**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 phases 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 of a good bargain or a 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 your 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.