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Box 94040, Cleveland, Ohio 44101 USA
undercurrents.com

Building your Website

- [HTML Goodies](http://www.htmlgoodies.com/) - a great guide to get started with designing Web pages, resources for doing more advanced tasks, and a whole variety of other Web development items
<http://www.htmlgoodies.com/>
- [C|NET's Builder.com](http://www.builderau.com.au/) - an all around reference for Web site creators and designers that makes it easy to take advantage of what amazing things you can do on the Web. Whether you're a beginner or an expert, you can learn something here.
<http://www.builderau.com.au/>
- [Web Developer Magazine](http://www.webdeveloper.com/) - lots of resources on various technologies here ranging from HTML to Java
<http://www.webdeveloper.com/>
- [Webreference.com](http://www.webreference.com/) - another big site with lots of juicy information that focuses on everything from beginner to expert site design
<http://www.webreference.com/>

Web Templates

CD Baby



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EPK – Electronic Press Kit

Here are three components that you should include on your website. These are keeping music writers in mind (they need access to your their information quickly, because they are constantly under deadline.)

1. **Your Music** – album or live tracks

You are a band / musician after all, and nothing speaks for you louder than your music. Make sure you have some music available at your website either streamable or downloadable (if you feel like giving away a free track or two).

2. **Biography** – and a short sentence about your sound

Bio - Make sure you have a short succinct bio that can be easily located on your site, (in addition to the long form one, the blogs and all of the opinions from each band member – which are fun for your fans but not for music writers who will be looking to get quick information. Make sure this bio is easily cut and past able so writers can drop it into a preview or a column.

Short Sentence – Also include a short summary (like less than 6 words) that sums up your sound for calendar editors.

3. **Photos** – make them easy to find and download

Thumbnails are great for quick and easy loading but you should always have a few downloadable photos on your site (both in color and black and white) in at least 300 dpi – Create a link that says "click here for a hi res jpeg" that way photo editors can get to them easily – and remember to change your photos a few times a year – so if you play repeat markets you can give the media multiple choices to cover you.



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E-Mail Tips

According to the experts, if you want to improve your email marketing results, you must increase the relevance of their messages. Here are their top five tips.

1. Be relevant - use personalization and segmentation

The greatest capability of e-mail marketing technology is segmentation and personalization. Making emails as relevant as possible to each recipient is the most critical "must do." Marketing e-mail messages are competing for attention with an increasing number of messages in the subscriber's inbox. Those that resonate most, through personalized subject lines, offers, articles, product showcases, and follow-up e-mails based on recipient activity, will be the clear winners.

2. Resolve or minimize deliverability and presentation issues

With a wealth of spam filtering systems and e-mail client software in the marketplace, there is a growing need to send pre-campaign test messages to discover any potential delivery problems before sending the actual message to real recipients, and also to monitor results after each message. This will help marketers identify ISP blocking, filtering and blacklisting problems.

3. Don't forget blocked images and preview pane users

Marketers must now design their messages to render properly and be easily read (and acted upon) in a world of preview panes and blocked images. E-mail message templates will need to be designed to deliver maximum information in the top 2 to 4 inches of screen space, and increase their creative use of HTML fonts and colors while relying less on the use of images that ISPs or recipients' email clients are probably blocking.

4. Optimize the beginning of the e-mail relationship

Engage new subscribers immediately with an organized program that includes a welcome message upon confirmation, followed by the current newsletter or promotion, and e-mails offering a set of "best-of" newsletter articles or even an exclusive offer just for newcomers. It is also important to manage subscribers' expectations from the start by adequately explaining the e-mail program's value proposition, frequency, type of content, and privacy policy.

5. Get on the permission train

Review permission practices across your web sites and at all customer contact points company-wide. Convert any opt-out address collection to opt-in (for example, don't pre-check permission boxes on subscription forms, mail-in offers, and so on). Permission-based email is becoming the acknowledged best practice throughout the industry.



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Promote on the Internet

The Internet is an *incredible* promotional tool for independent musicians. You can get radio play, grow a fan base, create a distribution channel, manufacture and sell CDs all online. You can use the Internet to create an *amazing* amount of exposure for your music. Wouldn't it be great if literally *thousands* of people heard your music every day? What if you could use your web site to sell 50, 100, 200 CDs or more every month? Guess what? It doesn't take a brain-surgeon to make it happen, but it does take a lot of hard work – and you need to *know* what you're doing.

Cutting Through the Hype - First, let's cut through the hype. If you want to be successful promoting and distributing your music online, it's going to take time and hard work. Like anything else of real value, you'll get out of it what you put into it. But here's the cool thing: your music career will be in *your* hands. Once you have the information you need, your future will not be dependent on somebody else doing their job, it will be dependent on *you* doing yours. How refreshing would that be? Your career won't be at the mercy of a record label, some A&R person, or an agent who may or may not have your best interest in mind. If your music is quality music, deserving of an audience, you can find that audience online.

Use the Internet to Advance Your Music Career - You can use the Internet to create a LOT of exposure for your music. YES, you can use the Internet to bring in additional income to invest right back into your music business. But can the Internet actually advance your career? The answer, in short, is also, YES!

Thousands of people could be hearing your music every single day. Live365.com broadcast currently generates hundreds of thousands of listening hours *per month*. That translates into sales! And that's just one, single, web site. There are many more great places to promote, sell, and distribute your music on the Internet.

Hundreds of people could be buying your CDs . Wouldn't it be nice to sell 5-10 CDs a week from your web site? What about a 50-100 per month? Success at that level takes a lot of work, but it is possible if you have the determination.

Contacts: Imagine all the contacts you'll get when your music really starts getting out there. As a direct result of your time online you'll be able to gain possible distribution overseas as well as a publishing agreement. You may be approached about gig opportunities all across the U.S. from people who found your music online.

Who Needs a Record Deal? Many musicians look desperately to be signed by a major record label. Perhaps you, yourself have aspirations of "making it big" in the music business. But let me tell you something. You don't need a major label deal to have a successful music career. If you are seeking *fame* in the music business, then yes, you need the backing of big money. But, if you're just wanting to do music full-time and be the quintessential artist, that's something you can do *all on your own*, and the Internet can help you reach that goal.

So, create massive exposure for your music online, sell a lot more CDs and use the Internet to both generate income and advance your music career.



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E-Mail Promotion

- Start an E-mail List
- ALL CAPS SEND THE MESSAGE THAT YOU'RE SHOUTING
- Add a form on your website for fans to add their name to your e-mail promotion list
- Pimp Your List – Get new names at every show
Your email list should be out on a table while you are playing.
- Use a List-Serve
- Use the BCC: field – not To: or CC:
- A Free Alternative: Do a Mail Merge
- Put hyper-links in your e-mail
- Some graphics take time to download– be careful
- Plan ahead for promotion dates
- Don't overdo it
- Always place an opt-out message for unsubscribing
- Be aware that some services such as AOL may not accept bulk e-mails
- DO NOT SPAM

Blogs / Bulletin Boards / Group Postings

- Join free groups by establishing a username and password.
- Keep your group list in one place
- Plan ahead for post dates
- Bump your posts – renew for higher listings
- Be professional
- Form your own group

Some helpful site for groups / blogs and bulletin boards

- Facebook groups
- Yahoo groups
- MySpace groups
- Google groups

Some helpful Bulletin Boards

- MySpace.com
- Garageband.com
- Purevolume.com