

WHAT IS IT?

In order to market and promote yourself, your act or your product, you will firstly need to work out who your audience is...

Are you looking for a record deal? Then you need to target the right record labels..

Are you looking for gigs? Then your target audience will be venues, agents and promoters..

Are you trying to sell your records? Then your target audience will be the general public, and so on...

WHY DO I NEED TO KNOW ABOUT THIS?

If only it was as simple as just writing or performing the music - but there is business to be taken care of as well as the music.

If your time and finances are both an issue, you will have to concentrate on finding the right professionals and the right audience for your event or product. As a professional in the music industry, you will not move forward unless you do these things.

Many musicians, artists and writers make the big mistake of not thinking enough about who they need to target with their talent and material.

Musicians are often unsure about managers, so they do nothing, then the wrong person comes along and they jump straight in.

Musicians and DJ's need to find gigs but they are nervous about contacting an agent.

Musicians make a demo tape, then never send it out to anyone, or send it out to all the wrong people.

Musicians send poor quality packages all over the globe. They put little or no thought into the process and yet still expect a response.

This chapter helps you to focus on the key people and organisations you need to target in the music industry, and the methods you need to employ to find them.