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### The Self-Promoting Musician

Lesson 1:  
Marketing Primer

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## Marketing Primer



There are four critical aspects to achieving success in today's changing music market.

**To Be Successful, You Must:**

1. Know yourself
2. Know the market
3. Know where you fit in
4. Be able to sell yourself

Music career success in today's changing market depends on strategic action, not reaction. You have to do more than send out portfolios and promotional materials in response to ads. You have to become a salesperson if you don't want to be left behind.

"Whoa, wait a minute," you say. "Who said anything about becoming a salesperson? That's not my career choice!"

**Why is SELLING important?**

**Because the most important knowledge you need in order to succeed in your music career is how to sell yourself. And that means MARKETING.**

The secret of getting ahead, of obtaining the competitive edge, is your ability to persuade potential employers, customers, clients, and associates that they need you. That's what selling and marketing is all about.

**Selling** is simply showing someone else how your product or service will help him or her fill a need or solve a problem.

**Marketing** is the process of getting a product or service from the seller to the buyer.

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How important is marketing? No matter how good your product or service is, its fate in the marketplace will be determined largely by how you expose it to fans, consumers, employers, and associates.

Marketing is the lifeblood that runs through the veins of all successful organizations.

**Without marketing, no matter how good your product or service, your enterprise will fail.**

**It is marketing...**

- that defines the distinctive features and benefits of your product/service
- that communicates those features and benefits to the appropriate audience
- that sets the price
- that delivers the goods to the buyer

The word "marketing" conjures up an amazing array of thoughts and feelings ranging from tremendous excitement and fantasies of instant success to chronic confusion and hand-wringing dismay.

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## Marketing Primer



**Marketing** is often used interchangeably with **advertising**, **promotion**, **publicity**, and **public relations**. They are related to one another, but they are distinct activities.

Perhaps the best way to differentiate these concepts is to use a story first told by publicist, Raleigh Pinskey, in her book *The Zen of Hype*, Resource Publishing, November 1, 1999.

A circus was coming to town. To get the town prepared for the event, posters were hung at all public places.

That was **ADVERTISING**.

As was common practice at the day before the circus opened, a parade with elephants, clowns, and acrobats made its way down the main street of the town with great fanfare.

That was **PROMOTION**.

Without notice, during the parade, an elephant broke rank and began feasting on some particularly alluring vegetation in the mayor's wife's garden.

That created **Publicity**.

Fortunately, the mayor and his wife had a good sense of humor, laughed it off, forgave the circus, and the show went on as scheduled.

That was **PUBLIC RELATIONS**.

Marketing is the process that includes advertising, promotion, publicity, and public relations. But it should never be identified with one of these activities.

Marketing is one of the most challenging activities in the world of business because it requires making choices that will please others. Most of us find it hard enough to decide what's best for ourselves. How much more difficult to anticipate and choose what others will want, enjoy, and appreciate! That is your challenge.

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