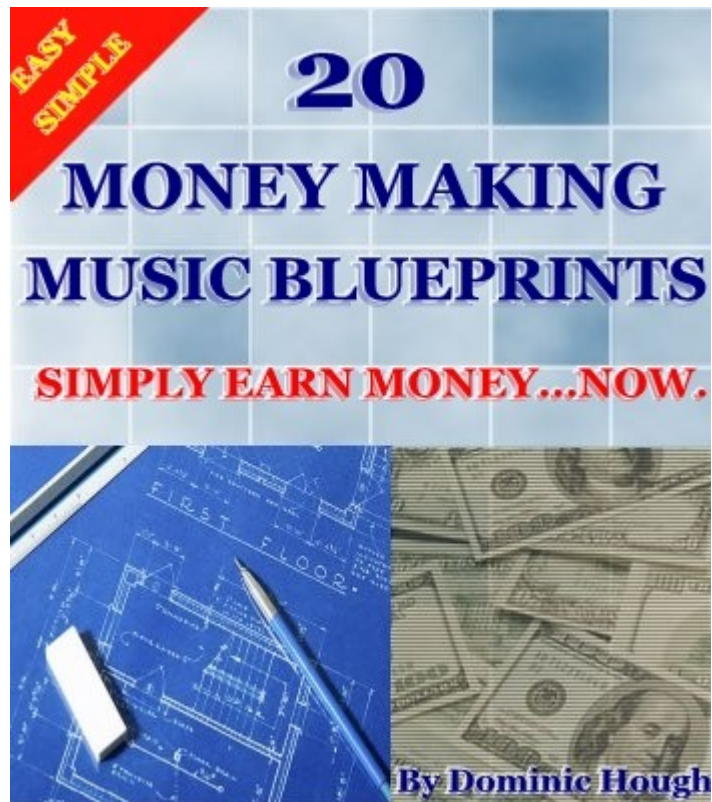




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First Edition 2007.

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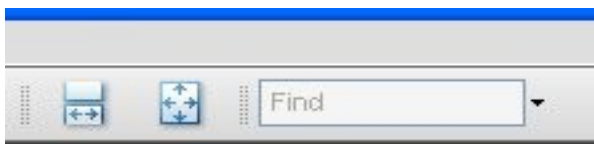
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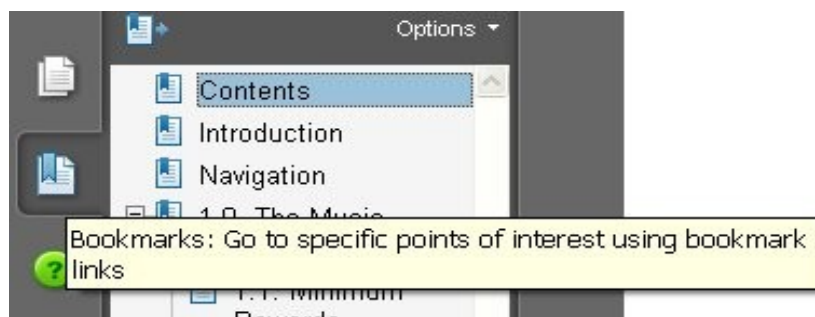
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1.0. Introduction

I feel so sorry for musicians. They seem to get bounced around with people taking a good fair slice of their profit pie.

Many people have tried to think up ways of making money with a music site. However they have been **floored from the outset**. Their complete mindset, their complete direction and (I have to say it) their complete lack of understanding has made them fail before they have even started. Then look at what happens:

“That technique doesn’t work, it is rubbish...I give up. I did try it out though.”

And then they pay some 3rd party more hosting fees, signup fees and they are **barely scraping by**.

This is not what needs to be done. [The Internet is such a cool medium for the musicians.](#)

Why?

Because everyone who accesses it has a computer and information can easily be spread from one computer to another electronically.

With music in MP3 format there are no shipping fees, technically no development fees (especially if you make tunes in your spare time). Basically it is like an ebook...and that industry has exploded. So the question has to be asked:

SO WHY AREN'T MUSICIANS MAKING HUGE BUCKS?

The simple reason is that [it takes time and money to test new ideas](#). It takes time and money to see what works within your specific niche. Also **musicians have been a neglected area of the Internet**.

Sure there are many promotion sites, many tools to make music, many audio editing programs, but ultimately they are all around the musician **buying up a service or subscribing to one**.

I foresee [that the musician can do without a lot of these services](#), and the stark message is that the musician can make a whole bundle of cash for themselves by actually doing it themselves.

Not by promoting their music, but by **utilising and using what they already have**...and making a killing- quite simply.

So I am first going to cover the Fundamentals. The true fundamentals on how you can make money.

Throughout the ebook we will be referring back to these fundamentals so it is best to absorb and understand them. Hopefully they should be very straightforward, but ultimately they are easy to do and accomplish.



1.1. Fundamentals 1.

“What are we actually doing on the Internet?”

This is such a fundamental question. I think it should be asked now before we move on because it will affect anything and everything that we do.

Most people on the Internet want to **make money** and it seems to be their primary objective. However a majority of these people will actually be **unsuccessful** in the long term because they want money. I say long term in that Internet riches are made by people who have been there a while. I want to be on the Internet for a while so I have a long term plan. I know what I want to do.



Side Note: Make a small **plan** of what you actually want to do and try to list them in order with a rough date by the side of each one. If you say “want to be a millionaire” then you need steps to become one. Making a plan will keep you **focused and dedicated**. What you must do though is to review it every 3-6 months to make sure that you are on track.

Just say for building my site I wrote out in a list subjects/ topics to cover (after researching them). So I knew specifically what to cover, when to add it and how to expand.



Most successful people started out with one thing in common:

They enjoyed what they did.

[There is no exception to that rule.](#) If you want to make some serious cash...like thousands of dollars consistently you need to enjoy what you do.

- **Yahoo! was started by College guys** wanting to build a directory of links for their friends. They did it because they enjoyed computers and the early Internet sites.
- **The Internet Movie Database** was built by two guys wanting to know the collective films of actors and put them into a directory. They did it because they enjoyed films.
- **The late Cory Rudl (an excellent marketer)** first started his business by writing about cars (not about marketing) which was his hobby and love. He then wrote about how he attracted visitors to his site and how he marketed his ebook.
- **Check out the Ebay crowd.** Most of the people who make the serious cash are actually lovers of their hobby and have found a very profitable business. Thousands of dollars a month are common place for people who just sell Doll shoes!
- **I even started** www.make-your-own-dance-and-techno-songs.com because I liked Techno music making using free/ cheap tools rather than the expensive ones that were being advertised. I didn't think of making money until later on in the site development, it just seemed to come naturally.

Each one then made [money as a second thought](#). The money followed the enjoyment.

Every person who has made a lot of cash started out by **first enjoying the topic that would propel them to greatness**. If you want to do something well, do something with ease, do something daily...

Do something that you **enjoy**. Because eventually you will have to do it **daily and repetitively**.

You may be saying [“how about all those people who have got mini sites, or just sales pages, they don't care about what they do!”](#) Well actually they enjoy the marketing side of it. The sale, the promotion, the buzz that can be felt when they get a sale. **It takes time and effort to make money with marketing**...so it is not an easy ride.

Most of those marketing types will have 5 sites minimum. A weekly or monthly newsletter of original text, constant promotion and in some cases little return. However that work process, that borderline full time job, **is what they enjoy**.

1.2. So How Do You Actually Make Money?

Money doesn't come automatically on the Internet as many failed businesses have shown. That is what a lot of people seem to forget.

According to **Jay Abrahams (a very rich marketer)**: *"The Internet is just another medium to advertise. It is not a money machine. The basic principles of selling on the Internet are the same as if you were selling offline."*

To bring money into your account you need to **first enjoy what you do and then monetize that idea**.

Even the people who state in their sales pages that they made \$10,000 in one week did it by a very simple yet seemingly **very out-of-reach "secret formula"**.



Side Note: Have you noticed how everyone seems to make \$10,000? Not 9,000 or even 4,500. These people haven't told you if that is **profit**...with the returns/ charge backs and expenditure removed.



Anyway, let me give you their **"unique formula"**

They use tried and tested methods (through their own research) and then found one that works. They then repeat that success to other business models.

Not very hard is it. But that is what they do. **Some people have spent thousands** on testing and various products to get **"the one that works"**. It is the person who finds a method and uses a completely different method on their next project that ultimately fail.

Let's just chat through one tried and trusted method, which **all marketing people swear by**.



1.3. Fundamentals 2.

“The real trick is to build up a list of email addresses.”

Yes, you may of heard it all before but it is how you **actually interact with that list** is to where the big money is made. These people have freely given you an email address and are telling you that they are interested in what you have. So when some people have made **\$10,000** in a week/ day...**it is with a list.**

So, how have they done it?

They have a **large email list** (from general site sign-ups, offering free stuff to subscribers, subscribers from previous sells etc...**Please Note:** Not bought. You can not tell where these lists have been taken from and if you are accused of spam then it will be very hard to get out from there).

Then they **show the list a new product**. If you have a list of about 10,000 subscribers and 1% bought a \$20 product...then that is $100 \times 20 =$ **\$2000...with one email.**

To **increase that amount** you have to alter either:

1. **Your sign-up rate**- (the more people who sign up the greater the chance of one buying in the future),
2. **Increase the percentage who bought**- (just by increasing the **conversion rate** (people who out of the total, actually buy) by 1%, so 200 people buying, makes you \$4000),

3. Increase the price of the product.

Increasing the price of the product is a **simple yet easy way to make money**. Have you seen any membership site on the Internet...there are always **Silver and Gold membership**. One cheaper, one more costly. Everyone goes for Silver, but in time and with targeted emails a lot will increase their subscription to the Gold. It is always the case of **“what am I missing out on”**.

Back to **Jay Abrahams**. He instructed a coin dealer to sell a collection piece for **well under its value**, just say \$20. An absolute load bought and the guy was happy, he made thousands of dollars. However, Jay said “that’s fine but...” and told the guy to do one more thing. “Offer your email list another, better coin collection, **but this time** offer it for \$100”.

In one email the guy earned himself \$1.5 million.

Even though the guy was a coin collector he was still someone who **enjoys what he does**. People trusted him. His site was **informative**. He gave out **proper** information and answered emails **on time** and **truthfully**- sometimes **missing out on sales** but keeping his reputation intact.

Now many people bombard that list with constant selling emails...**and it doesn't work**.

These people are gold, so treat them as you would a scarce resource. They will be apprehensive at first but send them emails with **tips and tricks** of your area of expertise. If you have additional products review them, discount them, interweave them into your texts, but if you can try not to blatantly advertise your stuff as you will be deleted.



1.4. Here Are 50 Ways To Vastly Increase Your Subscribers:

1. Offer **bonus gifts** and stuff for people who subscribe.
2. Have your ezine **advertised** on every page of your site.
3. State that you offer **video footage** of various techniques.
4. State or **demonstrate** your achievements.
5. State that you will always keep their subscription **information confidential**.
6. Advertise the fact that your ezine can be **listened to** in MP3 format as well.
7. Advertise the fact of **famous** sign-ups to your ezine.
8. State that subscribers will get a free membership into your private web site when they subscribe. You could set up a **password protected** private web site for your subscribers only.
9. State that you offer **free bonus** stuff in each ezine.

10. State what **up and coming** content is going to be in the next ezine.
11. State that you actually have **no ads** in your ezine.
12. State that you will **accept article** submissions from subscribers.
13. Say that you will accept **complimentary** trading ads with other sites.
14. Tell your current e-zine subscribers they can get a **free bonus** for persuading 3 of their friends, family members or associates to subscribe or by forwarding your e-zine to them. You could set up a "tell a friend form" on one of your web pages.
15. Tell your potential e-zine subscribers **how much** a subscription to your e-zine is worth. You could actually tell them you used to sell subscriptions to it (if it's true). If not, you could say that similar e-zines are charging so many dollars per year for a subscription.
16. State that they will get a **free ad** in your e-zine if they subscribe. Now this could give you way too many ads to publish. A way around this is to link to a web site that has all the free ads listed.
17. Tell your potential or current subscribers they can **give away** your e-zine as a bonus product. Many people need bonuses for their products or services. It will give their prospects an incentive to buy their stuff and build your list at the same time.
18. Show some sample **previous issues** on your site as an incentive to sign up.
19. Tell your potential subscribers that they will **get access** to all your past issues or messages if they opt-in to your list. You can tell them the benefits of those issues too. You can have them all archived on your web site by date or subject in a password protected area.
20. **Limit** the number of subscribers. It will create more persuasion for them to opt-in right away. You could tell them once you hit so many subscribers, they will have to get on a waiting list.
21. Tell your potential subscribers that they will be the **first to learn** about your new products and services months before you release
22. Ask potential subscribers that you would like to hear from them about how you can **improve** your e-mailings. You could tell them you regularly survey your existing subscribers for their opinions and what they would like to see from your list.

- 23.** State that you may be [charging](#) for your e-zine in the future but if they subscribe now, their subscription will always be free. People will want to subscribe quickly so they can lock in their free subscription.
- 24.** Tell your potential subscribers you publish [personal profiles](#). Many people like to read personal information about people that deal with the topic of your list
- 25.** State how [easy](#) it is to subscribe and that you don't want all their private info (just name and email address).
- 26.** Advertise your e-zine in [free advertising](#) locations. It could be free classified web sites, forums, blogs, chat room profiles, e-mail discussion lists, list building sites, give away sites, etc. Most of the locations you can just add a signature ad to your post. Dedicate a page on your site to promoting your ezine.
- 27.** State that you offer a [free forum](#) to ezine people only.
- 28.** Tell other e-zine/list publishers or web site owners you'll [trade ads](#) with them. It could be classified ads, text links, top sponsor ads, solo ads, banner ads, autoresponder ads, thank you ads, pop up ads, etc.
- 29.** State that you offer [24/7 email](#) support and even an unsubscribing option.
- 30.** Tell your potential subscribers you'll offer [free consulting](#) via e-mail on certain days if they opt-in. Then offer this FAQ list as an ebook.
- 31.** Tell your potential subscribers you will be offering a specific [free bonus](#) to the next 1000 subscribers. If they want the bonus, they will subscribe. You are also persuading them to subscribe right away with your limited time bonus.
- 32.** State the [guest](#) authors that you have had.
- 33.** State that it is [easy](#) to read, with graphics, contents and titles.
- 34.** State that your ezine is full of [resources](#) and free downloads.
- 35.** Tell them that you do a [report](#) on the top ten items of must have each issue.
- 36.** State [how long](#) you have had an ezine.

37. Show **your picture** and give some information about yourself. This puts a face to a faceless Internet and will increase your credibility.
38. State that they will receive a **gift certificate** top use on another site (I found a site that gave me 100% free year membership to a really cool none competing site)
39. State how **long it takes** to write, edit and compile each issue.
40. State how **many pages** are in each issue that they receive for free.
41. State how **easily** it is for them to receive the ezine and even back issues. People want things now.
42. State that your information is the **first to publish** certain information and it is the first for up and coming information.
43. State that the information is 100% **up-to-date** with the latest information.
44. What are the **benefits** of them actually signing up?
45. State how they would like their ezine to be **delivered** to them- text, html etc.
46. State that each issue contains **cold hard facts** and is 100% accurate. People don't want information that is wrong or based solely on opinion. They don't want to take advice that could turn out making their lives harder.
47. State that the ezine information is **proven**. People like information that has already been used. If it's a fact that your information works, then it should work for them too and they will opt-in.
48. Offer something **by mail** once they have subscribed, even offer a paid subscription for a posted ezine.
49. State how **popular** your list actually is- note the amount of people, testimonials etc.
50. State how people can **actually subscribe** to your newsletter and the various ways that they can.



1.5. Fundamental 3.

“Payment...that old chestnut.”

It is something that we must think about. Luckily, gone are the days when you had to ask for a merchant account from your bank. The Internet's buying power has forced and created companies into solving **money processing**.

If we ever want to sell anything on the Internet we must offer credit card processing- you will be **losing 80%+ of sales** instantly. Now it may sound scary but with a few clicks and a few words typed we can offer credit cards, Paypal and checks to our potential customers.

For anything electronic- **anything that you download**, [Clickbank](#) is really the only company that can help us. They will allow us to sell up to 99 products and they take off 7.5% for processing of all money orders. They are so trusted that anyone with an ebook or electronic product has signed up, it's just easy and simple to do so.

By letting someone else handle the headaches of accepting, processing and dealing with refunds we can run our various systems on autopilot. **This is critical**. We need to be spending time building our reputation through marketing and building up other ventures rather than being tied up with processing money.

Also people want “now” products, if they have to wait for you to get up and email back to them confirmation of their credit card details they will be gone. Credit cards allow **“impulse buying”** and **“bulk buying”** and will represent well over 80% of all transactions.



Side note: It is very surprising how many music sites offer payment through other payment gateways that take a huge 20-50% commission. **There is just no need**. People seem to think Clickbank is just for ebooks, but they are vastly mistaken. People make very good livings just through Clickbank products. So just by swapping money handlers and thus bringing commission percentages down these sites could **save** themselves a massive amount of cash.



1.6. Fundamental 4.

“Keep up to date”.

The only way that we can keep up to date it to **subscribe** to ezines (newsletters), subscribe to off-line magazines, and bookmark our competitors' websites etc.

However if we already **enjoy our topic**, then in a large percentage of the time we would already be ahead in terms of information because we would have already subscribed. I am subscribed to 6 newsletters. Some people are subscribed to much more and will happily buy books and ebooks of certain topics at regular intervals.

We must remember to **keep up to date with our site**- with any information that is given, keeping the site refreshed (remove visitor counters, blog dates etc so people can't tell when it was updated last) and keeping it clean and to the point.

Some people haven't heard about blogs or RSS feeds. Now as soon as I put them onto my site and pinged them. [In one month of starting I received 4500 visitors just through RSS alone](#). It increases monthly. But if I never kept up-to-date then I would have missed out on that **easy traffic**. It is anyone's guess how many of those went onto the site, searched around, clicked on this or that, bought this or that or subscribed to my Newsletter. I am willing to bet that the odds are on quite a few that did.

Keeping up-to-date will also allow us to **bring out information and collect information** to sell before any of our competitors.



Side Note: One person scours the New York Times best seller lists, checks out what is at the top of the charts, buys it and then writes a review/ mini ebook of that book. **Each time it sells.**



1.7. Fundamentals 5.

“If you are thinking of doing something else. Make sure that it is similar to what you are doing already.”

For an example, I have seen music sites advertise their casino sites or even **unrelated** clothes. This does nothing for you apart from confusing the search engines which then [rank you lower for having non-related content](#) and worst of all it attracts a completely different type of customer to your site which has no interest in music.

So make sure your site expands well. The Internet Marketing Center (IMC) is all about marketing. It has info on Ebay, email software, marketing all under the umbrella IMC name, but all having their own web address. The flip side to this is that anyone interested in marketing will want to know about email software and Ebay. So everything is inter-related and all co-exist with each other without competition.

[So how do we adapt this to our site?](#) If say you had a rock music site. I am sure people would want to know about:

- Guitars- types and use.
- Vocal ability and how to write songs
- Drumming- How to rock drum (a friend of mine does home tutorials and earns \$250/ week)
- Rock charts and clubs in their area.

So within a minute or two, we have expanded a site that could easily encompass all those **sub-sites**. Because you enjoy rock music, all 4 would be easy to prepare and set-up with minimal cost. Also your routine visitors to the main site would be interested in **“how their group does it”**. So you would link out from your main site to the sub-sites- keeping your traffic and [not letting it wonder](#) to other, competitor sites!



1.8 Fundamental 6.

“Know who your customer is.”

Without this little exercise you will be **blowing away a lot of money and time**. Why do you need to know this (by the way, many people actually don't do this fundamental exercise and wonder why they are not making any money).

Now I know my targeted audience. I **profiled them** and I also **asked them** (a small questionnaire with a free bonus for filling it out). I **know** their age range, what sites they visit, their hobbies, and likes. With this information I can hone in on target sites, and cater my site to their needs. For example they want to know about DJs and MySpace not classical artists.

Your customers won't go for various promotions not because they are bad products, but because they don't want to know about them- they are **untargeted**. I did a quick example and tried to offer music theory books onto the site. It didn't work because the general audience is not interested in a “stuffy, boring subject”.

So do you stop? No, you have to give it another angle. One that caters for the audience. So they would listen if it was embedded movies or even an interactive ebook. However the idea that theory is needed to create good tunes is still a bit wary- so the title needs to be changed to “The Ultimate Music Weapon That Kicks Your Music Through To The Next Level.” Sounds better and more exciting than Music Theory for Dummies doesn't it? I would even give snippets/ quotes of influential Techno musicians stating the need for theory.



1.9. And One Final Point.

I hope that by checking out these **Fundamentals** you can see the **potential** of making money on the Internet.

By **utilising, adapting and reverse engineering ideas and thoughts** we can develop many different ways to make money using our music site. In fact because these blueprints are designed to be **mouldable** they can be used in other ventures that you seek out.

However. I always go on about **3 words** and these words are the **most powerful words**

that you will ever hear.

Ready, Aim and Fire.

You see I have seen many people (usually the same people) buy marketing ebooks time and time again. How to make money, how to triple your income easily etc. The thing is, generally **to make money you need the fundamentals.**

That's all.

What I tend to find is that many **people lack the real determination** to actually go for it. That is what the difference is between the major money players and just players.



Duncan Bannatyne (of The UK's "Dragons Den") states that *"to make £100 million is quite easy, but it is actually the get-up-and-go which people lack"*.



As long as you **do your homework** and **don't just rush into something** and treat it as a business it is hard for you to go wrong. So:

- **You need to be ready**, do your homework and read this one great quote: "failing to prepare is preparing to fail".
- **You need to aim and keep your sites fixed on a target.** Don't deviate if there is no need. Don't jump from project to project. Keep focused.
- **Fire. Just go for it.** If it fails then you didn't do your homework. Even if it does fail, see why. There is always some reason why businesses fail, most of the time it is to do with cash flow. If this is the case don't spend all your money at once. Use other methods of cash generation and use that cash then to fund your business.

I was always in the ready aim camp. Always unsure if my project would work or not. But one day I said "well if it doesn't work I would have tried and tried my best". Yeah sure **you will have ups and downs, a business wouldn't be a business if you didn't.** But all downs can **become a positive** and a learning curve.

Side Note: In most companies angry emails and **letters of complaint are encouraged** because it highlights areas where you are failing and where you can fix. It can be very worrying that you don't actually receive that many positive emails, but that is just the nature of doing business. People believe that is what you are there for and shouldn't really be praised for it.

1.10. So How Can This Ebook Help?

Most ebooks will tell you how to attract visitors. Some might even say what works and what doesn't and how you can actually make money online.

All fair and well. Most will say that sure, **get a product that people want and then make it.**

Now I don't know about you but that statement is the most obvious on this planet. However this statement is given the rounds in various disguises. It is always folded up with the statement – [“Write to sell. Make sure that you have a great selling page and watch those sales skyrocket!”](#)

Simple eh?!

Well no. You see the people who have been telling us to sell what people want and to write sales material are actually [very good at doing this](#). All because they have tested, tweaked...(repeat).

Now what I want to know is three simple little things:

1. How on earth do I actually set something that sell up?
2. How do I actually write to sell?
3. Do I have to use a lot of money for doing this?

I am not asking for much, just some **simple tips and advice** on how to do this. Forget the research I want to do this now!

And so good reader I have. This is what this ebook is all about. **By giving you the blueprints in actually how to do it!**

All **20 blueprints** will actually be proactive in **achieving help businesses**. Go through them and you will notice that they all focus on helping the customer in a variety of ways. Whether your site will be offering relaxing methods, all the way to your site offering hit music methods.

Why? Generally speaking, *you'll have **greater overall success** making the information products that help or teach people how to achieve a goal before promoting any sort of software products that help people automate anything.*



For instance: There is a large **reluctance for people to buy music software** like Reason or Ableton Live from your site. However many ways you promote it and many people will just not buy. But, **you will get a load more responsive results** from people who want to know “how do you work Reason”, “any tricks and tips?” “Any fast ways to make tunes with Reason?”



Now people **will buy** up these guides, **but will not** initially buy the software from your site.

Good Luck.

Dominic.

Webmaster: www.make-your-own-dance-and-techno-songs.com



2.0. Blue Print 1- The Affiliate System.

“Affiliate! I know about this already!”

I can hear the screams and shouts now. [But hold on](#). What you have been told about being an affiliate is **not 100% the truth**. But first for those of you who don't know what an affiliate is...it is quite simply:

*You sign up **for free** to a related product to your own topic. If you drive people through your own **given link** and they sell, **you make a commission**. You **don't need** to do any packing, shipping or anything. The catch is you are unlikely to see that customer again and the company receives their email addresses. But for getting a commission ranging from **20-75% (for e-goods)** and **5-25% (for hard goods)**, then you are not getting a bad deal at all.*

Side Note: Most if not all companies and individuals will now [go through 3rd party suppliers](#) of affiliate systems. [For one](#) it takes the stress out of sending the cheques to many affiliates. [And two](#), it is very hard work and expensive to keep track of everything by yourself. Clickbank and Commission Junction are two of the best.

We all know that some companies are better than others. [However it is what you actually do in promoting your links whether the money will come in or not.](#)

Ultimately **it is very hard to actually make some serious money from affiliates alone**. You will see all companies say earn \$10,000/ month with 100 sales....sure if you can actually get that amount of sales.

2.1. Here Are 3 Major Affiliate Problems.

1. You are not the only affiliate that they signed up, so you need to think of ways that people will click your link not someone else's.

2. Just putting a link on your site will not cut it anymore, it will not bring you loads of cash.

3. You must choose the right sort of links in the first place if you are going to be successful.

2.2. So How Do You Make Cash With A System That Everyone Is Doing?

There are a group of affiliates known as the **Super Affiliates**. They have come out on top of all the rest because they have experimented, tested and tried their best at becoming the best. [They are the ones earning the major cash.](#)

One Super (Sean Wu) is actually **giving** his secrets away (and these secrets are costing upwards of \$10,000)...all free. You get a lot of free stuff which is updated regularly and to be honest they are all pretty cool. Check it out [here](#)

So here are the main tips in how the Super Affiliates (Supers) are making cash through affiliate products (without their time consuming, resource sapping experimenting and research):



Side Note: To get a good overview and a massive head start, the **Free Affiliate Handbook** is a very good accompaniment with these tips. Giving you a beginners guide and advanced methods in making your affiliate commission grow. To go to the download page [click here](#) (totally free and no sign up needed).



1. Supers design a site that is very specific. Jazz music, sheet music, MP3s. Make it large enough to attract visitors with affiliate links within the text as well and then offer them a [newsletter sign up](#). In the newsletter you offer certain tips and tricks (which can be adapted from good Internet sites) while interweaving affiliate links through the text. Most Supers will actually contact the affiliate company and try to get a deal. Also most affiliate companies will offer sales literature monthly and this then goes out with the newsletter.

2. They send various emails out to their list. Now this list is very specific to the affiliate product. You [actually design product 1](#) (more of this later) and then send to product 1s mailing list a very specific affiliate product range based on product 1. By keeping emails completely separate from each product you are super targeting your customers.

3. You state to the customer that if they buy through your link they will get the product and you will throw in your product for free (need them to show you their receipt). This then massively increases your click through rate (the amount of people who actually click on the

link) and your conversion rate (those people who clicked on the link who actually bought). [Many Supers have actually made a lot of money like this.](#)

4. Create a website that looks like a store (this would probably be a sub-site from your main one) and have all items in that store affiliate linked. The store will not take too much time to set up at all. It can be a free template, or a webpage with the item (+ picture) a little review and the affiliate link. Most music sites have one big banner link to an equipment supplier and that is it. [This will not work at all.](#) Most equipment suppliers now have direct targeted affiliate links to a specific product. That is what you need. If a customer has to search for anything, then your cash will go down the drain.

5. Sign-up with affiliates that you already know or use. This may be very simple but it is the [most effective way of selling anything](#). A review of the product (even stating page numbers etc) on a specific webpage will target search engines and bring to your site a specific person looking for a specific something. If your review is honest (listing good and bad info) then it is up to the customer to make up their own mind. They will be more open to other reviews from you and will buy more if you are right on the money.



Side note: You see trust is a valuable commodity on the Internet. If anything causes your sales to skyrocket **it will always come down to trust**. Because the one burning question which causes riches or failure is this one: Do people trust you to part with their cash?

“Day Job Killer” was a **huge success** and broke Clickbank records for first day purchasing. Why? People trusted the author and trusted his previous ebooks. Nothing else caused the big spending storm. Marketing can bring people to your site in an expectant role, but **if you can’t convert** those people through trust building you will be wasting your time. You can still see what all the fuss was about with Day Job Killer [here](#)

Every marketing person, every seller on the Internet has to doing everything they can to make you trust them. From various testimonials, certificates, guarantees, bonuses, examples of work, pictures of bank accounts, free stuff, articles etc all come down to **trust building**- to make you click on “buy me now” from a person you have never met.

Ask yourself this: **What makes me click on the “buy me now” button when I go to a site?**



[Ask people for their product to review.](#) Most of the time they will give you it, some might even give it to you at a reduced rate. Some will email you the product if your site is well trafficked or known.

In the UK Which? Magazine reviews many different things. They have an honest opinion which they pride themselves on. [People buy their magazines and pay to subscribe](#) to their website just to get straight talking reviews.

6. Design your own adverts/ banners and Google Ad style ads. You tend to find that not many affiliates offer their subscribers the tools to do the job. If links in texts don't work then design your own banner ad. With a new twist on an old favourite, people are now creating their own ads that look very similar to Google's, yet have their own affiliate links in the ads. [These have had some good success](#) as you can track which ad is good and you get to keep a large percentage of the money from the sale rather than a few cents in click-through revenue.

7. If your affiliate product is a bit of software why don't you actually make up a small ebook detailing how it actually works – with tips and tricks. Your affiliate link will be laced through the text obviously and by giving it away you will increase your chances of a sign up. Maybe even give it away as a free bonus to people who join up to your newsletter? [Dedicate the whole website to one product only?](#) It only needs to be a few pages big so that it gets picked up by the search engines.

What you would do then is to sign up to an article distributor software (a cool one is [Instant Article Submitter](#)). Make up one article with a link at the bottom to your site, then send it out using the software. You will now get hundreds of back links from where the software has sent the article and your place in the search engines will increase.

8. Sign up with good affiliates and especially those who give you 2nd tier commissions. Now this is where some real money comes in. I don't know if you know this chap: [Allan Gardyne](#), but he runs the highly successful Associateprogrammes.com and earns a lot of money by promoting affiliate marketing and running a directory rammed full of affiliate programs. Now don't run out and do what he does because it has been done to death, but you can use his techniques.

The main one is promoting 2nd tier commissions, also known as sub-affiliates. [Now he let slip how he actually makes most of his money](#). He stated once that he makes most of his cash on re-sells rather than the initial sell.

You see a **2nd tier commission** is when you sign someone else up to your "affiliate club" they become your sub-affiliates. When they buy something you get a commission from their sale and when they promote, [you get a commission of their sales](#). Usually when a new product is released from the company a good percentage of your sub-affiliates will buy something additional because they are buying from a respected company who they have already bought from! You get your own sales force for free.

2.3. So What Are The Best Affiliate Sites That Are Music Related?

Now this list is going to be slightly small only because there are a lot of cowboys on the Internet that would just love to take money off you and not give you back anything in return. So I have sifted through the crop and had dealings with each one. So I found only the best and respectable affiliate sites for you.

- [HearandPlay.com](#) – They **treat the affiliate very well**. I get emails of promotions, how to do affiliate marketing, banners, links. Everything an affiliate would want. But ultimately their conversion rates are very good. Also as a bonus they don't look unprofessional- this helps your credibility. **They offer 2nd tier commissions**. Recommended.
- [SiteSell](#) – This has got to be one of the greatest institutions on the net. It offers many free guides that are targeted to various aspects of money making (from Ebay, to RSS, to making your site actually sell. They have something for everyone and there is always something they have that can be incorporated into your site that helps the visitor (for free) yet gently sells the SiteSell brand. **They offer 2nd tier commissions**
- [Clickbank](#) – With over 100,000 products there is always something for anyone. And because Clickbank generally deals in electronic goods, commissions can easily be 75% (it is so cool when you get a \$35 referral fee). I would recommend Clickbank over many affiliate sites- it is just a **solid company** offering many electronic solutions and is the electronic affiliate seller. Andrew Fox is one user who is making thousands through Clickbank. You can check out a free report [here](#) (it is a PDF file)
- [Internet Marketing Centre](#) (IMC) – Now musicians need to market their music and market any music related product that they have (fact: no marketing = no money). The best general marketing company (who have been going for ages) has got to be the IMC. They are **2nd Tier** and if you sign up, start first by recommending their forum. It's a great one to promote. Its not expensive, you get some great deals and a monthly teleseminar. It can be checked out [here](#).

9. Supers Follow up. What I mean by "follow up" is to always go after the same audience at least twice. Many times some of your audience will miss the information the first time around (they could be too busy, or it's just not the right time, etc.). [Response doubles with the second notice](#). In other words, if you got 100 people to buy the first time, 100 more will join when you do a follow up. If you sent out a special newsletter edition with all the details of the affiliate program, mention it predominantly in not the next issue, but the issue after that. Then mention it as a little caption or classified ad in every regular issue after that. This will drastically increase your response. It could be as simple as saying, ["To learn how I made \\$800 in a few days with a Free Affiliate Program \(then include your link\)"](#)

10. Go off-line. Now this is something that only the Supers do. When anyone thinks of Internet selling they jump straight on the Internet and sell! Well, no. A vast amount of marketing on the Internet ends up as spam. **For instance**, I have tried so many different combinations of the Classified Ad. Now many people have said it works (they are usually the ones that are promoting and selling the Ad sites). All I got in return is a horrendous amount of spam. However by going off-line we can increase our presence and reduce the amount of spam. We can also track quite easily.

First of all we **need to know similar publications** that our prospects could be reading then we place an advert (usually free) into the publication with a link to our site. Due to that it is a written publication the link needs to be easy to read therefore:

www.Mysite.com/a.html

This end part (**a**) is only used for that magazine (**you could put mm for music magazine etc – so make sure you know what the code means**). Then you can see if the ad worked. Don't give up though. Some people will forget the end part, some might not buy on the first go and ultimately people **need to see your link about 7 times** before they act upon it. So if the ad is free, keep on pounding on it.



Side Note: If you look at some of the back issues there are some adverts that have been there for some time and keep on appearing every month. **These adverts work**, so copy their success, and hone in on their topic.



Also don't stop with magazines. Hand out leaflets at college or school (or where your target audience hangs out). Give them an incentive to go to your link (promotional offers etc).

As well as change your **a.html** to correspond with various magazines. Change it as well to various ad content that you write so you know which ad works and which ones don't. Say **a1.html** (ad style 1 etc).

11. Supers Joint Venture. You see at the start you may not have a great big fat email list so what do you do? Well you adapt point number 7 and **by doing this you will make thousands of dollars**. One Joint Venture expert has made hundreds of thousands of dollars just by this one technique:

2.4. An 8 Step Plan For A Quick, Free And Easy Money Making Venture.

As an example suppose you have joined an affiliate site that [trains you to improve your golf swing](#).

- What you do is to make up an ebook of great tips and tricks to do with golfing.
- Go through all the sites to do with golf, pick a few tips from each, reword them and then make an ebook.
- Title it that gets the golfers pulse racing **“101 Ways To Make Your Golf Swing On Par With Tiger Woods With No Expense”**.
- Sell it through [Clickbank](#) and then put up the commission to **75%**. It costs you nothing to build, but you will get loads of email addresses from that high a commission and affiliates will love it.
- Go to all the sites that you used to get the tips from and then offer them the ebook to sell through their email lists.
- At a rough estimate, if you sell the ebook for \$10 - for easy maths here :) you will get \$2.50. If one of those sites has an email list of 10,000 and say 1,000 bought... that's **\$2,500...from one site alone**.
- Then you email your own newly built list the golf affiliate link. Now a percentage will buy and you will get a **“back-end”** sale.
- **Make up an article** of 10 of the tips and send it through the article submission software with a link at the bottom to the sales page. An increase in search engine placement and some extra sales is not bad for an hours work.

[This is joint venturing](#): *Finding partners of a similar topic (non-competing) and working in co-operation with them to build up profits.*

How do you find partners? If you go to [Alexa](#) (a free directory of all websites) it will tell you traffic rankings, who links to the site, webmaster names, addresses and phone numbers. Just type in specific keywords (golf, golf swing, pro golf) into the search engine and it will pop up with some cool results.



Side Note: By emailing the site and using the webmasters first name you will have started off on the right foot, rather than just saying “Hi!” Complement them on their site and give them the benefits of partnering with you.

12. If you are using affiliate systems to make money, large priced ticket items are not always the best to sell. It's only natural to want to start offering the products that will earn you the highest commissions right away. The truth is, though, [that the products with the higher price points are the ones that require the most experience to sell](#) and are usually left to professional marketing people or large sites that know their audience.

If you start by **offering the smaller items to your list**, you'll create a market that will grow as you do. Eventually they'll be ready for the bigger, more sophisticated products when they grow to trust you.

Remember, too, that **you can usually sell many more of the smaller products** -- in fact, it's very possible that you'll actually earn more selling the smaller products than the big-ticket items. For the musician this can be anything from cables, headphones and accessories rather than CD players and speakers.

More proof? There was a guy on Ebay that was absolutely raking it in. What did he sell? Cars? Houses? No, he sold wrapping equipment like stickers, jiffy bags, and all the paraphernalia that you need to transport goods around. [Nothing big, just small needed items.](#)

This is also really cool for **info products** and these are items that sell well.

Why?

As we said in the intro with the Reason and Ableton buying, **people search the Internet for information**- it is the reason for its birth in the first place. So if you affiliate put an info product (like an ebook) into your sales then you will have a better success rate.

13. Supers don't sell. Supers will show you the product, let you test it, let you work it, let you sample it.

This is quite an important fact. You see most people who get an affiliate link will place it on their site and then continually check their bank account to see if anything has been deposited. [This won't happen](#)

They **pre-sell the product** to you. It means that you will be in a buying mind and eager to

buy. You will probably wonder around their site looking at the free articles, software etc- all this is to boost you up, to want more, [by over delivering on information of the product](#).

And this leads in to [knowing your product](#). As I have said before only go with products you know as you can give out more qualified information.

I have so far [had a sale for each email that I have answered](#) relating to the Beginners Bible. The customer asked about the Beginners Bible and I offered a solid information based answer with truthful points. If you give the customer the truth, the full facts and a great overview then they know that you know the product...rather than you answering "yes", "could do", or "maybe". **It will make all the difference.**

Sure you might like the 70% commission on some products that you see around on the Internet. They might sell but you will have a lot of returns if you are not truthful in your support of the product. They might even have a swish sales page and a high commission **but is it any good?**

Ok, ok **quiz time**. [Lets try out 2 different scenarios and which one would you buy from?](#)

1. Someone states that they have a product and they say it is great.
2. Someone states they have a product, shows you it working, answers that little question aching in the back of your mind and even throws in some extra goodies for you. They also state that if you have a problem just email them.

Now it is slightly obvious which one you would choose, [so why can't your website demonstrate this?](#)



[3.0. Blue Print 2- Offer Atmospheric Music.](#)

"It is a very large forgotten niche within the music industry and even through the Internet mainstream. However- that is great for you!"

This is one where we are trying to market to the "new-age" people and people who just want to unwind from a busy day at work.

Just having relaxing music and selling it will **not work**. You see people just think it is atmospheres or wave noises and nothing else. However [we are actually describing what the product is, and not its benefits](#).

3.1. That Is Where Most People Go Spectacularly Wrong.

They list the point of their music as a description rather than what it is intended to be. People will always want to know about the [benefits](#) of something rather than the description of the product.

For an example, people use Google not for its algorithms that took years to develop or its staff of highly trained PhDs. They choose Google for its great accuracy, uncluttered work space and quickness.

They like its [benefits](#) rather than its description!

So that must be our own idea for when we go and sell our stuff. If we make atmospheric tunes our angle is for people to:

- unwind,
- to relax,
- to de-stress (relieve stress and stress relief are two different things. With the search engines, research shows you that “Relieve stress music” has less competition than “stress relief”). Also there is no “Relieve Stress With Music.com” on the net to date.
- to reduce their heart attack risk (which needs a quote from a medical website stating that stress can cause heart attacks- this will bolster your offer and give credibility, no-one has done this yet. This could cause your click-throughs to increase a lot).
- help you feel younger
- help in anger management
- help you sleep

- help you wind down after a night at the club (chill-out songs)

As long as we make chill out songs using sound effects with pads, or smooth synths, very minimal drums, voices, singular instruments (pianos, harps etc), and Celtic noises then we are onto a winner.

We must get someone to actually **rate our music**, so it needs to be **reviewed** by other “relaxation sites”. Email them personally and see what they think with the “thank you gesture” of having their link on your site. It will give our music more credibility.

I also believe the songs must be slightly enjoyable and listenable otherwise they could become seriously dull, and this is what puts a lot of people off chill out songs. Remember people want a bit of uplifting while being relaxed.

So now we can make our tunes and [our website will be targeted to a completely different type of customer](#).

First we must put examples of our work onto our site. **Free songs for download, full song live previews** (no clips) and it must be used through a Flash MP3 player so that there is easy accessibility to the tunes.



I have found a completely **free player** (with no strings attached) and a **free coding tool**. The MP3 player can be found [here](#). All you need to do is download the MP3 player, upload the various players components to your site, upload an then tell the [Coding Wizard](#) where everything is stored. It will **automatically give you the code**. You copy and then paste it in to the source section of your HTML where you want the player...and that's it.



3.2. Set Up Our Affiliate Network To Make Cash.

You see we must think of **when people are going to de-stress** - usually in the bathroom, or even in the car on the way home from work. So we must also think about how to sell our work.

So we must [offer a couple of choices](#) for them to download and increase our chances of getting the sale.

1. **Clickbank**. Now Clickbank will give us the opportunity to offer an affiliate link to our download. But what we actually do is offer say 10 songs for the download on MP3 format- an album if you like, at a small price (\$5-9) and tips on how to de-stress/ relaxation techniques as a bonus ebook- just to sweeten the deal.

We set up a download page and Clickbank will send the customer to that page when they have paid.

What we do then is to **join up with an affiliate partner** (from Clickbank – there are a few “Audio Relaxation, “Ultimate Relaxation Programme” they offer between 40 and 60% commissions and are converting very well) and then send out an email to the buyers of your initial product recommending the link.

We can then promote our affiliate link to other like minded/ similar topic sites.

2. **CafePress**. I like Cafepress, it is no nonsense. They will **sell a hard copy CD** for you at a certain cost – about \$4.99. You then mark it up higher, about \$10-12.95 (people will pay more for hard goods) and Cafepress will sort out the postage and packaging. Simple. It is so simple that if you order certain items from FL Studio (used to be called Fruity Loops) then you will be taken to their Cafepress website.

Also by offering a CD you **need to promote your reasoning for having it on the site**. I would state how you could use it while reading, in the bath, in bed, in the car on the way home from a stressful day etc.

By offering two methods of distribution you can catch people who would otherwise be put off by digital downloads.

We could even go through the **free route and give away our album** when people subscribe to our newsletter, we then target them with the affiliate partner link.



4.0. Blue Print 3- Sample Library.

“The sample library has had resurgence thanks to many popular sample based music making programs.”

People also don’t want to make their own samples up. They want **“plug-in and go”**.

However [they also want](#) the following in their samples:

- good quality,
- originality
- easy to input (syncs well and will settle right within the tune)
- tried and tested – have you used them yourself in a song, play the song if yes.
- of sounds that are similar to the artists that are reaching the top charts (emulating those sounds will be a goldmine).

This is where you come in. But hold your horses.

4.1. We Need To Do This Right.

There are loads of sample based sites out on the Internet, we need to be different so [we need to go very niche...i.e. specific.](#)

We must therefore think of various styles that we can do easily but also we should make up some information that we can give out readily to lure our customers back to our site.

So lets get some **examples from Google** about the competition:

[Dance synth sounds](#)- 2,500,000 sites dedicated to this

[Techno synth sounds](#)- 2,100,000 sites

[Techno synth wav](#) – 130,000 sites (there are no techno synth wav.com)

[Dance synth wav](#) – 630,000 sites

[Techno drum sounds](#) – 2,650,000 sites

[Techno drum loops](#) – 1, 360,000 sites

[Techno drum wav](#) – 854,000 sites

So if we **dedicate a site to a specific genre** through this research we can narrow down our competition. Our **sub sites** would be as follows:

Techno-drum-wavs.com

Techno-synth-wavs.com

Techno-bass-wavs.com

Side Note: (Having a dash in-between the words will make it easier for the reader and the search engines to see the domain. Also having “WAVs” rather than just “WAV” captures anyone who enters wavs. If we just had wav, we wouldn’t capture anyone who entered wavs in the search engine.)

We must also not forget about the **most forgetful aspect of sample sites** – [effects and speech](#). A lot of people forget about these but they are really good at adding a neglected element to your site (speech especially so with Dance and Techno music).

The main site would be called Techno-sample-wavs.com or even Techno-wavs.com. So everything has the same, **running theme**.

4.2. The Good And The Bad.

There are a lot of sound sites on the Internet that have for **download specific sounds from keyboards of yesteryear**. All you need to do is download them, alter them using VSTs by adding effects (but not going overboard!). Combine some of the synths together to achieve a separate new sound. Then you can upload these to your site. Again offer a newsletter.

You can also [create monster sample packs and sell those](#)- making sure that you overly pack them out with samples (I would also put either a free software utility or an ebook with related articles in with the pack to sweeten the deal). **But remember to give away free beats on your site** but you don’t want people to leach too much from it as it can cost a lot in bandwidth and none returns (people not coming back to your site).

Side note: Many sample sites offer the customer to “**view**” the **samples** on their website. For us we can do this by using the Flash player. The player will use MP3 format- keeping our bandwidth in-tact rather than using relative high bandwidth WAVs. Offer the sample to download underneath the Flash player.

Also, you will get **more downloads** and requests if you **make up a sample song** using your samples. This is what the big CD companies do and it works very well, I know I have bought sample CDs on the basis of their promo tune.

None returns and **leeching** was the main problem with sites that offer loops to download. It's cool to offer loops for free but let's see a scenario:

- People download your samples
- Your samples get linked to from sites away from your own
- Your bandwidth being sucked dry from people visiting your site.
- People go away and come back and download more free samples

4.3. Now Where Do You Make The Money?

Google Ads? Sure a few dollars here and there, but not really the best method to make cash. Sell a CD or downloads? Not bad, some people will buy but there has to be a lot of sounds and they must be different for people willing to download something for a charge rather than plucking (possibly) the same samples from your site for free?!

Google, Yahoo!, YouTube are all free, but **they have had to** monetize their sites to stay active and afloat. Principally, they use different forms of advertising to achieve a revenue stream that can keep them going. This only works (especially for YouTube and Yahoo!) because of the vast amount of traffic that they can command.

I would personally **create a membership site**. This puts a **stop** to major bandwidth sapping and people willing to get something for nothing. **You will need to offer** exclusive sounds, tricks and tips and interviews, recommended sites and even deals with other sample sites to get benefits at a reduced price. This however needs to be monthly and can take a bit of work. A good site that shows you how to make a membership site, and make money from it successfully is [Membership Superstars](#).

You would then **charge a nominal monthly fee** for this membership ([Clickbank](#) offers this add-on for free and they call it recurrent billing). So again the processing and money handling is not a worry so you can concentrate on making your membership site work.

If you look through Clickbank under "beats" **there are a lot of RnB beat membership sites** (some at \$19.95), and they are selling really well. But **there are no Techno or Dance ones**. I have a hunch that RnB is the "now big genre" and that a lot of musicians have jumped on the bandwagon and have poured resources into RnB promotion, neglecting other well populated genres.

But this [leaves Techno and Dance un-advertised and vastly un-affiliated](#) (it's very hard to find an affiliate Techno and Dance sample site that doesn't offer sample CDs – if it was a quality product/ site I would sign up) so there's a niche that desperately needs filling.



5.0. Blue Print 4- Ringtones.

“Ringtone making and selling should easily be part of your music marketing plan, why?”

1) To make your own ringtones is a [great marketing tool](#), as it can be downloaded from your site for free straight to a phone, and remember the internet was built upon free things, and this would [increase your credibility](#), and give away a sample of your songs easily (instead of using a large MP3).

2) Ringtones can also be a great [viral marketing tool](#). Sounds nasty but like a virus once spread it will keep on spreading itself. For instance someone will download a ringtone to their mobile, their friends will hear it (and be told about it), these friends will tell other friends about your ringtone...and you get the large picture now. [Many people can hear your songs](#)...this can create a buzz and it can be great news for your internet site, and your music. Within a matter of months you could have loads of traffic, it could easily lead people to download your MP3 files or even to buy your music from you. The potential for this type of marketing is [huge](#).

5.1. Ringtones- The 4 Step Plan

To sell ringtones though is not that easy. Most people who actually start this business actually don't have any ringtones themselves! Strange but true. [They see it is an easy market to tap into, but they are wrong](#). And so, they try and fail with this small venture and it is easy to find out why.

They automatically sell a ringtone! Why?! Selling MP3s is hard enough, so why try to sell something that is smaller, only available to mobile phones and relatively expensive compared to MP3s without doing any research first?

5.2. Stage 1. Enjoy/ Collect/ Hang Around With People Who Enjoy Tones.

What we must do first of all is to [enjoy ringtones](#). I know plenty of people who "collect" ringtones, and they have some of the most bizarre yet really cool tones. Some of the sounds I have to admit I wouldn't of thought about it as a ringtone, but [some of these obscure tones work](#), and work well.

You may hear some being advertised on the TV, but that doesn't automatically mean that they are being bought.

5.3. Stage 2. Find Out What Tones Are Selling Well.

This sounds really easy, but it is not. You see, you may find that [chart music](#) is selling well, but due to [copyright, you can not sell those](#). Run over to a popular ringtone site, like [Jamster!](#) and check out their favourite/ popular ringtones. See what I mean? A lot of chart acts.

However, what we can do though is **ask our friends**. Check out what they have on their phone. A lot of people don't use this specific band of people, and I am not sure why. Most will have chart acts, but others will have sound effects and others will have pictures. These are [simple to make](#). Especially when someone has an airplane sound as a ringtone?!

Most sound effects can be [found on the Internet for free](#) - there are even free voice programs that if you write in a message it talks in "computer voice". Pictures can be made simply in any paint program, or even found on free sites on the Internet. They just need to be **"touched up" or blended** with another picture to become useful.

What I would do is group up tones and wallpapers in [themed groups](#). So for example, "Calming", and have wave, wind and bird sounds etc.

When you do get something then upload it to your phone and then play it at work or around your friends. If they like it, great, if not, why not? Ask and then re-touch or re-do. Ringtones are about feedback and spreading. [If people do not like your tone and you do, well, the tone won't go far and you won't sell ringtones.](#)

Most new phones now have full MP3 creation function and offer passage between mobile phone via Bluetooth. But if you want to sell ringtones, then try out [Sherpa](#). It offers worldwide coverage, and not just US (the link is not an affiliate link. I think it is just one of the better software sites around at the moment).

5.4. Stage 3. The Marketing Part.

When you have some tones that have passed the "test", [give them away](#). I know that this sounds odd, but because **we are unknown** you need to give them away- so that people

will trust you and you can gauge what is a good download and what is a bad download.

For example, if people are downloading “picturesque images” more than “super fighters” then you know what areas to focus on. **Track and test.**

You could even **remix** some chart tracks/ film scores and give them away for free?

So this is what you need to do. **Give a whole load of ringtones and pictures away for free.** People enjoy them, then people buy your ringtones. However there is a twist. What most people do is sell individual tones. That is silly. What is a seemingly obvious wild idea is to **sell ringtones and graphics in a bulk.**

You create a **stack of ringtones and a stack of graphics** (e.g. 101 ringtones and wallpapers) and then sell the bulk amount for \$2-3, nothing more. This way people see a vast amount of stuff at a really cheap rate. Again this can be sold through Clickbank. All people have to do is download them to their computer.



Side note: So that people are not literally downloading 101 ringtones etc, you can sew them up into a little bundle, without using Winzip (as Mac users can't use it). Nullsoft have released a free little utility that does just that, by bundling up your files into an **.exe file (an executable)** so that the user just has to double click on the file and place the enclosed files into a place of their choice. The software can be found here: <http://nsis.sourceforge.net/>



Making free ringtones is also very easy:

If you're looking to get ringtones of the **same calibre** as the ones available from **Sprint** for \$2.50 that expire in about 90 days without sacrificing quality and without the price and expiry date, then follow the steps outlined below. **Those high quality ringtones are QCP files.** So all we have to do is to take your favourite audio clip, cut it to 30 seconds, get it into WAV format and convert it to QCP format. A Free Mobile Phone Uploader site will do the job by either sending a text message that has a download link for your file or giving you a Jump Code that will let you download it.

This way, you can have any sound in the world as your ringtone. If you want, you can even grab clips off iTunes for \$0.99.

- Buy the clip that you'll be using from iTunes. Or find an MP3 that you like.

- Then convert this file that you'll be using as your free ringtone into MP3 format. If it is not in Mp3 format, you can burn it on a CD and rip it as MP3.
- The file that you'll be using needs to be shortened to 30 seconds (or less) and convert it to WAV. You can use Audacity to get this done.
- Take the quality of the free ringtone clip to PCM, mono, 8 kHz, 16-bit. You can use the simple sound recorder application that comes installed with Windows to do that.
- To convert the WAV file to a QCP file, use [Purevoice Converter](#) [drag the WAV file right on the pvconv.exe]
- Now upload that converted file (QCP file) onto Mobile Phone Uploader.
- Send it from Mobile Phone Uploader to your phone and put it as your ringtone like you ordinarily would.



Tip: Not that many people know about it, but About.com offers great free mobile phone software for you to download, they are really cool – especially the Youtube to Yourphone and the PC to phone software. Check it out here: <http://cellphones.about.com/library/bl-so-bb-universal-cell-phone.htm>.



5.5. Stage 4. How To Increase Your Income By 100%+.

Once you get people to buy your goods, which takes time, good work and traffic [you then get email addresses](#). You know these people **like ringtones** (you did sell ringtones and wallpaper to them) so you follow up the sale with an affiliate link to one of the main ringtone sites, like Jamster!

Remember autopilot. So this is done via an autoresponder (a good free one, with no ads or fees is: <http://www.freeautobot.com/>) and it should be set to about 1-2 weeks after the initial sale. In your automated email you will need to give **write an article about ringtones** (this will make the email worthwhile and not just a blatant sales pitch) and then promote the idea of chart ringtones to get that elusive clickthrough. But, out of the amount of people who bought your ringtone/ wallpaper product about 10% will go on then to buy through

your affiliate link.

Jamster! offers a **minimum payout** of \$5 per sign-up. So in the end your \$2-3 per sale has now become a minimum sale of \$5, [doubling your profits](#).



6.0. Blue Print 5- Become A Resource For Technical Equipment.

“A good niche opportunity...”

We are now full steam ahead within the **niche selling arena**. Concise sites that specialise in a main topic that is usually a subtopic of something big, are selling well. For example Keyboards. [A big keyboard site is all well and good but you can easily get lost within the rapid developments of this industry](#). But how about specific sites about Korg Synths or Roland Synths?

These more **honed in sites will save you a bundle of time and effort** and you could beat the other established sites as you are so specific and their sites will be too diluted with other makes and models.

So this is what a resource for technical equipment is about. [Creating a site that is specific about a certain piece of manufacturer kit](#).

6.1. So What Could Our Site Look Like?

Well we need to choose the kit to talk about first, something that has **potential for growth** and that the company won't go under tomorrow!

For an example, I have done some research into this and [according to precise Google data](#) the exact topics that people are searching for but with little competition are:

“FL Studio Tutorial”

“FLStudio Tutorials”

“FruityLoops Tutorial”

“Reason Tutorials”

These are [exact terms](#) that people are searching for and that have [little competition](#). With this in mind our website could be called Reason-Tutorials.com

We know that Reason has a **large database of customers** and we also know that Reason gets **updated regularly**. If we ourselves use it, why not write about it? If you don't know about it, check out the various specifics on the publishers website and search through YouTube to get specific embedded video footage to put onto your site.

So we could easily write about the various aspects of Reason giving a **second tier page** dedicated to that term.

6.2. 2nd Tier Pages- The Search Engine Friendly Pages.

This is in relation to web page making. **Tier one** is your [homepage](#), and **tier 2** pages are what is on the [navigation bar](#). **Tier 3** pages [link from tier 2 pages](#). So you should have more tier 3 pages than tier 2.

Anyway. Your Tier 2 pages [could be everything that Reason has to offer](#) that people could search for, so going off Reason 3.0:

NN19 Digital Sampler

Redrum

Subtractor

Malstrom, etc

So you are being very specific, therefore **tier 2** = Reason-Tutorials.com/Subtractor.html

From these your **Tier 3s** could be on the [plug-ins and refills](#). =

Reason-Tutorials.com/Subtractor/Subtractor-Plugins.html

Now we open up more doors. [Refill reviews, any additional add-ons for Reason, Reason books etc.](#)

With any sort of review you **link directly to the product** that you are recommending or reviewing.

You could have **people's Reason tunes and review them** (hold an annual competition and give the winning artist an Amazon gift voucher etc or get a music company to sponsor you. Some clever people even get a Paypal donation up and going and the winner wins the donation. Give the winner an award that they can put onto their site with a link back to your own site).

You could also have **artist interviews** that use Reason.

[“I thought you said people wouldn't buy the big items like Reason?”](#)

True, but we **need to lure people** into our site. The more they get to know us the more respected and trusted we get. They might click on our affiliate links to the cheaper refills, or on our [Google Ads that surround the YouTube footage](#).

However to **sweeten the deal** we can offer refills and software to download. Search over the Internet for free Reason tools. Not many people actually do this, they stumble onto tools usually. [Create a pack](#) entitled [“Swiss Army Knife Tools For Reason”- Free When You Subscribe To Our Newsletter](#). So we get **targeted** specific email addresses.

6.3. Major Income Generator.

We also would sell our [“101 Secret Reason Tips – Direct From Top Selling Artists”](#) through the Clickbank network.

This is an ebook made up from **artists that we have interviewed** and in return profiled them and placed them onto our site with a return link. You need to introduce yourself and explain what the site is about, the benefit to them (specific visitors who like Reason, x amount of visitors / month) and what you are up to. Ask for questions that are **open questions** ([so that artists can't just say yes or no](#)), or questions that need a specific amount of points to answer. For example:

- What would be your 5 tips to getting a better tune through Reason?
- Can you explain how you start up a kickin' beat?
- Can you explain the first steps you make in creating that first song?
- What add-ons have you got for Reason?

This ebook would then [become a resource for people who would want to know how to better their songs](#). I bought an Ableton tricks and tips book when I first bought the software. Even if we think our songs are good enough already the idea of 101 secret tips being “out there” is a good lure to many musicians.

Generally **our site is helpful and informative**. We are not selling straight away as soon as you load up the site. We are over [delivering on our promise](#) to give the viewer “Reason tutorials”, we give it away in bucket loads...”so if they are giving this information away, what are they selling in their ebook?”

[Give the ebook to related artists and ask for a comment in return for a link back to their site](#) (most people never click on the links on sales pages). These will become our **testimonials**.

Remember also to [discount the ebook to newsletter subscribers](#) so that you get more people subscribing also you get more people buying!

Affiliate the ebook to 60-75% and then follow the rules to do with affiliate systems.

Your Reason site could then **cater for certain types and styles of music**, RnB, Techno Dance and how to create these styles of music. Maybe create a membership site with this in mind?

So you can see how this thing can [rapidly expand into a niche business that has some great profit potential](#). And this type of business is great for anyone who has had a bit of software or even certain bits of hardware (certain make of headphones, certain make of guitars etc).

Then if you follow on reading this ebook you will find extra blue prints to offer as ebooks or to offer on your site.



7.0. Blue Print 6- Sell Google Adwords.

“The hottest property on the Internet to date? Adwords.”

Here is what people have told you about Adwords: Find a product. Buy \$10 of Adwords from Google, Write a small ad for that product and then watch targeted people buy that product.

Wow a dream come true eh? Now I am only going to give out a few pointers about Adwords.

7.1. 6 “Please Do's” About Adwords.

- **Some keywords are quite costly**, for example real estate, marketing, money, dating...If someone clicks on your ad then you pay up \$1-2 per click, so your ten dollars will go quite quick.
- **Please note that with affiliate links**, Google will only display one ad that has the affiliate link if that affiliate has loads of people “doing Adwords”. So really [your Ad might not even get shown](#). To get around this you could make up a page reviewing the affiliate product and then give them a link at the bottom to buy.
- **What you are trying to do with Adwords?** If you are trying to get traffic to your site - **STOP RIGHT NOW!** There are loads of free ways to do that through the search engines etc. Are you trying to get newsletter subscription rates up, or for people to download a free demo?
 - I saw a music duo advertising with Adwords “Al and Alys new song is out now, click to see (they have a link to a Myspace page)!” Now what is all that about? What music do they do? Have you got to pay for the download? Why are they referring to a MySpace page! More than likely they have put “music” as one of their keywords and their ad is being displayed everywhere...non-targeted = very bad.
- **This is the problem with Adword advertisers-** they don't know what they [actually want](#), and that can be costly. Are you going to recoup the cost of Adwords or are you going to absorb the cost because the life long relationship of the customer is more important? [Figure out what you are trying to achieve with Adwords first](#).
- **Also it comes down to numbers.** When you add something sellable to a website there is some things you need to know: How do you know you have a good site that invites people to buy in the first place...once that ad has been clicked you lose money. So [make sure that your site converts first, before you even buy the ads](#).
- **Click the “content search” off.** This only attracts onlookers to see what your site is about rather than determined “in the frame of mind” buyers. I would rather choose the Google search option only as you know people are searching for that term.

But what I found when I actually sorted out an Adwords account is that [you are trying to find the most keywords around that are very specific to your target audience](#).



[For example: Reason Tutorials](#) is quite an expensive keyword because it is big and

obvious and **quite a few sites are bidding on this keyword**, increasing its cost per click.

However, “Malestrom”, “Reason synth”, “NN19” etc are **less expensive keywords** so they do not cost you that much. But, “**Malestrom tutorial**” is an even better keyword. So what I have done is create multi ad groups on the specific targeted audience I wanted to find. So I would create an ad group solely for Malestrom and list the specific keywords under that- so you are being **hyper specific** and this then lead the visitor to a Malestrom ebook.



However all these keywords can be put into Google, and it will find some for you as well. But ultimately when you start bidding, **no one might click on your link**, however you get something better: **You get the amount of people that searched for that word, per day.**

Now this is a goldmine for you. You see, Adwords are just that, glorified banner ads. So people may not click your link for the main reason that they have found a link on Google’s main search site that they think is better than you, also they know that an ad is an ad, are you selling something?

So these keywords have got a **valuable Google statistic...traffic results**. Now these values are from **Google’s own databanks**, not from a third part either. Even though these third parties provide a good service you have to ask yourself one little question...why on earth would Google share its traffic results with anyone else? Traffic data is a huge business so who else to get the exact results from...yep Google.

That is what they have done, **gave you the exact data for specific keywords relating to your specific genre**. Now do you think other people will be interested in this data?

Yep, and **some people have now started to sell the data**. So how could we adapt this to our musical niche?

Well, **I would personally sell non-competing words** to other people and make a site that is only a few pages to collect traffic. If I had a site that was Reason related I wouldn’t sell Reason related keywords because I don’t want anyone to come in on my niche! I would use the keywords to create content for my site with those keywords as tier 2 and 3 pages.

7.2. Do You Want To Know Some Exclusive Google Adword Stats Now?

I researched about **DJ stuff**, and I found out that it was a very competitive niche. However within 1 week I had the following details:

Cost per click starts off with [40 cents](#). This sounds a lot, but due to how Google rewards content sites and takes into consideration your competitors click-throughs you can actually get clicks down to [5 cents](#). So initially it is always worth starting off at the smallest amount possible.

“How to be a disk jockey” is less searched for than **“how to become a disk jockey”** which in-itself goes out at [5 cents](#) per click. **“How to disk jockey”** is more searched for than the other two but goes out at [14 cents](#) per click.

“DJ beginners” will get you the top slot at only [10 cents](#) per click. You get some very high click-through rates with that one. This is from people searching exactly for that term. They know that including the word “for” (as in DJ for Beginners) will bring up other results, so these people know what they want!

The most costly is **“DJ music making”** but only showed [48](#) impressions within the time frame. This is because some Internet site owners just plump for the obvious search terms.

The best keyword is **“DJ tutorial”** at [249](#) impressions within the week. It is less costly at [19 cents](#) per click.

If you want, **you can now make pages with those keywords**. As long as you fill it with a good smattering of keywords and have some good links into it (from article submissions) then you will achieve a high place within the search engine. You would then achieve similar click-throughs but with no expenditure and as a bonus attract other search engine traffic rather than Googles.

So as you can see **this sort of information is very valuable**. More so if you can identify [large audience](#) keywords but, with [minimal competitors](#) (a higher ad placement). Within the music niche there is a lot of competition for specific keywords (like DJing) and something to get anyone ahead of their competitors with minimal research time is a huge bonus.

Most people who are generally selling seem to have a Google Adwords account. So if you have, **why don't you sell those keywords that you have searched for and reclaim some of that money that you spent?**

If you want a very good resource about Adwords and how to turn someone else's account into your profit then **Brad Callen's software “Affiliate Elite”** is a very good start. You can check it out [here](#)



8.0. Blue Print 7- Start Up Local Music Businesses On The Internet.

“Now this idea came to me when a competition went up from a service provider on how to attract more offline businesses.”

I though...hold on, we are giving them the ideas to rake in the cash when we only get 1 years free subscription service...er...no!

It is **very surprising how many small businesses are not on the Internet**. Most local stores have the following reserves:

- What can it do for me
- It is too technical and fiddly
- I won't get any business from it
- It costs too much

8.1. Evidence Sells.

All these are valid questions and something that we must answer in time. However **you have a site** up and going so why can't they?

With this suggestion you need to have a site that **proves something**. **You need to prove stats and possible income to show what could be done.**

If you have an Adwords account then you can show your money checks, total them up over the year. Most people make about **\$100/ quarter** if they have just put ads up on their site. Multiply this by 3 and you have \$300/ year to cover web hosting fees etc- so no expense.

Most hosting services supply you with traffic data, daily and monthly. You need to **tabulate this or better still put it on a graph and show your traffic increase**. Pictures work well.

So at least you have **two tools** to take to small shop owners. A friend of ours owns a car spares shop. Only recently they have decided to go onto Ebay (after years of telling them about it, and hyping it up). They are now going to get a web developer to make them a site...all from their Ebay profits :) I declined to make them a site. Why?

8.2. An Easy Business Opportunity.

I am already starting to build two websites for friends who own holiday houses abroad. I asked for **\$200** to do it, however **I am going to get \$150/ year, and every year for doing nothing.**

Why?

Well this is the key to it all. I am going to set them up with a company (who I am hosted with anyway) who offer a [reoccurring affiliate package](#) to sign-ups.

So in total I am going to get [\\$400 for making the sites and an extra \\$150/ year every year for doing nothing!](#) So in total I will be making an easy \$550 with 2 sites!

The cool thing about it is that **they are providing** the pictures, literature and information needed to create the site in the first place. The even best part of it, which I promote, is that “they can do it for themselves once I have set them up”...so **no customer support!**

Who am I with? The cool affiliate [SiteSell](#). They even give me their off-line marketing guide which promotes the product. Shows them top sites made with the package and also shows them how to do it “bit by bit”, in little blocks...**so anyone can do it.**

[The clincher of the deal is to show them my site.](#) It is not fancy at all, but if you show them something that you have actually done and because a lot of people are still technophobes, they will think that your site is the best! **And when you show the Adsense ads** and say how much they could earn, well they are clawing off your hand to build them a site.

But these are friends. So I would [start off with them first.](#) Most people are trying to do something to bring in extra cash and you could help them! Usually it needs a few meetings of gentle persuasion but most people who actually want to do it will come on aboard.

8.3. You Have To Sell The Selling Points:

- Ease of use
- Making money
- Doing something they enjoy and in their spare/ free time.
- Making their yearly subscription cost go away through Adsense
- Makes them look professional
- All in one traffic generation, hosting, search engine optimisation etc

Small shops will only bring you on board if you can do the above and subtly tell them that their competitors are site building right now (most are but are doing it in such a poor way that it is laughable....e.g. free domain names and email addresses).

If you become professional about this then you could have a **unique money making business on your hands**. **1-** You start them off and leave them to add to the site, **2-** you get residual income from every site that you make, **3-** you get paid to make a site in the first place, **4-** you get great testimonials. This is an ideal hobby business

People want proof, and if you have a website then you have **half the battle won** without a question. In this way you can answer any questions because you have already done it!

Also when you have a hosting package that does everything for you, without having to learn HTML or go and use expensive packages like Dreamweaver then **churning out sites becomes a breeze**.

Once you have a few sites up and going then you actually **have a portfolio of your work**, and now you become more “buyable” because you are a **proven entity**. If you think of the figures on this you could have a **great residual income**.

Get 10 sites up and going- \$75 affiliate income per site = **\$750/ year**. Plus your \$200 fee = **\$2750**.

How about 20 sites? **\$1500/ year, every year for doing nothing!**



9.0. Blue Print 8- Sell Commercially Free Music.

“Now this is one that I found out when I was creating some music for a YouTube mini film.”

I created some examples of tunes, some which I made in an hour or so. When I showed the party involved, they thought those tunes were the real ones.

I found out why they thought that. **The tunes that were available and that he downloaded were very poor**. I mean they were of **basic quality** and simply grated after a while. I felt sorry for the chap as that was all he could find on the Internet!

9.1. No If's Or But's, Quality Sells.

There is a [need for commercially free tunes to go onto short films, ads, sites etc.](#) But not just any tunes, but **quality tunes**.

It is quite simple to put a **beat loop behind a string and basic bass line**. People will download, but they will download in their droves if that tunes was of good quality- **remember oversell**. And this applies to everything that we do. [If we over deliver on our products then we will get a huge following and become what we want, the favourite resource.](#)

Now tunes need to be either in **30 second slots, 1 minute slots, and 3.30 minute slots**. Usually I would start by making a tune and creating those slots from that first tune.

We could then have **different genres**, like Ambient, Techno, Dance, RnB etc. [Even remixes of popular artists which I believe would become a good success.](#)

9.2. How Would We Make Money From This?

Well there would be three simple ways:

1. With this we would **give away a lot of our music**, say 30% and set up a [membership site](#) that has 70% of the music with paid for subscription. We would then keep on adding to the subscription part and offering other peoples music as well- so it gives people a chance to hear other artists and allows other artists a forum to show their work.
2. We offer a similar amount of our tunes on the site, but [we offer a CD](#) (through Café Press) or digital download (through Clickbank) of the rest of the tunes and offer it as "Commercially Free Movie Tunes".
3. Offer all our music for free and get newsletter sign-ups. Following on with [backend affiliate links, or Google Ads scattered around the site](#). We will get more publicity and probably a huge following but the money might not follow that well. Unless we make it specific for YouTube and have YouTube affiliate links.

With the massive rise of YouTube and other video sharing sites **this type of business has a huge market** that know that they need tunes but don't know where to get them from.

[Copyright will be your main selling point.](#) As YouTube gets sued by seemingly everyone

due to copyright infringement, having commercial tunes on your videos will eventually become banned. People need to go somewhere and because you would have a YouTube video anyway highlighting your work then people will know you!

Interaction between YouTubers will get your message across, and your music will become viral anyway. If you put your music on 5 YouTube sites with a credit at the end begin your web address (YouTube-Music.com) that will be transferred and spread around the Internet.

You will also have **free testimonials** and embedded videos to show your work anyway.

Press release this idea (I don't believe this angle has been covered properly yet) and watch magazines and other websites follow your lead. Do some article submissions as well to bolster the links to your site and watch you sail up Google.



10.0. Blue Print 9- Set Up A Directory For Local Groups.

“Most people know of MySpace, its pretty cool, however it is become very overcrowded and it getting more and more difficult for people to hear you.”

If you needed a band or a group to play at college [where do you actually go to find a quality group?](#) Ask any group and their main problem is finding places to Gig.

You need a lifeline, well your customers do. This is where you can help them. [How about set up a directory of local bands within your area?](#)

Uk-Bands/Newcastle-Bands.com, Birmingham-Bands.com, etc

Now with this [your bands need to be set up into genres so that people can easily target a specific style of band that they need](#). You could make up a specific sites targeting a certain genre artists. Then have one main site as an umbrella for all the genres?

You will **need to handpick the bands** as well rather than them placing a link onto your site. This is an angle that you can sell. It made the huge directory DMOZ very popular with the search engines and became THE directory to place your link into.

You see there are so **many directory sites that offer poor search results** with you

having to trawl the group's page to see what they are like. Also **many directories are poorly maintained** and eventually their respect is lost.

With each group what you need is this:

- A mini review of them and their music
- A link to their site
- A link to their music (probably Flash player)
- A rating system so that people can rate the group themselves, and for this rating to appear to be allowed to be copied so that the group can have it on their site- for advertisement.

[The scripts](#) (little bits of code that can be placed on your site to allow for things like ratings and directory formation) can be found by typing into Google "free CGI scripts". There are a vast amount of scripts available and most are free. [Be aware that you get what you pay for](#), so always look for scripts that have some sort of playable demo.

What I would recommend is a [reciprocal link back system](#). Because you are putting in the effort of giving them some "advertising space" you want something back. A link back to your site would be advisable. With this the bigger your site gets, the bigger amount of link backs you get- increasing your site in search engines.

10.1. Where Do We Get Our Money From?

You see with this idea there is **minimal outgoings**, so apart from your time, there is little money to be put up front. But, with such a dedicated and targeted niche we could make some money.

Well with this one it would be through email addresses that the bands give to you to place them into your directory in the first place. You would send out [affiliate linked emails](#), discounts, music equipment discounts, advertising space, general info etc.

I would have [Google Ads](#) throughout the site just to give you a little income (just like article directories).

If you have quite a few bands then you could offer them ["preferential status"](#) and then highlight their ad for a certain amount of money per month. You could also do the same for having them on your own radio channel or giving them a link on your MySpace page.

For a certain amount of money you could [set up some camera equipment and record them doing a gig](#), and then place it onto your YouTube page - stating **"Platinum Bands"**.

Because they are in your area travelling to see them would be cool. I wouldn't use all the footage, ask the band which is their best songs, edit it out, do an interview with the band, and your own little review at the end (with your web address at the start and end of the footage as the band will undoubtedly use it for promotion) .

On your main page have links to interviews where bands have had success with your site. This then will make people latch onto your free promotional directory and bands will promote the directory as well as it is in their interest to do so.

You could even charge to have entry to a **“battle of the bands”**. The marketing of this is limited by your own imagination. Bands need to be promoted and your site would have access to bands in need of that.

With the directory you could then **initiate talks with local clubs**, especially if they know what they are actually getting- a reviewed band. You could have discounts to the clubs, maybe even the best monthly band going to a club?



11.0. Blue Print 10- Become a Membership Site for Specific Music Genres.

“Now where on earth on the Internet do I go if I want to know about Dance music?”

It may sound strange but there are **many sites dedicated to dance music**, but they all **seem to be the same**. I would like to see proper information and more specifically free downloads, sounds, interviews and the like from one site that is good.

Anyone can do this. [If you have a specific genre, why not be the best in it?](#) You see there are many sites sure, but a lot of these are actually selling sites. I know that the Dance ones just sell music downloads. [Now even the marketing sites give you some marketing information, but if you want the extra special information you need to pay for a subscription service.](#)

The magazines that I find at the local store have “corporate” information on their sites or just a rehash of some of the magazine that I just bought.

If you could guarantee that the information that you have is going to be **top stuff** then you could have a winner on your hands.

11.1. Why They Would Be Mad Not To Miss It.

So what I propose is to have a **membership site** that is password protected but **free to sign up with**. Now if you can give the site the same attention that you would have with a paid membership site people will be **mad not to miss it**.

You see [people don't want to go from one site to another picking out marketing info and then going to another site and picking out music tutorials](#). They want everything under one roof and preferably from someone they trust. And in your eyes you want them to do this. The more stickiness your sites is the better the customer will stay and not stray,

What would you offer? You would have:

- Interviews,
- Coupons – usually affiliate sites offer regular discounts
- downloads,
- remixes,
- articles,
- free reviews,
- marketing,
- how-to's,
- Q&A,
- a forum ([moderated to stop junk from entering](#)) - forum software can be free and the best free one is [phpBB](#).
- an upload area where people can submit their own works in exchange for a link back to their own site.

You see [you are making the place exclusive](#). Even though emails are free people still have to part with them. And making a restrictive site is like you are **guaranteeing quality**, a club for special stuff. People like to be part of a club. Why do you think that newsletters are so popular- because people think they are getting something extra, something better that “regular site visitors” don’t get.

Now on the sign up page you would have [testimonial after testimonial on how good your free secret area is](#). I would also state how many articles, beats etc you have to download. This just screams out “**look what you are missing out on, and it's free!**” To sweeten the deal you would offer free ebooks related to your subject (these can be found on many free ebook sites), or some samples, articles etc.

There is a major “affiliate university” site that has some free information on its main page but goes out of its way to promote its paid subscription service to better information (I think it is \$1.99/ month) which is great...but what would happen if it was free?

So when people sign up to your site you would have an **autoresponder** sending them back out a link to their free goodies and also a link to your passworded site (with password). [To keep people from throwing their email addresses away](#) you need to email out a fresh password every month.

To password your site you can use [Secure HTML](#), it is a free bit of software that encrypts your html page securely. This page will be our “membership homepage” and will be like a main site homepage offering links to all the areas that you have.

11.2. And Where Do We Make Our Money?

Well apart from the [huge amount of potential from affiliate money making through affiliate links](#) around on our site. We have email addresses that can be stuffed with informative information, discounts, affiliate links and adverts. If we can accomplish a lot of email addresses, that are highly targeted and active, then we can command money from [advertising](#) in those emails.

Make sure though that you [don't send too many ads](#) though as people can be put off.

This **small twist on an established idea** is something that is needed in Internet land. Membership sites are just springing up everywhere around the Internet. [Their main problem? Keeping people paying monthly.](#)

So most Internet sites are becoming “locked down” and the only way to access good information is to pay for it. [Which ever way you look at it people will get fed up and the free Internet sites will come back into demand.](#) However, if you make a membership site that is free, then you will have the best of both worlds and beat your competitors who will have paid membership sites.



12.0. Blue Print 11- Become a Resource For Music Software.

“There are limited places where someone can advertise their music software or even have it reviewed properly by musicians.”

There are a load of shareware sites, free software sites, but again **non-specific** to a targeted niche.

Your pages don't even have to be custom built either. All you need is www.yoursite.com/music-software.html, or even better www.yoursite.com/free-music-software.html. Then you just [review the software that you use](#), especially if it can do something that you would have to pay money for.

If you wanted a directory script, there are tons available for free and at a cost. Have a look at <http://www.hotscripts.com/>, or [CGI Resource](#) and type into their search "php directory"



Side Note: I like Audacity. It is a free sampler and audio editing tool and works well. So I offer that as a review. I [review](#) my music making software as well. I plan to install a script that [visitors can add their reviews](#) to, and rate it. These scripts can be [picked up for free](#) (type in "free rating script" into Google, or a script directory like [CGI Resource](#)) and can be implemented into your site. This allows interaction between your customers and you and [creates stickiness to your site](#). You could even offer rewards for the best reviewer, or most reviews created.



Just trawl around free sites, pick up some software, install it and review it. Make sure that [your reviews are true and not made up](#).

12.1. Off-Line Technique.

If you are subscribed to any music magazines they usually cover reviews of expensive equipment. All you need to do is **download the demo of the product** (companies usually have time limited full demos) play around with the software yourself and then [re-read the review](#). Make changes and re-write it in your own words and then put that up on your site. Google Ads work great for this, as we said before it is unlikely that people will buy large price ticket items, **but they will buy tutorials and info**. They will click through the ads and if you can find some affiliate tutorials then place them in there.

Always remember to add pictures to your reviews and ALT tag them. with something like: "softwarereviewreason" as this will pick up [Google Images](#) and will drive more traffic to your site.

Also [add an email link or a form for people to send you're their software for review](#). Review it fairly. And if you make up an "editor's choice" section on your site then you can send the

software developer an award.

If you have some affiliated, low priced software, **don't give them preferential treatment** as this will diminish the quality of your reviews. As long as you state "pros" and "cons", making sure that you identify the software's benefits rather than features. And don't copy the company's text either. [A customer will not forgive you for repeating text and will believe that your info is useless.](#)

If the sites becomes successful then you could **charge for product placement, or product preference**. Highlighting the product in a different colour, or displaying it for a month in a prime location on the site.



13.0. Blue Print 12- Profile Artists.

"Quick money maker".

This **is** such a simple way of obtaining:

- quick money
- contacts
- ideas for future developments

People **want to know** about something and they **specifically want to know** it from someone who has actually done it!

[Go through any site that sells something](#) and they will say "make money like me", "make fabulous music like me" etc. **Now these sites in general do well.** They are a trusted resource, especially if they have proof of what they say and a good deal of testimonials to back up those claims.

13.1. The Goldmine Technique.

[Interviews are one of the main sources of income from marketing experts around on the net.](#) If you travel around the [Internet Marketing Centre](#) site you will find an interview membership "secret site" that sells for \$17/ month! These things work, and work well.

Side Note: I bought a MySpace book and it was just full of great tips from people who have been successful with MySpace. **Unfortunately I wrote my own after I read it-** there was no way I could recommend it to people, it was poorly laid out and was just a terrible piece of work- but **the details were good**. By the way, I never bought from them again, and I never will. Hence their affiliate links are never on my site. A bad affiliate and bad products can leave your customer feeling cheated and will do you more harm than good.

As we have stated before, **you need to ask questions which you think your readership would actually want to read**. Mainly “**how to better ones music**” is the best one to start off with.

You will need to ask quite a few artists for their time. Profile them, detail what they have done, detail their achievements- like chart positions, download numbers, money gained etc. This then bolsters up your ebook content as well as the actual artist. As long as you fill it with good questions (**about 5 to 10**), and ask all the artists the same questions you can’t go wrong. Then you just compile it into an ebook and sell it through Clickbank, giving the artists a copy and ask them for their review- **take these down as testimonials** for another link back.

Some people take one artist and then go through a proper question and answer situation. These can be achieved (if you are comfortable) **through the phone** (you could sell the MP3) or even **through email**. Make a list of questions before hand as prompts, but let their answers lead you into creating some new questions.

13.2. How To Miss Out On Loads Of Sales.

For example: You have some questions like these:

1. “How do you make your music?”
2. “What do you believe is the best way to start making a music track?”

But from question one the artist could say:

“I make music through Reason, it is pretty cool and has some great features that not that many people know about”.

Now if you go straight into question two, you would have **committed a huge sin** and stopped yourself from asking the most obvious question around:

“Oh cool, yeah I have heard that Reason is good, so what are the features that some people don’t know about?”

Blam! You would have **given yourself some extra sales with that one question.**



Tip: What people then do is **make up that ebook as a free download and then fill it with links to affiliate products.** I would do this if the actual artist you are asking has affiliate products because they will love it that you are advertising their products and will give you **extra tips and tricks.**



Both of you win in this situation as customers will buy through your link (as long as you have pre-sold it and highlighted/ explained benefits). **The artist will be happy** because they are achieving free advertising, promotion and hopefully sales of their products.

Kerrching for everyone!

13.3. The Start Of A Brand.

You could **adapt this idea** into various different genres:

“101 Secrets How to Better Your Trance Music”

“101 Secrets How to Better Your Techno Music”

“101 Secrets How to Better Your Ableton Music”

“101 Secrets How to Better Your Beats”

Then you have a brand. The 101 secrets brand, where your main homepage would be called “101 music secrets” and then this would have links to the various 101 secrets listed above.

There, that should get you going for a little bit more time :) All you need to do is to find a music directory like <http://www.SoundClick.com>, go through the artists and email each one

in each specific genre. Make sure you don't email the same one time and time again!

13.4. The Quickest 10 Point List You Will Ever Find On How To Build And Sell Your Own Ebook.

- Research subject matter that people want, or you could create a need for.
 - Collect subject matter: e.g. Interview artists.
 - Write out an ebook in the free [OpenOffice](#) (very similar to Microsoft Word).
 1. Who you are
 2. Contents
 3. Introduction
 4. Main body of work- including artist profile and question and answers with additional information supplied by you and links to software, articles, ebooks, stats, affiliate links etc.
 5. Include pictures (title page, in-text pictures)
 6. Discussion- wrapping key points together
- Convert the text document into pdf by clicking on the pdf button in OpenOffice.
 - Make sure that the pdf file is protected so people can't copy/ paste text.
 - Upload it to your server
 - Make an ebook front cover (this will increase sales). This can be a plain, good picture or a proper 3D ebook book.
 - Create a sales page highlighting benefits of the product + testimonials.
 - Sign-up with Clickbank
 - Sell.

You can buy ebook after ebook into how to make an ebook :) **But ultimately that is how to do it.** But the big secret is to [make another ebook as you are half way through creating your first one](#). This is so you don't become tired of writing. Once you have written an ebook you probably want to stop...no! Carry on. You will be buzzing with ideas when you get going and eventually you will have too many ideas to cope with.

One small tip as well. I doubt if you will make tons of cash with one ebook. It is very rare to do so. **Most people make money on 2 or more products.** Once chap makes just over \$200,000/ year on 5 products: 4 ebooks and 1 software product.

Want to know how to sell your ebook quickly?

13.5. 50 Ways To Rapidly Sell Any Info Product.

1. State that they will receive a **discount** on resell rights or even include the resell rights within the product sell.
2. State **how long** it took you to make. Time is money and people realise that.
3. State **how many pages** are present (if an ebook) as people consider a lot of pages or information to be more valuable than a few pages.
4. Tell your prospects **how many chapters**, lessons or sections are in your information product. People like information that is highly organized and easy to navigate though.
5. State **how big** your information product's download file is. People sometimes consider a large download to be more valuable or a small download to be faster. You could list the number of kilobytes or megabytes.
6. State that your product is **original** with no fillers, fluff or rehashed leftovers. People like original information because 95% of what they usually read has already been published somewhere else.
7. Tell your prospects that your information product comes with **royalty free** resell or master resale rights. People like to be able to make money with products they didn't have to create on their own.
8. State that you want their **attention** with a headline which can't be ignored. People will read or scan the rest of your sales letter if you grab their attention and give them a good reason.
9. Tell them that they will receive free 24/7 **customer support**. People don't want to be left out in the cold after they buy your product.
10. State that they can earn mega money by joining up with your **affiliate programme**. People like to be able to make money with products they don't have to create and fulfil orders for.
11. State that your product is the **complete resource** on the subject. People like to own one product that can give them all the information they will need to get their desired benefit.

12. State how they are going to **see your product**. Pdf, video, exe file, Word document etc.
13. State your **real-life scenario** in accomplishing your goals with the same information/product that they are going to pay for.
14. State that your information product will **answer** all their questions. People like to read information that won't leave them hanging at the end for more answers to their questions. They want all their questions answered from A to Z.
15. State how **popular** your product actually is, how many downloads, how many sales etc.
16. State that they can be **using and creating** stuff in a matter of seconds due to the digital nature of the product.
17. State **how easy** it will be for them to understand. Do they need theory to accomplish your tasks?
18. State how easy it is **to use** and that they will always be able to contact you.
19. State how your product can only be **found on your site**- it is unique.
20. State that they will receive future **free updates** of your product worth a specific amount.
21. State that there is many ways for them to actually **receive** your product – CD, email, download page (state the idea of instant download).
22. State that they will learn closely **guarded secrets** within your information product. People like to learn about something that few or no people have heard of. It's just like when your friend has a secret that you try to pry out of him or her.
23. State that it is **100% finished** with no extras to buy or even that is the first part in a series of additional books that they have to buy.
24. State the time and money **saving** that they can expect.
25. **Repeat** your sales message (what your product is supposed to do/ why are they buying it) at the end of the page or even include a “so what do I receive again” sub heading.

- 26.** State how **new** your stuff is. People want information to be fresh, exclusive or have a new twist rather than a re-hash of old topics.
- 27.** State how **easy to use** and navigate it can be. If you think that people will understand how something works you are wrong! Always include a document or something on how to work your stuff.
- 28.** State who your **endorsements** and testimonials are and what they have done. This gives everyone concerned extra credibility.
- 29.** Alleviate their **worries**. State that they don't need to be a pro or even a semi pro to use your stuff.
- 30.** Give away a **sample** extract like a chapter to entice them to buy.
- 31.** State that your information product is **crammed full** of information or is a huge collection of knowledge- giving the amount of page numbers. People think bigger is better and perceive it as more valuable. They feel they will be getting their money's worth.
- 32.** State **how long** it took you to research the product. People don't want information that is inaccurate because misinformation could possibly make their life worse.
- 33.** State that they can **rebrand** or customize the information product with their own links. People like to get free exposure for their own business or other people's affiliate products by giving away or selling your information.
- 34.** State that your information product is a **valuable reference**. People like information that comes in handy, like a dictionary or encyclopaedia. They can always go back and look up something in the future.
- 35.** State the **tests and verifications** that you have undertaken. People don't want information that is not even tested or proven to work. They will be more interested if they have proof.
- 36.** State that once they buy the product they will be entered into a **prize draw** and then the person picked will get a refund.
- 37.** **Reduce** the customer's risk. People don't want to buy or commit to a product that could be a big risk. They will be more inclined to use your information if it's guaranteed and they have no worries. Have guarantee pictures and make the guarantee prominent.

- 38.** State that they will get [freebies](#) with their download, plus secret freebies not even mentioned on the website.
- 39.** Tell your prospects that your information product includes [ancient or classic](#) information. People like information that is hard to find or no longer around. They will consider your information to be rare or timeless.
- 40.** Sell only a [limited number](#) – with a countdown screen. People like to collect things. They think that collectibles are worth more money because they are limited editions and go way up in value.
- 41.** State how many [helpful links](#), references and resources are in your information product. People like to know about other resources that might help them achieve their desired benefit.
- 42.** Have a [pre-launch](#) or pre-release screen that people can subscribe to and be notified when the product is coming out. State benefits.
- 43.** State how much [expertise](#), experience or credibility you have to persuade them to use your information product. People are easily persuaded by people who are considered to be an authority on the subject. You could mention any professional titles that you have too.
- 44.** State how [specific](#) or detailed your information product is. People don't like general information because they want all the precise details so they can easily apply what they learn.
- 45.** State the [benefits](#) of your information product using a bullet list. People quickly scan ads to find all the benefits. One of their first stops is reading the bulleted benefit list.
- 46.** State that customers can give your product away as a [bonus](#), thus making their product more valuable and increase the conversion ratio.
- 47.** Tell your prospects how much the information product will increase their [traffic](#) by publishing it, giving it away or linking to it. People's number goal is to get traffic to their web site. They know they need any advantage they can get with all the competition.
- 48.** Tell your prospects how much the information product will increase their [e-zine](#) subscribers by publishing, giving away or linking to your information product. People know the money is in the list. They want to build a huge list as fast as possible.
- 49.** Tell your prospects how many celebrities, companies, experts or reputable people [use](#)

your information product. People will think since those types of people are using your information product, they should to.

50. Update your information. Customers will happily re-buy information products that have been updated or are in a new edition. They want information that is up-to-date at all times.



14.0. Blue Print 13- Flash Apps for Music.

“If anyone does this one, please contact me as I have been looking for this type of site for a long time.”

I spend a long time on the Internet and [various businesses just jump out at you](#). Most are huge general sites that just Hoover up anything. I want niche and Flash is a perfect niche for us.

The free flash player earlier on in the ebook...do you know how long that took me to find? Absolute ages. **There was always something wrong with the other players** (usually there was no coding help, took ages to set up, a big advert on the player, even their own MP3s on the playlist!).

So it dawned on me that **there is no directory or even just a site to review these things**. And they are coming onto the market thick and fast. [People want their site to be different, better, quicker, pretty looking, more accessible for the customer etc.](#)

14.1. The Missing Niche.

This is a huge niche for someone to grab- **music specific flash products**. I don't even think there is a “flash-music-players.com”, or a “flash-software-review.com”. Now with all the YouTube, MySpace, FaceBook sites appearing there is not one site that lists the best from the rest, has tutorials to get them up and going etc.

There are specific sites that are the programmers sites which have good search engine placement and that is all.

But ultimately, **people are making a fortune** by supplying these various apps to FaceBook etc. Are they any good or is their marketing really good? Most probably they

have cornered the market, got in there quick and just trampled on anyone who has a better bit of software but has little knowledge on how to market it.

Again find Flash everything, try them out and review them, then offer a rating script for people to write their own reviews.



15.0. Blue Print 14- PLR- Private Label Rights.

“This is the big winner on the Internet at the moment.”

As usual with anything that achieves some excess income, it leads people to abuse the system, get burnt, or **completely misunderstand the whole idea.**

This is what PLR, or Private Label Rights has become. You see people want to make money quick and easily, which is not really a problem, however [there are a lot of people trying to do exactly the same type of thing](#), and this is where PLR gets a bit iffy.

Originally though, it is all to do with **Re-Print Rights** and that is what it was called at the very start.

15.1. The Truth.

The whole idea is that an **author creates a product and then sell it. But they can also sell the Re-Print rights to it** [which then allows you to sell](#), give it away or do what ever you like with it.

Re-Print rights (RPRs) [allow you to buy the non-exclusive rights to distribute and reproduce the copyrighted works without paying any royalties.](#) **BUT.** You can not claim that the work is your own. When created the author automatically gets copyright on it. **So you are not buying the copyright from them.**

With Master rights, you get all the usual RPR details, but in the deal **you get the rights to sell the RPRs yourself!** However it is more expensive to buy. But again, unless stated, **you can not claim the work for yourself.**

Sounds easy doesn't it to make money this way. You buy the RPRs and then you sell the book on. No fuss, no work...no sweat!

No way!

This is the **worst thing that you can do**. The problem comes in the biggest fact that most “**contracts**” are non-existent. Meaning that 10 people to over 1 million people could have bought the reprint rights to that ebook. Meaning you have **some serious competition**. This is because many people give away the rights without giving a number to how many is sold and then limiting it as a certain number.



Side Note: I saw a video set of tutorials that cost \$10 through Clickbank. Great! But even better was the \$30 RPR. **But** it was another link to Clickbank **without any contract or any information what so ever**. So what do you actually get and how many people have been sold this product? **So be very wary about what you buy into.**



Now \$30 is extremely cheap for RPRs and I believe they were just cashing in on the craze. You see for an ebook that sells for about \$40, you can expect the RPR to be about \$500. **And for this price you want to know what you are getting**. You can also negotiate on prices and extra stuff because technically you are buying into a business and **nothing is set in stone**.

15.2. Make Tons Of Cash Doing It The Right Way.

So when you do receive a RPR product, then you have to make sure that you utilise it well and get something back in return. **What's the best thing to do?**

- **Repackage** the product with something else that creates an added value.
- If it is a video course make it into a pdf, or even an embedded “members only” video site.
- Even **give it away** to newsletter subscribers. Then advertise the fact that it is being sold for x amount of dollars (link to the original site), but you are giving it away for free.
- Rename it (as long as you have agreed that you can touch the content)
- Add **content** to it
- Improve on some of its layout

- Make it into an [email course](#)
- Don't use the promotional literature (if it comes with it). Everyone uses it so your product will be just too samey. Beef it up a bit, add extra promotion to it- add your own personal touch!



Side Note: There is one Clickbank affiliate stating that they bought a RPR for \$400 and is making thousands just by selling it again. **Well this is not true at all.** If you look extremely closely they have altered the contents (this can only be done if you negotiate- **SO NEGOTIATE!**), **repackaged** it with some complimentary products and offered it at a significantly **smaller amount** than the original. So their initial sales pitch of "How I Pocketed Thousands of Dollars Each And Every Month With Simple Private Label Rights" is slightly misleading.



If someone hasn't got any RPR on a product **then ask them** if they are willing to negotiate a price. Most will gladly give you a price not realising the true potential of RPRs.

15.3. Buying PLR- Four Main Tips To Do.

1. Try before you buy. If you don't then that's a lot of money wasted on a poor product. I have got burnt in the past with terrible ebooks costing in the tens of dollars. So please try them out first. If you like them then you can recommend them more highly and promote it well.

2. Do a search on the item. If you find that many people have got the same thing, forget it, competition is too high and the author is probably cashing in especially if they haven't got a clause to limit how many is sold.

3. How important is it to actually have the product in the first place? Could you make your own or is there another source? Could you even affiliate the product?

4. If you get an agreement, get an agreement and not a certificate of ownership. That means absolutely nothing. An agreement is something that you and the author have agreed on. Make sure that you have everything in writing then go over it very thoroughly.

15.4. Selling PLR- Four Main Tips To Do.

If you want to make money then RPR is a good way to go. I personally [wouldn't sell the main flag-ship product](#) that you have because that will weaken your position as an authority figure on the subject.

If you are going to go down this road and **sell** RPRs then make sure that you tell people exactly:

- what you are selling them,
- what they can do with the product (change it, rewrite it?),
- how many people are entitled to the RPRs (advertise this fact, make an urgency to it as well)
- the price of the RPR (if you sell 20 RPRs for about \$500...that's \$10,000)

But guess what? **How many music related titles out there that offer RPRs?** I have only seen 1 so far and that was the video tutorial set...so in reality [there are none](#).

Advertising the fact that musicians can make money this way and then going to specific music related websites and offer the idea about making their product an RPR is [very new and fresh](#).

[I can't see why not you can't make music samples, music pieces or certain music programs into RPRs?](#) This would be very novel and **generate huge incomes** for some musicians.



16.0. Blue Print 15- Café Press- Part 2.

“Now we have looked towards Café Press (CP) to sell our CDs but they do so much more, it is really up to your imagination.”

I was having a look through Ebay the other day and noticed a cool thing. It was fridge magnets but they had a picture of the old Roland Dance machines (TB303, TR909) on each one. How much were they selling for? **\$8.99 each**. Check on ebay.com and type in “tb303” and they list at the top.

Now this was really novel and was [bonkersly easy to accomplish](#), so how did they do it?

Through [CafePress](#)..

16.1. What Can We Do?

CafePress allows us to design mugs, T-shirts, hats, sweatshirts, hooded tops, keyrings, hats, stickers, journals, buttons, magnets, mouse mats, calendars, posters, framed prints, bags...**the list does really go on.**

We [don't even have to be skilled artists either](#). The key point is that you give them the picture, colour etc and then they will:

- make up your design on one or more of the above things
- process the transactions
- handle the postage and packaging
- handle any returns
- pay you monthly

Now as a side business that we could just leave running – **how about selling any one of the above?**

Do you know how much those fridge magnets are to make through [CafePress](#)? **\$1.25**. So the Ebay seller is raking in over \$7 per magnet...**unbelievable!** All they have done is found a picture of a TB303, done it up a bit and then sent it to Café Press.

Obviously Café Press would have to be [adapted for our music site](#), but if we were a band, t-shirts with our logo on would sell. The friend of mine who does rock drumming sells 3 - 5 t-shirts a week through this method via his MySpace page. His band is virtually unknown, but he gets [\\$20 profit a week for doing absolutely nothing](#). He just lets it sell itself.

16.2. Adapting The Idea.

Then adapting it more, we could have a list of “**Great Music Machines**” and have various music machines in **t-shirt format**, on a picture or even make up a **calendar of music machines**- this would be great at Christmas time selling!

A calendar is only \$3 to produce and because of the **high niche value** it has (i.e. there will be none other available and it is targeted to a specific audience) it can be sold for at least \$7. Offer it as seasonal greetings (start around October/ November time to subscribers) and leave it to sell itself.

That is the cool thing about [CafePress](#), you just leave it up and going and let them deal with the postage and packaging. As long as you advertise it on your site properly then it is one of the limited times that actually hard goods actually sell without you doing anything.

Also if you have an ebook, why not sell it as a **print book**? Café Press does this as well and because print books are generally more expensive than ebooks (and the customer knows this as well) you can sell it at a **greater price** (with links in the back to the various downloads where people can get their bonuses from).

With selling a print ebook I have **only seen two marketing sites do this properly**. The main trick is to show people and to tell people that they can read while taking a bath, while in bed, and while relaxing. Show a picture of someone with your print book relaxing on the sofa. Even though 90% of your sales will be for the ebook or something electronic the rest will be made up of “hard items”. **And because they cost that little bit more it is an area where you should not neglect.**



17.0. Blue Print 16- Sell Sound How-To's.

“You know what question I get asked the most, bar none?”

“How do you sound like...”

So I went on a mission to find out **how sounds in chart acts are formed**. I found loads of information in magazines. These are an actual **goldmine** in what people want.

Go straight to the back of any magazine and the have a [Q&A session](#). And the question that crops up the most “[How do I sound like...](#)”?

17.1 Easy Money Maker

That is where this money maker comes from. It can be adapted into a variety of formats:

- membership site – having a new how-to monthly or weekly
- through an ebook
- through online “secret site section” video downloads.

I would entitle it: “**50 Ways You Can Sound EXACTLY Like Million Dollar Acts**”.

You would then [list the acts](#) that you have emulated, like:

- How to get the chart winning Neptunes drum loop,
- How to get that distinctive Tiesto synth sound

What you do is collect all the information from your old magazines and then **try to copy what they have done**.

Usually they lay everything out for you in step by step ways. I tend to find that they still don't explain it that fully and I would **need to add extra stages** or reduce the jargon that they use.

If you can't find any information from magazines then [try to emulate the artists yourself and you will see that they are not really that hard to do](#). What I do (especially so with drum loops) is to sample it, slow the loop down and try to listen to what samples were used and in what timing.

[You will probably find information on other websites](#). I was trying to emulate the Insomnia track from Faithless and found out the main synth line was from a Roland sound module, and this was found out from another site. I looked up free samples from this module and found it there, then re-created the tune.

If you go into YouTube there is a cool video on how someone recreated a Royksopp synth line through Reason. They were actually advertising their Reason tutorials but I think they don't realise the potential of a **cool back-end/ secondary product** that they have.

In a way these “emulate artists tutorials” also gives people [an insight into the product that they are using](#). So that could be another selling angle- reducing the time to learn the product. This brings me onto another turn in this blue print. [You need to tell people what kit they need to do the emulating](#).

So now you say: “**50 Ways You Can Use Reason To Sound EXACTLY Like Top Chart Acts**”.

This [stops people returning your goods](#) especially if they need to buy extra software to actually make the thing relevant!

So **replace** the Reason word with some software that you are using. Then you would

advertise it (after making it an affiliate product) to **sites** that deal with the various software packages.



18.0. Blue Print 17- Sell Music Outlines.

“A quick and easy one this but can reap some cool cash rewards”

I believe that **I am the only one** (so far) that has offered this in their sales literature This is such a great bit of music selling because in a way it is [like RPRs](#).

Many people who visit your site will [want to know something](#), we have established that, but how about if you actually gave them the **blueprints to your music** to do with how they please?

I know for a fact that I have about 5-10 songs on my hard drive **just sitting there gathering dust**. Most are complete tracks just made for fun.

But what if I actually put them up onto the internet, got a bit of play time from them and then bundled them up and [sold them](#)?

You see these tracks would then be classed as **“proven”**- they have achieved something and that they have had some success. However I wouldn't bundle them up in MP3 format. I would bundle them up into their **original “raw” form**. So for Reason it would be an [RNS](#) file, for Madtracker it would be a [MT2](#) file.

18.1. Only One Person Is Doing This.

I have only seen off-line magazines do this to **complement their printed tutorials**. Do they work? Oh yes, they get good feedback each and every time that they are used. It also cements the customers view that [you know your stuff](#).

The tutorial files can become quite large so you need to **watch out for bandwidth** being munched up. I would actually think of using [Café Press](#) and putting them onto CD.

The idea of using a CD also impresses the customer into believing you are the **“real deal”** as advertising something physical is more **trusted** and more associated with companies rather than bedroom individuals.

Now you have save 5 or 10 files that you can **sell**, or **give away**, that [people can alter, or learn upon](#)- you are giving them the right to do so.

A great idea would also follow it up with a **backend product** being a tips and tricks of that sequencer software that you are using. You know that customers like a certain type of sequencer- so you can [target that specific customer](#) with a specific backend product.

Change to another sequencer and do the same, and then target them with a separate affiliate link that corresponds with that sequencer.

At each time you are **keeping email addresses separate** and specifically targeting them with affiliate programs to match their purchase.

Again affiliate it out and **target content sites** dealing with that specific type of sequencer.



19.0. Blue Print 18- MySpace.

“For bands, MySpace is really good.”

It is now getting **rather big** and people are trying their very best to stick out from the crowd. So here is where you come in.

This really can only work if [your MySpace site is good and attracts people](#) who you want to attract.

Your services as a **MySpace site builder** is in demand. Did you know that there is a small industry dedicated to the MySpace community- just like FaceBook. Where on earth can you find like minded people that are in the range of millions?

Most of the industry surrounding MySpace is concerned with **templates**. Because people were putting very strange colours on MySpace and they thought it was cool no-one was actually going onto their site. So people started to design templates that looked professional and therefore increases the professionalism and therefore credibility of the MySpace people.

19.1. The Open Window Opportunity.

But there is a window that is open for people to be [teachers in how to MySpace properly](#). For one thing many music people still open up a general MySpace page rather than an artist page.

These people **need your help** and therefore your services could be classed as a consultancy or even an ebook could be created with this in mind.



Side Note: I tested this theory about a year ago and created a MySpace and SoundClick ebook which I sold separately to the Beginners Bible package- within the first day **5 people bought the ebook** from a simple text screen with no pictures and no advertising- just search engine traffic.



People want to know about [getting themselves known on the specific tool of the day](#). **Most believe** that they sign-up, write a little account of themselves, put some MP3s on the sites and hey presto! Band sign-ups and record contracts. But as we know this is not the case.

So here is where you come in. If you have a cool MySpace page, FaceBook or any of the other Community Sites [help people to get themselves known](#). Get paid for it, or write an ebook and get paid for that.

For consultancy I would state what your would be able to accomplish, e.g:

- So many friends
- MP3s on the site
- Band Details
- Site overhaul

Once completed I would then **charge for this**. However what you have to watch out is that most of these people [might not be able to afford](#) the high price that you may be thinking of therefore this could be sorted out in one swoop:

1. Either [produce an ebook](#) with a cool title “Master MySpace in 5 Minutes”.

2. Produce an ebook as a bonus but promote your consultancy as a person who can [set up their MySpace page professionally](#). Templates **can be free** (you could strike up deals with designers to use their template exclusively and they gain a link from their template)

and they provide the info and music. You just need to charge for your service through Clickbank at between \$50-99 for a one-off job.

All the sites that you create could link from one another and they will also be your portfolio. Again the money will add up especially if you can **prove yourself with MySpace**.



20.0. Blue Print 19- Jobs.

“Now I was researching various topics for my site and noticed one huge gap within the music market.”

Now when we are talking huge I mean, at time of typing, [there are no sites dedicated to this one singular money making exercise](#).

Do you want to know what it is?

Game music jobs.

I couldn't believe it myself, I would have thought that this would have been sewn up by now, but it is not, at least **not properly**. There are loads of people searching for this term, but little if any sites dedicated to game music jobs.

20.1. Very Lucrative.

The job industry is a [very lucrative industry](#) but very crowded at the present time. Game music jobs are very niche and very much sought after:

- You promote the job
- You get money for listing the job
- Or you get a fee for actually giving the company the person for the job.

When it comes down to it, **where do you actually go if you want to make it within the game music industry?** Do you send off music to the various companies? Do you join some sort of vetting site?

Most of the musicians that I have interviewed [would love a job just doing music for a free game/ shareware piece etc.](#) It adds to their CV and also their music is being promoted.

But there is **no real access** within this industry that is widely known. So how do we go about this?

First up is to decide what you are going to do. **A job site script** (in php format that can be found at the various directory sites already listed) can be utilised. Now you need to do [“door to door” advertising](#) from small companies, coders, to mainstream companies offering your services.

20.2. Now What?

Once you have jobs up and going then you need to do two things.

1. [Promote the site like crazy](#)- probably doing swap-links with other sites that are complimentary to yours (coder jobs, computer art jobs). Your site will need traffic so you can demonstrate that you have a targeted but large amount of musicians that know about your site. So get involved with forums (coder forums as well as music forums), get article writing, promote peoples music for free etc.

2. [Find out where the money is going to come from.](#) Are you going to charge for job inclusion, ads on the site, or a percentage per job? With all the work going out this is the main one that will falter people.

I would really **do a free listing**, but charge for extra bells and whistles to enhance their ad while also allowing commercial ads onto the site. There would be **affiliate links** to ebooks that state “how to get into the music industry”- this would be you asking the various companies to list their 5-10 things that they look for within a music piece or job applicant.

As a side issue you could have a [list of rated musicians of various genres](#). This works similar to the “rent-a-person-for-the-job” type of sites out there. They list the coders, user ratings and user comments. So at least companies know what to expect when they hire the musician.

You could even get an [auction style bidding process](#) for each job request but this would take some legal information and even money in the outset to set up.

I would even [charge a silver/ gold membership for musicians](#) and charge them to have a page dedicated to their work, examples, stats, profile etc. This then reduces the risk of them linking away from your site.

21.0. Blue Print 20- Become A Music Marketer!

“Marketing is such a huge area to be in that I would tell anyone who is starting up a new venture to stay well away from this area.”

People see many marketing types state that they have got x amount of dollars in 2 weeks and they think that it is a [simple process](#). At the start of this ebook I actually talked about these people and discussed that they have big competition but they actually enjoy making up the marketing arena and to that extent it becomes a full time job.

As the Internet swells and will keep on swelling, webmasters will want to be above the rest, and within the [music marketing area there is very little competition](#).

21.1. Don't Become A Music Marketer.

The actual phrase “**music marketing**” is **not being searched for**, mainly because musicians don't want to do any music marketing, [they want](#) to sell their music and get widely known. [They want](#) to master a product. [They want](#) to get to the top spot in charts. [They want](#) an easy way to promote their tunes.

What I have found is that if you have been successful, even if it means getting to top spot in some charts or your music is used in something- **it is all sellable**.

If people can do something like you with **little money** but can **achieve good rewards** then they will be willing to pay for this information.

If you can make:

- tunes in a specific music package,
- if you can get 100 plays a day in MySpace,
- if you can get 1000 views in YouTube a day
- if you have made money by doing something on the Internet
- if you can make a CD and sell it

21.2. You Can Make Money By Selling This Information.

There is a **saying that all marketing people know** of yet they don't let it out. It is all to do with who makes the most money, us or them?

In the gold rush there were the **miners** who panned for gold in some beautiful scenery. In the gold rush there were also the **pan sellers**.

Who do you think **made the most** amount of money?

Yep, the **pan sellers**. They were selling to a market who **wanted** to pan, who **wanted** equipment and these buyers were a good sell...because **they wanted the tools and knowledge** to find their fortune. The miners were panning on luck mainly. Some found gold but the vast majority found nothing and went home broke.

If you sell information, if you sell "how-to-do-something", if you sell "get rich quick stuff" then **you will make more money** than anyone selling your home music MP3s.

However, if you are making MP3s in the first place then you should be selling an ebook in how you actually made the MP3s!

That is the whole point of this ebook. **It is trying to show you that there are many side opportunities that you can accomplish while trying to sell your music.** If those side opportunities become successful then you can lean most of your time to those. Also if those side opportunities are bringing in money then it will fund other opportunities.

21.3. Make Money From This Ebook (Without Being An Affiliate).

With all the blue prints that have been listed, if you make money from just one of them you can expand the single idea, maybe make a diary, give bullet points and then sell that information. Just say the sample site idea. That in itself can become a separate ebook.

If you know how to attract visitors to your site then you can sell that information or even profile that information and give it away on your site.

Make your site the number one resource for something you are interested in. Make an ebook every couple of months detailing the latest craze. Make a newsletter and give out practical marketing tips.

Subscribe to general marketing sites and then try to **tailor the advice** to the music market. It is in fact very easy to do.

I have subscribed to many marketing newsletters. At the start I subscribed to specific music marketing ones- about 4 of them. I only receive **1 newsletter** with some marketing information stuffed inside of it. I haven't got a clue what the rest of them have done with my email information. I receive nothing from them at all.

I bought a music package from a music software site (which if you know about the software that you want you will find the site- and that's it. **It is inadequately marketed** and I am so surprised how it actually makes any money). Have I received any follow up emails? Have I received any back-end products? Have I even been given any info on promotional products?

No

I would love to promote the site, so does it offer any affiliate packages?

No

I emailed the software site and asked if they could make an affiliate programme so that I could promote them, or even a co-seller. Admittedly I emailed them twice before and got no response, so I emailed again- three times lucky?

I got no reply back at all even though I am a customer, not even a "thanks for the email, we will get back to you shortly" auto response.

I am unsure about both companies to be quite honest. [There comes a point where you need to be in contact with your customers but both sites are just washing money down the drain for no reason](#). Is it because they believe they are doing the right thing or is there no specific music marketing sites out there dedicated to helping these people?

So why don't you start to **target musicians** and show them how to market their music? If you can do it all for free then that will be an added bonus.

Music marketing is [painfully inadequate](#). There are limited music marketing articles, limited free resources...limited everything really.

Some examples:

- A well known music magazine gave out promotional tips and how to sell your music. They offered a trial of a software system called Actinic- which is very good. But at £200+ it is very expensive (plus monthly fees). But as we have seen there are countless selling packages that do all this and so much more
- The same music magazine stated to sell your MP3s (singularly). No! No! No! No! This will not work as you are unknown.
 - Please note the magazine sold out quickly.
- A general marketing person stated that you should put MP3s on your site. They forgot to mention bandwidth, hosting fees, and the actual set up process. They also directed you to paid Flash players.

I found a couple of ebooks through Clickbank that offer music marketing. One is just **an ebook with no website** (missing out on a vast amount of visitors to promote your newsletter, articles, affiliates etc to). And one is a **website dedicated to general music marketing** rather than Internet music marketing that has only just decided to get one of their books into Clickbank and onto the affiliate ladder! There is only **one good one** - [The Guerilla Marketing Handbook](#) from Bob Baker.

An oasis in the desert that is a good site for **music marketing** has got to be Bob Baker's. He knows his stuff and has got some really good ebooks on his site: <http://www.thebuzzfactor.com>.

Even if you do a search in the search engines then you get some sites appearing but some of them just seem too out there, [apply to off line marketing and none relevant](#).

Music marketing if **promoted right**, if a site is dedicated enough and if you seriously enjoy it then you will be up there with some of the top marketing people capturing a small niche that is in desperate need of some decent information.

Once you get your name around then you can start to do **collaboration deals**, interviews and joint venture projects with like minded marketing types- promoting each others books and affiliate programmes.

The future is rosy.



22.0. Additional Resources.

- Provide local bus with the tool that they need to survive. The **free** Local Businesses Course is what you need: Click [HERE to go to the downloading page.](#)
- If you are sending out emails, there is a likely chance that you will end up in the recycle bin due to various email filters. Using a **free resource**, Spam Check-It, it will check through your emails are make sure that they are actually delivered. Click [HERE](#)
- What is **Google Ads** all about? To get a good review, to set it up properly and to get a decent head start, click [HERE](#) to check out this free web-resource.
- Here are some of the **best ways to get links back to your site**. Why? Well the search engines rate your site (amongst other things) on the amount of links that you have back to your site. They believe if other sites think your site is good, and linking to it, then it has to be good right?
 - Make sure though that the submission site is good. In that it it has a good PR rating (a search engine rating = the higher the PR, the better the site), that you submit to the appropriate area, but not submit to deep into the directory.
 - Make sure that one of the directories is a paid listing. I use Joeant.com, it has a good PR and is widely recognised. I wouldn't use Yahoo! Directory- it is too costly and you can sneak into it over time anyway.
 - Here is a great free site that gives you a list of directories (some free some not) with PR ratings:
 - <http://www.strongestlinks.com/directories.php>
- We have been talking about article submissions. Well they are similar to directory submissions and follow the same rules as above. However you can post many different articles into the same directory with a link back in your **“end of article statement”**. If you want loads of links back you then submit to loads of article sites with a high PR. If you don't want to pay for software to do this then you can submit manually. So here are a few **free** sites to submit to:

www.ezinearticles.com	6	
www.articlealley.com	5	
www.goarticles.com	6	
www.articlecity.com	6	
www.articledepot.com	5	
www.articledashboard.com	6	
www.articlesarea.com	6	
www.jogena.com/articles/content.htm	5	

- If you haven't got a website and like drag and drop building. The now famous free blog, Blogger is a must.



Chat about what you like on a topic on what you like, and then collect those email addresses. Check it out [HERE](#).

- If you haven't got a website part b: Use Wordpress, in competition with Blogger and is for the more technominded. It can be checked out [here](#).
- Many people will tell you how to make money using a blog. Most of it is rubbish, sorry to say but it is. It is obvious stuff like- add Google AdSense ads- that will only make you pennies. So how do you actually make money using a blog, like **real** money? Well Blogging to the Bank is probably the best “how-to” advice that you can get. **Robert Benwell** has made thousands from blogs and he goes into great depth on how he achieved his wealth. You can check it out [here](#)
- Clickbank can be one of the most easiest ways to make money. With that in mind there are quite a few businesses that are actually making nothing from Clickbank. I recommend one one Clickbank “how to” book and that is Andrew Fox's [Dominating Clickbank](#). It does exactly what it says on the tin. In one interview that he gave he was making money in real-time- the interviewer was watching sale after sale come through the email as he interviewed Andrew! You can check out a free report [here](#) (it is a PDF file)

To Your Success.