

How to Sell Music

Reasons Why People Buy Music

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want to hear new music from one of their favorite singers or bands.

They want to hear music while on their portable device while they do other things.

They want to collect all their favorite kinds of music and artists.

They get bored with their older music and want to listen to something new.

They want to listen to their favorite songs anytime they want instead of randomly on the radio.

Types Of Music To Sell

There are many types of music you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

Rock	Heavy Metal	Opera	Bluegrass
Pop	County	Ragtime	Band
Rap	Jazz	Dance	Children's
Blues	Reggae	Holiday	Classic
Alternative	Rap/Hip	Folk	Speed Metal
Religious	Film/Soundtrack	R&B	Easy Listening
Disco	Punk	Western	Funk

Words Or Phrases That Sell Music

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

popular	clear sound	killer lyrics	acoustic version
new	number one	live	catchy tune
a hit	great beat	rockin	platinum/gold
greatest hits	uncut	free sample	top of charts
all the range	uncensored	(no) copies sold	hot duet
relaxing	downloadable	love ballads	award winning

Graphics Or Images That Sell Music

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

A singer with his/her band.

A band playing live in concert.

Music notes.

Singers in stylish or sexy outfits.

Band logos or symbols.

Stories That Sell Music

In most sales letters, audio ads or video ads there is usually a mini story that advertisers

use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

How they went about making a CD or song.

A clip of the music video with a storyline.

A list of concerts dates they will be playing at live.

How they got a certain idea for a popular song.

Where and how they wrote the lyrics to a certain song.

Backend Products To Sell With Music

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

A DVD of the band or singer in concert.

A book the band or singer wrote about their life.

A collection of their music videos.

Specialty items like bumper stickers, bandannas, t-shirts, etc.

An autographed copy of their CD.

Bonus Or Content Ideas That Sell Music

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

How to play the singer's or band's songs.

How to take care of CD's.

How to listen, download and buy music online.

Where to find hidden words or lyrics in certain songs.

Reviews of the best sounding CD players, stereos, mobile phones or mp3 players.

Keywords And Phrases That Sell Music

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

sheet music	music	downloadable music	download music
music downloads	pop music	music mp3	music piano
music videos	music ringtones	instrumental music	free music
guitar music	jazz music	old music	gospel music
latest music	music songs	music albums	music hits
free downloadable music	burn music	online music	listen to music
rap music	country music	music websites	music video downloads
kids music	club music	music reviews	digital music
popular music	free music videos	free mp3 music	music to download
computer music	watch music videos	internet music	free music downloads
songs	mp3	download songs	mp3 songs
cheap cds	cds	cds used	cd music
rock cds	single cds	cds release	cds albums

cds singles	cds tracks	cd albums	track cds
cds hits	burn cds	cd singles	cd titles
buy cds	mp3 downloads	music cds	cds online

Special Offers That Sell Music

A lot of people decide to buy products because of a special offer or deal. People are always looking for a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

A CD 'scratch and dent' sale.

Download and listen to music before you buy it.

Buy his new CD and get 50% off all his old ones.

Trade in your old cds to get a discount on a new one.

Get 2 cds for free, if you agree to buy 4 more in a year.