



How to Launch Your Music Career in 21 Days.

By Terry Moorer

A guide for indie artists worldwide

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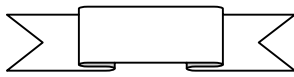
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About this FREE desktop book. This book was designed to help you launch your music career in 21 days. This is a day by day guide to your music career, but it is not intended to be a complete guide. This guide does not include detailed topics regarding management, radio promotions, etc.

Also note, you will see this icon  throughout this book. This icon will indicate a bonus after specific days. A bonus can consist of a secret tip, software tip or a bonus tip.

For additional resources not covered in this online book, please visit <http://www.learnthemusicbusiness.com>

I get a lot of requests from people who want to be artist in the music business and they want my help. I am open to help anyone but most people I meet only dream about being the next big star. Most artists want the fame without the work. It's very hard to talk to everyone especially with my hectic schedule. So I created this digital book to give artists some direction.

As a celebrity publicist, I've been blessed to work with everyone from MC Lyte to PDiddy. After being burned out over the years by non-paying artists, prima donna stars and crooked industry types, I left the entertainment business to pursue a career with The Coca-Cola Company.

After 10 years with the world famous brand, I decided to get back into the music business after meeting so many independent artists on MySpace looking for advice and getting scammed.

After only a few months on MySpace, my phone started ringing non-stop with all types of music business questions.

Along with a team of web designers, Internet marketers, etc, I've also created music industry blogs, monthly video newsletters, free teleseminars and an exclusive membership based website – www.learnthemusicbusiness.com

So lets get started... your music career is waiting!!

Feel free to send this FREE book to other music artists that can also benefit from this information.

ABOUT TERRY MOORER: TERRY MOORER IS A CELEBRITY PUBLICIST AND MUSIC COACH WHO HAS WORKED WITH MTV, BILLBOARD MAGAZINE, NEW YORK KNICKS, WILL SMITH, DENVER NUGGETS, QUICNY JONES PRODUCTION, QUEEN LATIFAH NBA ENTERTAINMENT, MC LYTE, NBA STAR KENNY SMITH AND OTHERS. READ HIS COMPLETE PROFILE AT

<http://www.myspace.com/tmoorer>

Day 1

Setting up your domain name

Your domain name is your personal street address on the World Wide Web. To build your image on the internet, every artist should have a domain name registered for their stage name. When marketing your music, this will help your fans quickly find you. For example, if your stage name is *be a star*. Your website address should say *be a star.com*.

Get your domain name fast because another person or company might be registering the same name.

As an artist, you don't want your fans searching for *be a star.com* and find a talent agency or something worse.

Don't make it confusing for your fans to buy your music or you will lose music sales. A site that I use for domain registration is GoDaddy.

Go Daddy has low cost for domain registration and their customer support is great! Plus you can reach anyone with questions 24/7.

Here are a few examples of celebrities that have already registered their domain name.

Kanyewest.com
Queenlatifah.com

These artists have missed the opportunity.

Thespicegirls.com (note—if you type in spicegirls.com, you are redirected to an unofficial fan site)

eddiemurphy.com (no current site exist for this mega movie star, but the domain name is registered to someone in India)



Important note. When you register your stage name – also register your given name. Find out why this is important and how not registering any name, could cost your music career hundreds of dollars, when you become a member at <http://www.learnthemusicbusiness.com>

Day 2

Learn the music business.com

If you could have unlimited access to hundreds of articles, thousands of hours of audio and video clips teaching you about the music business, would that be a value to you?

How much would you be willing to pay on a monthly basis?

Would paying \$500, \$200 or even \$100 per month, be worth it if it could help your music career?

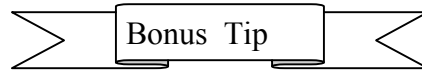
If you could have access to the top producers, music executives, songwriters and others high profile music professionals teaching you about the music industry, could you put a price tag on it?

That's the concept behind **learnthemusicbusiness.com**. A website that combines all of the resources you need to manage your music career. Here is an incredible resource that I created to help you learn about the business without holding anything back. Honest straight forward information.

For only twenty-six cents per day, you can have access to numerous articles, exclusive video and audio clips from well known music experts and established artists who are willing to teach you about the music business.

Here's what you'll discover just waiting for you...

- **Music Mogul Conference Calls:** by far, the world's most active and powerful forum for music professionals.
- **Exclusive Audio Interviews:** with the world's most successful music professionals and artist revealing how to make it BIG in the music industry. Each audio segment is over 30 minutes and guaranteed to give you the REAL DEAL about the music business.
- **Website Strategies:** breakthrough plans on how to generate massive traffic to your website, so people can buy your music.
- **Hot Links:** - Links to the best resources on the web that will make (and save) you hundreds of dollars in your music career!



When performing, make sure to include a performance rider along with your performance contract. A performance/hospitality rider is a list of special requests for the comfort of the artist during the show. Sometimes this document is provided along with the technical rider; other times, it is provided much closer to the performance date. Some common requests are:

- Specific foods
- Particular beverages (sometimes alcoholic)
- Towels
- Transportation to and from the hotel
- A personal assistant
- A number of 'comp tickets' (free tickets for friends and family)
- Specific hotels (Hilton, Marriott, etc)
- Private dressing room

Notable Rider Requests

- Van Halen requested in the technical rider that a bowl of M&M's be provided with the brown ones removed; the objective of this was to determine how much attention to detail the crew paid.
- Frank Sinatra's rider included an ear, nose, and throat specialist, as well as an assortment of alcohol.
- Paul McCartney requested a sweep of the venue by bomb-sniffing dogs before the show.

Source: "wikipedia"

Day 3

Putting your dream team together

Manager – The responsibility of the manager is to manage your career. The manager is funding your music career by paying for your studio time, paying the photographers to take your publicity pictures. If you have a promotional show, in another state, your manager will arrange your trip and pay for your hotel and travel expenses. Your manager is investing in your career with the assumption that when you make it big, he will get a huge return on his money.

Publicist- Keeping you in the media eye is the role of the publicist. When you see your favorite singer on the pages of Vibe magazine or performing on the Jay Leno show. It's the work of a great publicist. A publicist monthly fee can range from \$1500 to \$3000.

Attorney-Your Legal team can help you stay out of legal trouble. Before you sign that multi-million dollar contract. Make sure your legal team reads it first. Your million dollar contract could be a million dollar scam, get everything checked before signing the dotted line.

Business Manager (CPA/Financial Planner)- It's not how much you make but how much you keep. Your business manager will keep you two steps ahead of an IRS audit and out of the broke house by helping you invest your money wisely. If you have your eye on buying that powder blue Lamborghini Gallardo, Your business Manager/CPA will make sure it's a wise decision.

Choreographer-Do you want a banging stage show. Get a top notch Choreographer. Coming out with your debut video? Hire real dancers and an award winning instructor to make you really shine in front of the camera.

Stylist-A great stylist knows how to make you look like a million bucks in front of the camera even when you feel like a bum. A stylist knows their client well and what works and doesn't work. Keeping a good stylist on your team is critical.

Photographer- A photographer is normally used only for publicity photo. But if you going to an all star music event – take your photographer with you to make sure you get those once in a lifetime publicity show with the A-list

Marketing team- How do you get the word out, along with your publicist? Your marketing team will come up with ideas and strategies to maximize your brand. For example, ways to put your brand worldwide.

Road manager-When you finally sign on for that major tour with Jamie Foxx or just performing at a local venue. Your road manager will help keep it all together for you. When on the road, Road Managers will coordinate hotel rooms, when and where the band will eat and when soundcheck is schedules. But most important, they collect the money from the promoter so you get paid.

Producer-Finding the right producer to get the hit sounds you need is not enough. You have to have a producer or production team that you feel comfortable working with. For example, the kind of relationship, superstar R&B singer Aaliyah had with Timbaland and Missy Elliot

Radio Promoter- trying to get your songs on the radio? This important team member can make it happen for you. He has a great relationship with the program directors and radio DJ's. Just like the club promoter, he may only have connections in the surrounding area. He may not have a connections nationwide

Web design/internet marketing team – The internet is a major marketing area for independent artists – We will discuss later on how to get a great looking website and how drive people to your website to buy your music

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