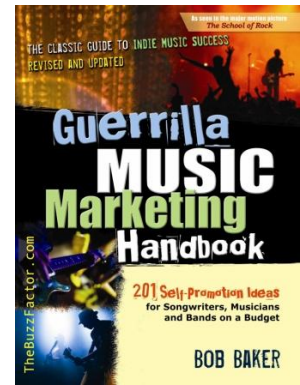


Music Marketing 101 worksheet

Created by **Bob Baker**, author of the *Guerrilla Music Marketing* series of books and founder of www.TheBuzzFactor.com

Use this worksheet along with the video at http://youtu.be/XXZn_yF_fa8

Use the time markers listed below to follow along and fill in the blanks as you watch and listen to the video:



00:08 - One of the biggest mistakes that artists make is thinking that marketing is all about making _____.

0:37 - These days it's more about _____ with fans and building a _____ with them.

1:02 - If you're uncomfortable with the idea of "marketing," let's use a different word ...

1:12 - Effective marketing is just a strategic form of _____.

1:24 - It's not about interrupting people or being manipulative. It's more about _____ with your fans.

1:36 - You need to focus on reaching people who are _____ to like your music.

1:52 - The factors that make people "predisposed" to like you include their age, gender, geographic location, other artists they already like, life experiences they've had, issues they are going through.

Describe your ideal fan here: _____.

2:30 - Be authentic and real. Lessons from Karmin (www.youtube.com/user/karmincovers).

3:30 - Show your personality. Ask questions. Do live interactive chats.

4:10 - _____ your fans. Show your _____.

4:15 - Marketing is not about being something that _____.

Notes: _____

For more tips and in-depth music marketing blogs, podcasts, videos, books, and online courses, visit

www.TheBuzzFactor.com or www.MusicPromotionBlog.com.