

USE MAILOUTS

Mailouts are a popular way of getting your message to people. Building a database of contacts is essential before you do a mailout - you should be well on the way to this from the previous sections in this chapter.

You can use a mailout or database to send:

- Demos to record labels, agents, publishers, managers and the media
- Invitations to a launch party, rehearsal session or a showcase gig for example
- Email or faxblast press /media of forthcoming events and general information



Sending off demos

Before sending off your package think carefully about your overall approach. Are you sure that the group, act, writer, artist:

- Is ready to contact A&R departments?
- Has spent enough time developing a following and generating a buzz in the music press first?
- Has developed its repertoire enough?
- Has started to develop a web presence?
- Has started to develop a fan base and database?
- Has gained enough studio experience?
- Has gained enough live performance experience?
- Has considered its overall image in terms of how the media will portray them?
- Has made decisions ( if a band ) as to how songwriting and other income may be shared?
- Has considered the long term effect of binding agreements between band members and agreements they might sign and be bound to?

You can build a database with spreadsheet software, or just a pen and paper! You can also build your networks using some of the technique outlines in Workbook 1 Chapter 4.

Now you are ready to produce and market your package – read Chapter 3 for more information.

WANT TO KNOW MORE?

LINKS

New Deal for Musicians has no responsibility for or control of the following sites. The inclusion of any site does not necessarily imply New Deal for Musicians approval of the site. To access any of the sites please type in the address into a browser or search using keywords from the name of the link.  
www.dfes.gov.uk/ukonlinecentres Find Internet access that's close to you.  
Also look at weblinks in workbooks 1, 2, 6 and 8.

GENERAL INFORMATION

- ☐ [www.bbc.co.uk/radio1/onemusic](http://www.bbc.co.uk/radio1/onemusic)  
Loads of relevant information about moving forward in the music business, tips on careers, getting advice from managers, agents and lawyers.
- ☐ [www.bbc.co.uk/radio2/soldonsong/guide/manage.shtml](http://www.bbc.co.uk/radio2/soldonsong/guide/manage.shtml)  
The Sold on Song pages tell you what to look for in a manager.
- ☐ [www.getsigned.com](http://www.getsigned.com)  
Tips and advice on the music industry – US based site.

DIGITAL DOWNLOAD SITES AND DISTRIBUTORS

- ☐ [www.mp3.com](http://www.mp3.com)
- ☐ [www.itunes.com](http://www.itunes.com)
- ☐ [www.theorchard.com](http://www.theorchard.com)
- ☐ [www.audigist.com](http://www.audigist.com)

DIRECTORIES

- ☐ [www.theunsignedguide.com](http://www.theunsignedguide.com)  
The Unsigned Guide  
Comprehensive directory aimed at unsigned artists looking for music industry contacts, also includes a thorough section on UK radio stations with names to send demos to.
- ☐ [www.musicweek.com](http://www.musicweek.com)  
Music Week directory  
Published by the music industry trade paper ‘ Music Week’ and distributed free to all subscribers. Also available to buy, with over 13,000 entries.
- ☐ [www.whitebook.co.uk](http://www.whitebook.co.uk)  
The White Book  
Directory for the Event Production industry. Contains 40,000 listings including PA companies, Video, Conference, Exhibition and many other related services.
- ☐ [www.mediauk.com](http://www.mediauk.com)  
Media Directory  
UK Media Internet Directory.  
Contains thousands of listing for radio, television, newspapers and magazines.

MANAGERS

- ☐ **www.ukmmf.net**  
MMF (Music Managers Forum ). Represents the interests of Managers in the music industry and provides training.
- ☐ **Music Development Agencies / support networks**  
Search for your local agency using a search engine or by finding links from Workbook 7 chapter 1.

BOOKS AND MAGAZINES

- ☐ **Guide to Survival & Success in the Music Business**  
The Association of Independent Music's guide to the business in an interactive CD-Rom format.  
Available from [www.musicindie.org](http://www.musicindie.org) - free to members
- ☐ **The Guerilla Guide to the Music Business**  
Sarah Davis, David Laing  
An introduction guide for artists and managers, covering most aspects of the music business, such as a 'Contracts & Agreements' section, which reproduces standard contracts.  
Publisher : Continuum International Publishing Group - Academi  
ISBN : 0826447007
- ☐ **Music : The Business - The Essential Guide to the Law and the Deals**  
Ann Harrison  
Publisher : Virgin Books  
ISBN : 1852270136
- ☐ **The Musician's Internet : On-Line Strategies for Success in the Music Industry**  
Peter Spellman  
Publisher : Berklee Press publications  
ISBN : 063403586X
- ☐ **Creating a Music Website**  
Mike Simmons  
Publisher : PC Publishing  
ISBN : 1870775724
- ☐ **How to succeed in the music industry**  
Paul Charles  
Publisher : Pocket essential  
ISBN : 1904048064
- ☐ **Start an Independent Record Label**  
JS Rudsenske  
Publisher : Schirmer books  
ISBN : 0825673100
- ☐ **This business of music marketing and promotion**  
Tad Lathrop  
Publisher : Billboard books US  
ISBN : 0823077292
- ☐ **The Music Marketing Crash Course**  
Bob Baker  
Available on [www.bob-baker.com/crash](http://www.bob-baker.com/crash)

MORE TASKS

- 1 Build a webpage or set of pages for your act, add some audio and some useful links.
- 2 Find a variety of flyers for local gigs and club nights in your area.