

Sell more CDs, get more gigs, and make more money with **THREE WORDS!**

By David Hooper (email via www.music-promotion.com)



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It's not easy to make money as an independent musician. Therefore, you need to maximize every single opportunity you have to sell your products, get more gigs, and earn more fans. You need to concentrate on selling yourself and your products to the people you come in contact with on a daily basis.

Who are you fans? You need to have a clear idea about this. What motivates them to spend money? Is it sex, power, or fame?

Let's talk about pleasure. Look at how cigarettes are sold-- ALIVE WITH PLEASURE! Don't you know you'll feel better after the smooth, rich tobacco taste of a Newport? I know I do!

Let's talk about power. It's a fact that you'll have a lot more power when you drive a Harley Davidson....at least that's what they try to tell us. Forget about the fact that your dayjob brings you \$60,000/year and the bike is going to run you \$20,000, you'll be a true outlaw with a Hog between your legs!

How do the ad campaigns of our friends on Madison Ave relate to your band? Let's break them down and see.

Every ad campaign consists of three things I like to call a FAB-- a feature, an application, and a benefit. While any one of these things would work for your separately, together they're a triple threat.

Look at the CD on Mind Kontrol Records (www.mindkontrol.com) by a group called the Phone Militia. As the name would suggest, it's a prank call disc. Sometimes it takes a little more than being "just a prank call disc" to sell though.

Let's start from the top...the FEATURE. On the Phone Militia disc, the FEATURE is 60+ minutes of prank calls to talk radio shows and the psychic network.

Would that get you to buy? Maybe...

Part two of my sales plan is the APPLICATION. Putting the Phone Militia in the stereo at a party would cause the majority of people to laugh their head off.

Would that get you to buy? Maybe...you might still be a little skeptical though.

How is getting people to laugh their head off going to help you? That's where I close the selling process by getting to the BENEFIT. The Phone Militia will help everybody at your party to get loosened up and have a great time. They'll remember you for it and you'll feel great that everything was a success...all because of a \$9 investment.

What is in it for your end user? That's why you need to ask yourself. Get them warmed up with a feature, help them out a little with an application, and focus on the benefits to close the deal.

Are you a New Age artist? Just one of the benefits of your music would be that it's great to meditate to and will help people relax.

Are you a techno artist? The benefit of your music is that it will fill the dance floor and help everybody have a great time!

As I've illustrated in the above examples, you can use a FAB to sell just about anything. People do it all the time with food, clothing, and entertainment. The next time you're trying to get booked, try making a FAB for why your band should be hired. You'll be way ahead of everybody else.

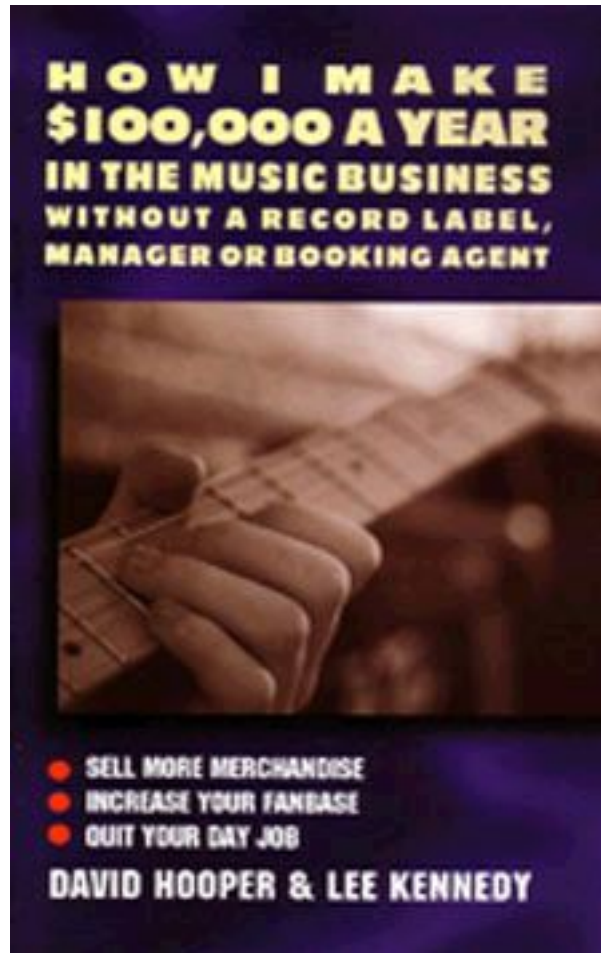
[David Hooper](#) is the founder of the music business resource, [IndieBiz.com](http://www.indiebiz.com) (www.indiebiz.com), and [Kathode Ray Music](http://www.music-promotion.com) (www.music-promotion.com), an artist development organization specializing in promotion and marketing of independent musicians and bands. He is known for combining traditional music business knowledge with the guerrilla marketing necessary for independent bands to compete. He has worked in the past with Lords of Acid, Marcy Playground, and bush. He is currently the Director of Marketing for the Nashville New Music Conference (2NMC).

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See next page for more info...

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