl.com/TwitterTweetFB> and you can link your Twitter page directly to your Facebook page. You will be able to update your status on Facebook by using Twitter from your phone.

### Step 6: Share Photos With Twitpic

Sign up using your Twitter username and password and start sharing images from your phone. <http://twitpic.com/>

## Step 7: Follow Lots of People

Twitter does not work in a vacuum, so the key is to follow at least 100 people!

I interviewed Laura Fitton, one of the authors of *Twitter For Dummies*, and there is an in-depth article on this subject that includes a list of some people in the music business to check out and follow here: <http://tinyurl.com/TwitterAriel> .

To get involved and do the exercises, follow these three steps below:



# NOW WHAT?

Step 1 Visit <http://www.musicsuccessinnineweeks.com>

Step 2 Order your copy of the book (in digital or printed format)

Step 3 Enter the coupon code below for \$5.00 OFF!

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