BEHIND THE SCENES OF A STX-FIGURE MUSIC BUSTNESS

BY LEAH MCHENRY

I believe if you are reading this, you are a serious musician, so I'm going to hold your feet to the fire and **highly** recommend that you do yourself a favor: **FOCUS!**

All the information in this book works together as a complete picture. If you're distracted and you only get pieces of it, you will not see results in the same way.

HERE'S MY BOLD PROMISE TO YOU:

By the end of this ebook, you will know the secrets of professional musicians who are killing it online right now-making five and six figures each year, and that doesn't include touring. Touring is like the icing on the cake, but it's not even part of my formula.

We all know there's a lot of crap on the internet. There are a lot of false claims and scammers. I've personally been subjected to some of it. So I want to acknowledge that this is a big promise and may sound unbelievable to some of you. After years of hearing the music industry was dead, I was also skeptical that anything like this was possible. I'm so glad I didn't listen to that negativity, and you will be too. I promise this eBook will be worth your while.

Now is not the time to give up on your music! We're about to have a massive explosion of music growth, and if you take the time to learn a few simple marketing principles, you can ride this amazing wave.

By the way, several articles have come out recently in which bands have revealed how unprofitable touring is at the moment. It's very expensive to tour when you're still getting your name out there. I'm not knocking it or saying you shouldn't do it, but it's something to consider when we're talking about trends and where the money is coming from right now.

Think of touring as icing on the cake.

What we're learning about now is the cake-it's all the online stuff.

If digital sales are increasing and there's so much amazing music out there...why do so many musicians fail? Those questions will be answered here and you'll also get solutions.



When Facebook, YouTube, and other social platforms started taking off, I became very observant. I saw this new, online scene emerging for artists, and I started to ask myself if this would be the way for me.

So I uploaded my first album release to YouTube and every artist profile site I could find, including SoundCloud, ReverbNation-you name it.

Literally nothing happened. Again, I was disappointed and kind of depressed. I started to doubt myself. "Am I any good? Do I suck?"

I randomly picked up a few listeners on my YouTube tracks...6 months later. Even though that was encouraging, it showed me that I had become a needle in a massive haystack.

It also showed me that I had a false belief that "if you build it, they will come." I believed that if my music was good and I was truly talented, good things would happen organically. I believed that someone would come across my music and all my dreams would come true. How wrong I was.

To make things worse, I didn't have the advantage of touring and making a name for myself at festivals and local shows.

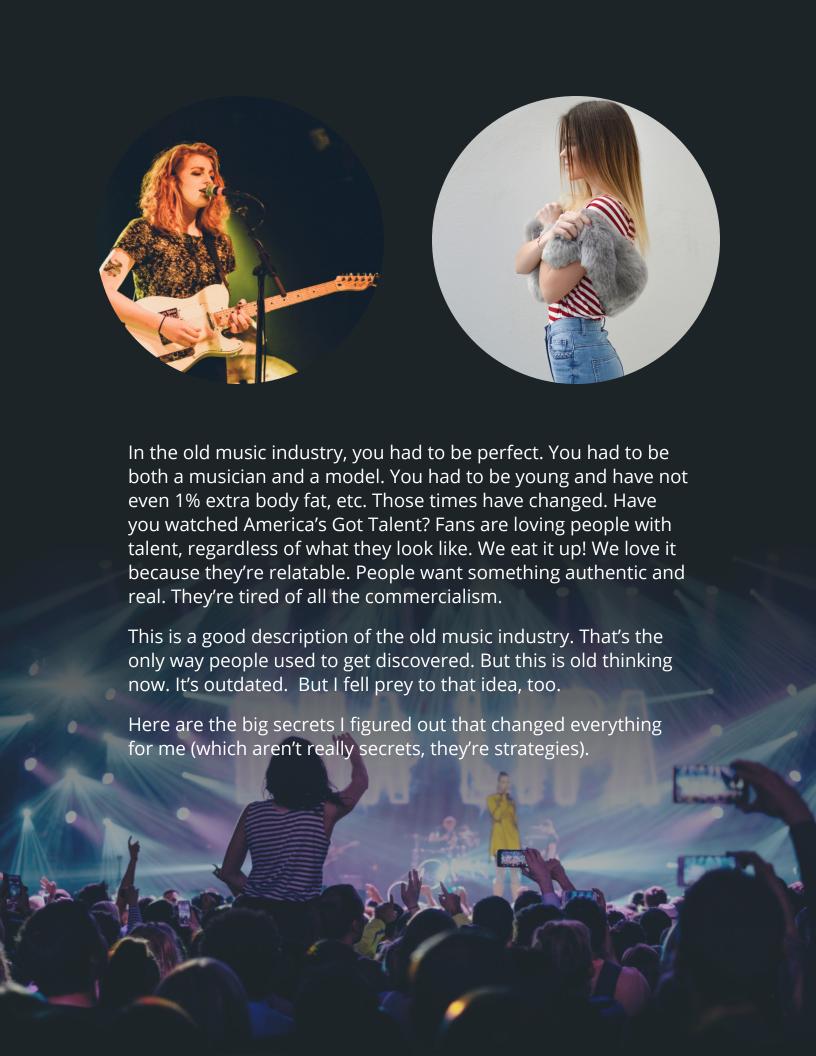
I was feeling defeated before I even began. I had no true fans, and I couldn't tour as a mom of five young kids. I didn't have much money to invest into my music at all, and I also didn't have a lot of extra time. Anything I was going to do would have to be done whenever I could squeeze it in. For me, that meant nap times, after the kids were in bed, and when my husband could watch the kids on the weekend.

I was also struggling with self-doubt as well. I hadn't seen any success with anything I'd tried yet. I was discouraged and I wasn't sure if I was any good-after all, shouldn't my music be famous already? I didn't know how to "sell" and didn't want to come off slimy and desperate when I asked people to buy my music. I felt defeated, because everyone all over the news and media keep saying that the music industry is dead.

I had two things motivating me, though. The first was to fulfill the destiny I couldn't ignore. I believe that you, reading this today, also have a calling in music-whether full or part time. If music has been gifted to you, you have a duty and obligation to bring that to the world. It was not just meant for you to keep for yourself. That was my biggest driver. I needed to fulfill that calling.

The second was that I was hoping to self-fund my music and bring in a second income, if that was even possible!





SECRET #1

HOW TO STAND OUT & ATTRACT FANS TO YOU LIKE A MAGNET!

SECRET#2 HOW TO AUTOMATE BUILDING YOUR FANBASE 24/7, 365!

SECRET #3

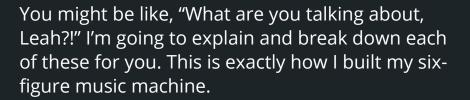
HOW TO CREATE A CASH MACHINE FROM YOUR ONLINE MUSIC

These three secrets have a direct connection to the three phases of development in your music career.

Phase #1: Artist Identity Infrastructure

Phase #2: Fan Generation Machine

Phase #3: Accelerate & Scale



This is the foundation of your artist identity. Without this, paid ads and traffic will not work well.

I'm going to explain each secret and phase really quickly for you.



HOW TO STAND OUT AND MAKE NEW FANS NOTICE YOU!

Artist Identity Infrastructure

QUALITY MUSIC



Without this, we're not going to make it very far! We are not going to act like we're a big corporate label with millions of dollars to promote mediocre music en masse and still come out with a profit. That will NOT work for us! Our approach is more a grassroots movement that requires high-quality music.

MICRO-NICHE

This will be the second thing you need. You can either be a small fish in a big pond, or **the** big fish in a small pond. The internet, Spotify, YouTube...they all form a giant ocean with tons of other fish (your competition). It's much easier to be successful with a very specific group of high-quality fans.



With a "micro-niche," you have to ask yourself, "What is my unique twist?" It's probably something that sets you apart.

Example: My top/umbrella genre is Metal, then Symphonic Metal digs deeper, and then Female-Fronted Metal digs even deeper; then it's Celtic/Folk Metal. Celtic/Folk Metal is my micro-niche.

The key is to not be too broad, but don't be so specific that it doesn't actually exist. Choose one genre and stick with it. Apple started with one product, and they didn't expand for years until they were successful with one.



SOCIAL MEDIA AND FREE TRAFFIC

The next thing you need to build a sustainable music career is the ability to leverage social media, which is essentially our free traffic. If you master this, you will get results. If you don't master social media and free traffic, you will not get results from paid traffic. The entire goal of social media is to build culture and community around your music.

Social media must entertain, inspire, or educate your audience.

CULTURE & COMMUNITY

It is imperative that you learn how to build a culture around your micro-niche. This has a lot to do with who you are, what your music is all about, and common interests and hobbies that have to do with your music. You'll notice on my music page I only post something about my music or merch 10-20% of the time. This is a massive secret of my music success. Figuring out your culture is a series of tests and experiments to learn what works for your audience.



- You've got to master your music image and brand.
- Your brand is actually not your logo.
- It's more about who you are and what your music is all about (ties into culture).
- Believe it or not, branding is a feeling.
- You need consistency.



LAUNCHING MUSIC ONLINE

You need to understand the right way to launch your music online. You need an audience to launch your music to. Don't rely on hopemarketing tactics like simply uploading your music to the internet and hoping people will find you. Real marketing is predictable, repeatable, and scalable. You can even relaunch your old music, because it's always new to new people.

All of these steps are covered in much more detail inside The Online Musician course in Savvy Musician Academy

HOW TO AUTOMATE BUILDING YOUR FANBASE 24/7 Fan Generation Machine

This is the digital promised land for musicians. This is where you're going. After you master the first stage, this is the next step.

At this stage new super fans are finding you! You know you have superfans when they're communicating in ALL CAPS and exclamation marks, they're buying your music, and they're giving you five-star reviews.

I essentially have a machine turned on for my music career that locates and attracts superfans. A superfan might discover you and buy your music all within the same day, and then write you to express their excitement and appreciation.

Making even \$30-50K a year is not out of reach when you consider your music sales, merchandise, concert sales, fan clubs, etc.

Here are the main components you will incorporate after you've mastered the foundation of your Artist Identity Infrastructure:

PAID TRAFFIC/FACEBOOK ADS

The first piece of the machine is **paid** traffic. This includes press releases, Facebook, YouTube ads, etc.

Facebook ads deserve their own category because of how powerful they are. They're a **big** part of this machine. They work amazingly well when you've mastered the Artist Identity Infrastructure.



It's very important to do your research **first**, so your Facebook ads are supertargeted and are reaching the perfect audience–the one that is **most** likely to contain your future superfans! There's a lot to this piece of the pie, and if you have the proper training, you can make a lot of money from Facebook ads.

LIST BUILDING

With our Facebook ads, in addition to free traffic, we want to build a list of highly-targeted fans. The reason is that you don't own your Facebook or Twitter page.

Remember MySpace? Yeah, neither do I. People spent years building their audience on someone else's platform...and then, poof!

It was gone and they had to start from scratch all over again.

You don't own any information or contact info from your audience on Facebook. With email, that's **yours**, and no one can take that from you. Email is here to stay. Even though it seems old-fashioned, it's not slowing down.

It's almost like digital real estate. And the bigger, more targeted list you build, the more potential you have for amazing album launches and regular music sales.



FOCUSING ON ACTUAL EMAIL MARKETING

That's the relationship-building aspect, which is more focused on long-term than short-term sales. I, for example, currently have a 12-week gamified email series where I send new potential fans through a series of quests. They get to know me; they understand what I'm all about, what my culture is; and they earn experience points as they complete tasks for a prize at the end. It's **so** fun, and I've gotten an amazing reaction from that. These people come out the other end begging to buy stuff. It's so very powerful.

COPYWRITING

A crucial component to making the machine work is copywriting. That is the art and science of using the written word to motivate people to take an action. It's the headline you use in your press release, the paragraph text in an ad, or any words you post in social media. It's **everywhere!** This is a skill that most people don't know how to use.





Copywriting is a **skill** that can be learned and developed. You are going to learn how to communicate with your fans and your audience in a way that increases engagement and develops superfans.

VIDEO MARKETING

thousands of new fans.

Video is the dominant form of media everywhere. We need to learn how to use this to our advantage and understand the best practices to grow our audience, both organically and by using paid advertising. I have recently used a lyric video to get millions of views on a cover song and build my email list. I chose a song that crossed over into another niche market–it was a video game market, which correlates with my culture, and so I was able to gain tens of





MARKETING TRICKS

There are many ninja marketing tricks I can teach you, such as retargeting. Have you ever kept seeing the same ad all the time and finally signed up? We can do that with our music.

Usually, people need to see things five to eight times before they take an action. That's oftentimes just because they're busy or distracted.

We can also do amazing things like upload our email list to Facebook, so we can show ads to our email subscribers! And we can create a look-alike audience based on our email list.

This is the third strategic phase that you are going to work toward. You're not here yet, but this is your future.

They're becoming addicted to marketing their music. They're branching out into almost an e-commerce style of moving their merchandise online (that's what I'm really getting into now). They're becoming wizards at personal communication with their fans via Facebook Bots. As they're doing this, they can almost predict their income every month because they've got the hang of it.

When they earn \$10, they put at least \$5 back into advertising and growing their music business.

When you get to this stage, you have really moved out of that hobby category and into the New Music Business category. Congratulations–you're doing what almost NO other musicians are doing yet. You're going the distance, and the results are speaking for themselves. This is when you're really going to see all your work pay off. It's incredibly exciting!

When I figured all this out, it was NOT organized or compiled neatly into an ebook like this. I've found nothing that exists online that is anything like this.

Everything I've shown you today is just a small part of the much bigger plan, but I wanted to give you as much as I could in a short ebook without completely overwhelming you. I wanted you to see this from a high-level view-point, so you can understand the potential you have that is completely untapped right now.



So ask yourself: "If money was no object...is this something I would be doing?"

Would learning all the tools you need to fulfill your calling and dream as a musician be worth it?

Hint: You should be saying yes.

If you can imagine this happening, then it's possible. You know I can help you get there. If you're serious about your music and want a solution to grow & scale your music business - Go to

www.callsma.com and apply for a breakthrough call today and we'll help you with a plan to move forward.

XOX, Leah McHenry Sa vv y Mu sician Academy



