



100 Resources for DIY Musicians

Updated for 2010



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To join Label 2.0 – please visit <http://evolvor.com/services/label-20/join-now/>



The Story Behind the 100 Indie Musician Resources

When I sat down to compile the original 100 Social Media Resources for Musicians in August of 2008, I was in the car driving home from an indie music conference in Atlanta where I had joined some really cool people on stage to talk about the state of music marketing. As the panel went on and questions came in from the crowd it was evident that many musicians had no idea what was happening around them on the web.

The free resources, the community and the ways to share ideas, media and create a community of fans. Many were still very reliant on Myspace, even though the number of “fans” were jumping ship like it was the Titanic.

As 2009 came and went, I was fortunate to share the original 100 Social Media Resources For Musicians with thousands of indie bands, songwriters, music industry professionals, producers, managers, artists and really anyone else with ties to the music business.

For the new updated version I am looking to get you focused on the core places you need to be to get your music career on track. While there are still 100 resources in this guide, I tried to build them into parts that make sense for your career. They are no longer all related to social media, as Internet Marketing and creating a sustainable online business have consumed the latter half of the year for the teaching we are doing for musicians.

I also feel that you no longer need to be on 100 social networks, nor ever need to know about 100. What you do need are the tools and places to best use your time, start collecting fans and start making a business from your music.

This includes building and branding your own website and using it as a homebase. This has never been easier and the tools I am going to share make it fun and effortless.

This includes building a strong mailing list, one that gives you results, analytics and split tests your messages.

This includes PAYING for advertising, and knowing when and where to do that.

This includes listening to the people that have the best and most applicable things to say about the music industry and frankly there are very few from the last time I wrote this that will still make the list.

This includes multimedia sites. Having music is no longer enough. You need to put a focus on creating content with multimedia from videos to pictures to presentations to article writing and podcasts.

There is hope for the music industry. There is a great chance that you can make a living with your music. The tools are here. How you use them will either help you succeed or have you in the same place a year from now as you are today.



I hope that you enjoy this report. I had a great time making it. If you enjoyed it, please share it with a friend, another musician or someone that can use some help.

Also feel free to visit GenYRockStars.com as we offer many valuable articles, videos and interviews to help your music career grow.

Lastly, if you are serious about your music career, we have an amazing educational training program, Label 2.0, that will help navigate you through these online tools and really apply them to your music. You can sign up here.

-Greg Rollett
Music Marketer
GenYRockStars.com and RockStarLifestyleDesign.com



Musician Resources

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Part 1 - The Essentials

Building and Branding Your Own Website

Go Daddy – Grab a domain name for less than \$10 a year. This is imperative. You need to own your brand. If your band name happens to be taken, think of getting yourbandnamemusic.com or something similar. I would also buy the domain names for your album names and if you are thinking about really pushing a single, get that as well. Mini sites work great in this environment and can play home to contests and feedback from fans. <http://bit.ly/8s1VnA>



Host Gator – I have now been using and recommending Host Gator for 2 years. The reason is simple. As many sites as you have, they will host them all on 1 account for \$8 / mo. This means you can have your main site and any others hosted here, no matter the traffic, the size or the content. <http://bit.ly/5xt7MJ>

The screenshot shows the Host Gator website interface. At the top left is the Host Gator logo with a blue dragon mascot and the tagline "we eat up the competition". To the right, contact information is provided: Toll Free: 1.866.96.GATOR, Local: 1.713.574.5287, and a "LIVE CHAT" button with a photo of a support agent. Below this is a navigation menu with links for HOME, WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, SUPPORT, and AFFILIATES. The main content area features three promotional cards for different hosting services, each with an image of server racks and an "ORDER NOW!" button. The first card is for "Hosting" at \$4.95/mo, the second for "Reseller" at \$24.95/mo, and the third for "Dedicated" at \$174.00/mo. Each card lists features like "Web Hosting", "Reseller Hosting", or "Dedicated Hosting" and "Unlimited Sites". At the bottom, there is a banner for a "WINTER SPECIAL" featuring a snowman and a gift box.



Wordpress – Wordpress is the end all be all of creating strong websites with unlimited potential. The content management side of the software is so easy to use and with all the plug ins you can essentially put anything on you can think of on your site from Twitter to Flickr to SEO optimizing with the click on a button. <http://www.wordpress.org>

WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.

More simply, WordPress is what you use when you want to work with your blogging software, not fight it.

New to blogging? [Learn more about WordPress](#), then follow the three easy steps below to start blogging in minutes. Or, for the ultimate in ease of use, [get a free blog on WordPress.com](#).

Ready to get started? [Download WordPress 2.9](#)

Part 2 - Email Marketing

Aweber – For musicians and online businesses, you need a dedicated email service to send out your emails, give you analysis of open rates and click throughs and also give you ways to create forms that match your site. No one does this better than Aweber. <http://aweber.com/?319463>



FanBridge – Created to handle email marketing for musicians they are dedicated to creating an environment that is user friendly and music-centric. They offer a great solution that is 2nd only to Aweber. <http://bit.ly/88azjt>



Champion Sound – With some great packages to get started and utilize at live shows and with mobile phones, Champion Sound is a great email solution as well. <http://www.championsound.com/>



Part 3 - Band Management

PulseAmp – Having backstage access to this software, there are some great features to get your band organized from contacts to inventory to keeping track of your press.

<http://www.pulseamp.com/home.php>



Bandize – Bandize helps bands take control of their careers by giving them an intuitive, simple way to get organized. At \$15 a month it will keep even the most scatterbrained musicians in line. <http://bandize.com/>



Indie Band Manager – Indie Band Manager is software that sits on your desktop and helps to manage your promotion, booking, merch, pitches and so much more.

<http://www.indiebandmanager.com/>



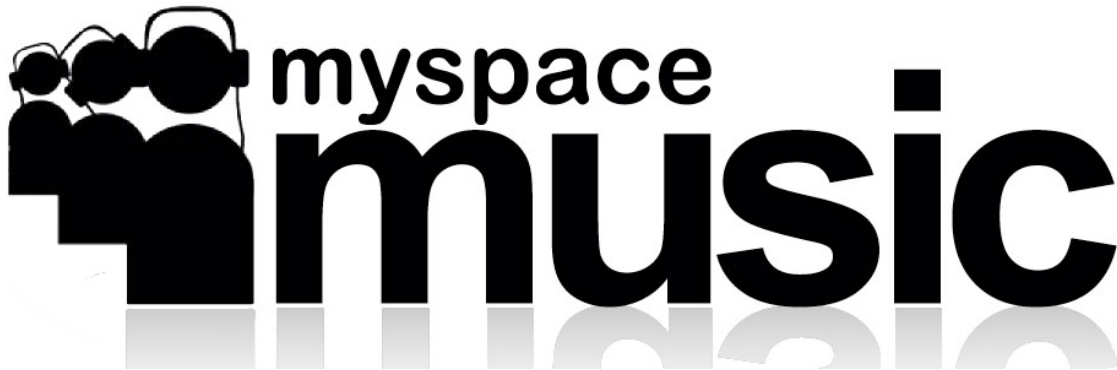
Music Arsenal - Use Music Arsenal to manage and schedule your upcoming projects, plan your tours, find new places to promote your music and more. The service is free to try and offer an upgrade for \$16 / mo that includes a complete music industry directory and contact list. <http://www.musicarsenal.com/>





Part 4 - Social Networks and Communities

Myspace – Still the only place in the world where you can find every band on the planet. Create a strong profile filled with information and your best music. Do NOT make this your main website, but rather a tool for people to find your music because it is familiar to them. Look for MySpace Music to do some cool things since they acquired iLike and iMeem. <http://www.myspace.com>



Facebook – The leading social network on the planet is still not the most user-friendly for musicians, but is still a place to set up shop. Setup an artist page and not a group. Look for applications to add your music from ReverbNation or iLike. <http://www.facebook.com>



Twitter – The wave of musicians using Twitter to connect with fans is crazy and I only anticipate it to get better. The wave of services to share music on Twitter keeps growing and we have added an entire section on Twitter Apps for music below. <http://www.twitter.com>



The Sixty One - A music adventure community where good music gets boosted up, and bad music disappears. I liken it as a Digg for music. <http://www.thesixtyone.com>



Everything good about new music minus everything MTV turned into.

thesixtyone taps into the collective wisdom of thousands of people to uncover the best in new music. [learn more »](#)

Stations

- all
- alternative
- dance
- electronic
- folk
- pop
- rock
- covers

Top Rookies

1. fluffy (lv 8)
2. rcruiz (lv 7)

	land of talk - Some Are Lakes Found by SallySilvera and commented 3 times buy» favorite»	1461 bumps ▲
	AM - While My Guitar Gently... Found by Overlook27 and commented 13 times buy» favorite»	1991 bumps ▲
	Transatlanticism covered by Sunday Radio Revived by sc00byyy and commented 21 times download» favorite»	2733 bumps ▲
	Priscilla Ahn - A Good Day (Morning So... Revived by OnTheBus and commented 25 times buy» favorite»	3454 bumps ▲
	westmore... Classical Gas remixed by Westmore Revived by Radioflax and commented 19 times download» favorite»	2297 bumps ▲

Right Now

- teknicolor earned 17 XP
- mbass07 earned 16 XP
- Doll leveled up
- pollodehule earned 20 XP
- Dan Feidt leveled up

thesixtyone is a community for people who love new music. sign up to:

- * earn reputation for rating and recommending good music
- * bookmark songs and create personalized radio with your favorite artists

Bebo - Bebo is a social media network where friends share their lives and explore great entertainment. Great for UK marketing. <http://www.bebo.com>





OurStage – Music discovery and community for all genres. They also have a great iPhone app for connecting with artists on the go. Owned by the AOL Network.

<http://www.ourstage.com>

The screenshot shows the OurStage website interface. At the top, there's a navigation bar with 'OURSTAGE' logo, 'Music', 'Judge', 'Blog', 'Marketplace', and 'Upload' links. A search bar and 'Login'/'Join' buttons are also present. The main content area features a large banner titled 'Your ticket to discovering the best new music.' with subtext 'Start listening to one of our popular stations...'. Below this are four categories: Rock, Pop, Hip Hop, and Country, each with a play button icon. To the right, there's a 'What is OurStage?' section with a 'Register Now' button. Below that, a red box says 'Check out the winners from last month! Check out the new prizes this month!'. Further down, an orange box asks 'YOU WANT COVERAGE? WE'VE GOT IT.' with a 'Find out more' link. At the bottom, there are two boxes: 'How can you Shape the future of music?' and 'Thousands of Artists Who's got buzz?'. A 'Join Now' button is also visible.

Plugola - A social music community and marketplace for indie music artists and their fans. Sell your music and let fans take advantage of their affiliate tools and make money selling your songs. <http://www.plugola.com>

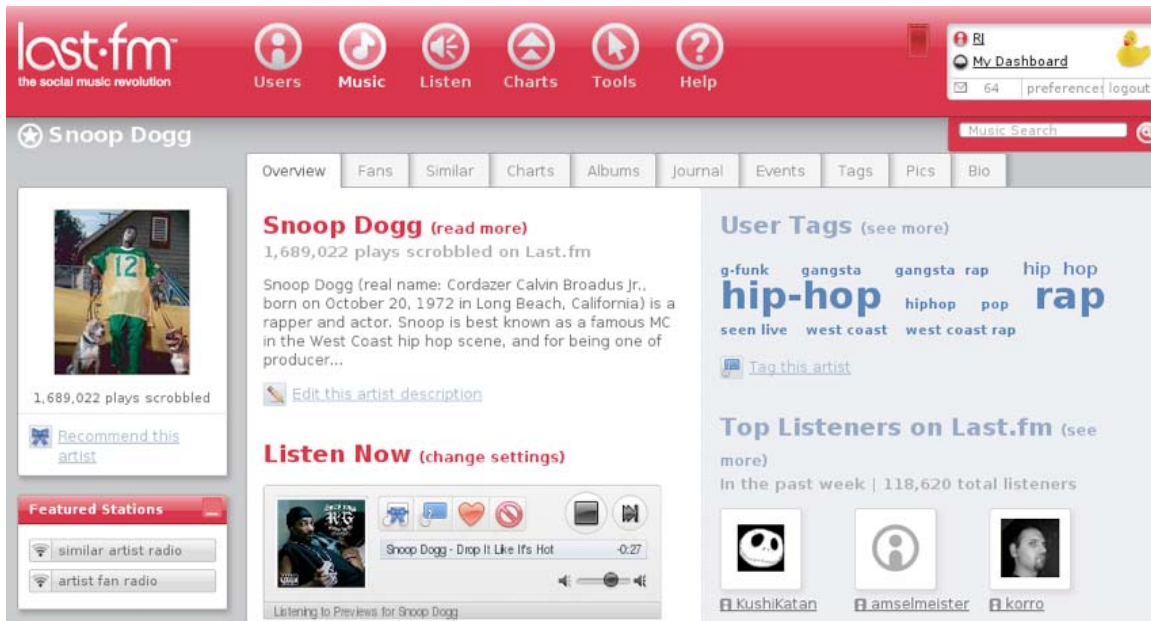
The screenshot shows the Plugola website interface. At the top, there's a navigation bar with 'PLUGOLA' logo, 'Get Concert Tickets StubHub!' button, and 'Username'/'Password' fields with 'Login' and 'Remember me?' options. Below the navigation bar, there are links for 'Home', 'Sign Up', 'Audio', 'Videos', 'Members', 'Browse', 'Photos', and 'Login'. The main content area is divided into three sections: 'TOP ARTISTS' and 'NEW ARTISTS' on the left, a central 'Check out' section with a 'PLAYLIST' and 'ALBUMS' tab, and 'TOP FANS' and 'NEW FANS' on the right. The central section shows a list of albums with columns for 'Album Name', 'Artist', and 'Total Price'. The 'Check out' section shows a sub-total of \$0 and a 'Hi Guest' button. The 'PLAYLIST' section shows a list of songs with columns for 'Album Name', 'Artist', and 'Total Price'. The 'ALBUMS' section shows a list of albums with columns for 'Album Name', 'Artist', and 'Total Price'. The 'TOP ARTISTS' and 'NEW ARTISTS' sections show profiles for 'Abyss' and 'Certified DJ Murk'. The 'TOP FANS' and 'NEW FANS' sections show profiles for 'ERock' and 'Rety'. A 'Get the code' button is also visible.

<http://www.genyrockstars.com> | marketing@genyrockstars.com



Part 5 - Streaming Sites and Communities

Last.fm - Last.fm is a music service that learns what you love... Every track you play will tell your Last.fm profile something about what you like. It can connect you to other people who like what you like - and recommend songs from their music collections and yours too. <http://www.last.fm/>



Pandora – The online streaming radio giant continues to grow, gaining new users in all genres and allowing any indie musician with a physical CD available on Amazon to be in their rotation. Not to mention their iPhone app that is still the most popular music app. <http://www.pandora.com/>





Grooveshark – This growing service is not only growing in terms of its listeners (which is creeping towards Pandora), they are also leagues ahead with their artist tools. From paid plays, to Adobe Air apps, paid memberships to partnering with many top music industry providers, they are going to have a great year in 2010.

<http://artists.grooveshark.com/>

The screenshot shows the Grooveshark Artist Dashboard for a user named 'Girl Talk'. The dashboard features a navigation menu with 'Dashboard', 'Analytics', 'Music Catalogue', 'Promotions', and 'My Account'. The main content area includes a 'Currently Viewing Demo' notice with a 'Click Here to Signup Now' link. The 'Artist Dashboard' section displays a welcome message and two line graphs: 'This Week' (Dec 21-27) and 'This Month' (Nov 28-Dec 18). The 'This Week' graph shows a play count of 16580 with a -37% decrease, while the 'This Month' graph shows a play count of 98913 with a +12% increase. Two promotional boxes are visible: 'Gain New Fans!' with an 'Autoplay' feature and a 'Get Started' button, and 'Share Your Music.' with a 'Find out more' button.

Blip.FM – A place to create your own radio station and share it over Facebook, Twitter, Last.FM, Friend Feed and others. Also discover music based on other DJ's and tastemakers. <http://blip.fm/>

The screenshot shows the Blip.fm registration form. The header includes the Blip.fm logo and the text 'What are you listening to?'. The navigation menu has 'all djs', 'favorite djs', 'me', 'find djs + invite friends', and 'blog + faq'. There are 'LOG IN' and 'SIGN UP' buttons. The main form is titled 'Create your own music station' and contains two input fields: 'Your DJ name' and 'Your email address'. Below the 'Your DJ name' field is a note: 'NOTE: your personal station URL will be blip.fm/your_dj_name'. Below the 'Your email address' field is a note: 'NOTE: we will never share your email address with solicitors'. At the bottom, there is a 'CREATE' button and a link to the 'terms of use and privacy policy'.



Jango – Internet Radio that plays what you want. Also comes equipped with Jango Airplay, a pay per play music advertising platform. Great way to share your music with their 1.2 million monthly visitors. <http://www.jango.com/>

Signup | Login | About

jango
Artists & Labels: Get your music on Jango

Free music - internet radio that plays what you want!

Enter any artist and click play: ▶ Play

Part 6 - Collaboration Sites

Indaba - A place for musicians to find one another, create and remix music, and showcase their work. <http://www.indaba.com>

indabamusic

Login with Indaba Music | Login with MySpaceID

Sign Up

Indaba is a community making and managing music online

It Starts with an Idea → People Come Together → They Record & Mix Online → A Song is Created

What's inside – Take a look around

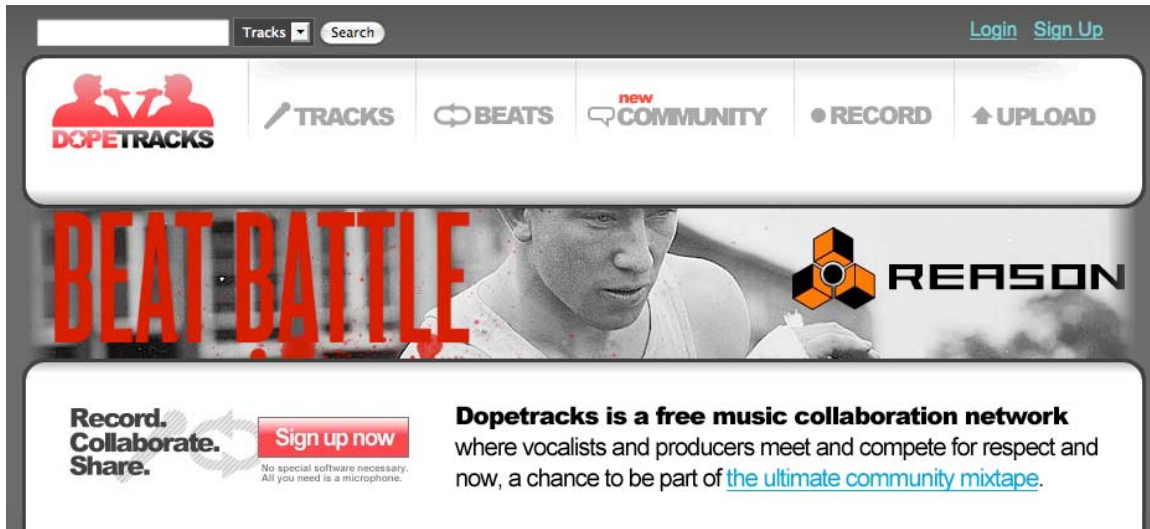
- Artist Profiles**
Create your artist profile and meet amazing musicians from around the world.
- Recording Sessions**
Create music with musicians from all over the world in online recording sessions.

Featured Program

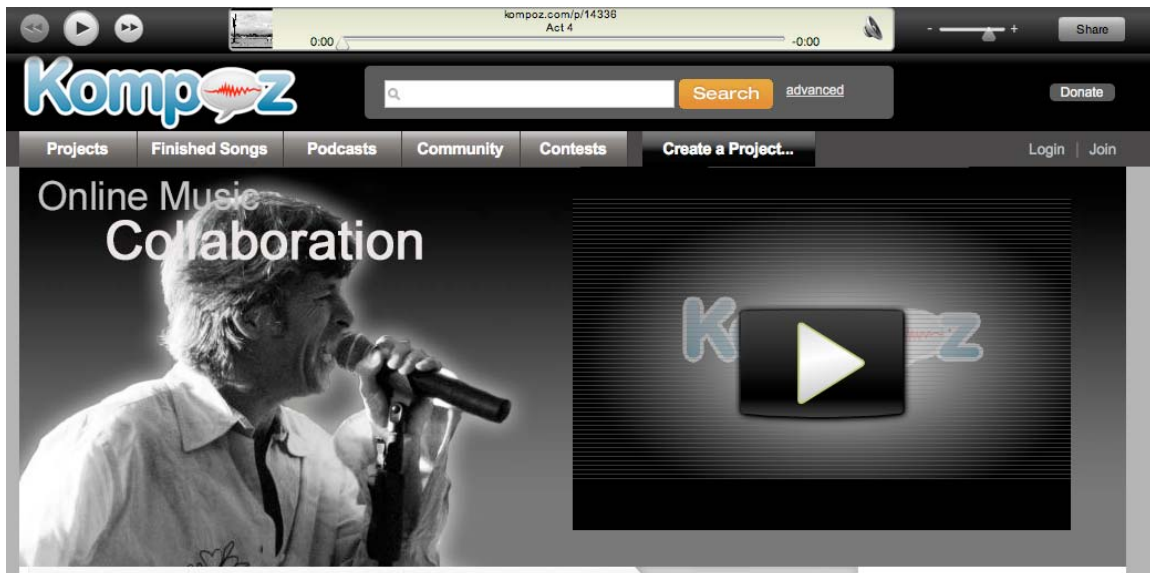
HAR MAR SUPERSTAR
"TALL BOY"



DopeTracks – A free music collaboration network where vocalists and producers meet and compete. Has a hip-hop and pop focus. <http://www.dopetracks.com/>



Kompoz – Share music tracks and collaborate with support for ProTools, Garage Band, Sonar, Remix and more. This is a great tool to share pieces within your own band over the internet or to meet new musicians to create great tracks. <http://www.kompoz.com/>





Part 7 - Music Industry Blogs

Hypebot – Best and most up to the minute coverage of the entire digital music industry, written by booking superstar Bruce Houghton. <http://hypebot.com/>

Indie Music Tech – Tech music news by Duncan Freeman (founder of BandMetrics). <http://indiemusictech.com/>

Music Think Tank – Collective of music industry thought leaders. Allows for indies to write articles as well. <http://www.musicthinktank.com/>

Audible Hype – Best hip-hop industry blog, period. Want to release an indie hip-hop album, learn from Justin Boland of World Around Records. <http://www.audiblehype.com/>

Crazed Hits – The music industry's leading online A&R Blog. <http://www.crazedhits.com/>

Digipendent – Site run by indie music marketer Danny Dee. Practical music industry advice. <http://www.digipendent.com/>

Creative Deconstruction – Written by Refe Tuma, an artist and music industry visionary, there is some great insight and actionable posts to get you inspired to market your music. <http://www.creativedeconstruction.com/>

New Rock Star Philosophy – Great site written by 2 indie music veterans. They also have a free eBook that is golden reading material. <http://newrockstarphilosophy.com/>

Eleet Music – Music industry blog written by Kevin English. The guy has crazy experience and writes some great stuff. <http://eleetmusic.com/>

Hype Machine – The largest collective of MP3 blogs anywhere. Target these bloggers to get some good airplay. <http://hypem.com/>

Evolvor and Gen-Y Rock Stars – Eric, my partner at Label 2.0 still finds some time to blog about the music industry and my site that looks at indie music and internet marketing. <http://evolvor.com> and <http://www.genyrockstars.com>



Part 8 – Social Media, Marketing and Tech Blogs + Resources

Mashable – It’s like my daily newspaper for social media news. <http://mashable.com>

TechCrunch – Batman to Mashable’s Superman. Great social media and start up news. <http://www.techcrunch.com>

Seth Godin – A new thinking marketing genius. Sometimes even has something to say about the music business. <http://sethgodin.typepad.com/>

Chris Brogan – If you want to learn how to do Social Media right, this is your guy. Now a NYT Best Selling author. <http://www.chrisbrogan.com>

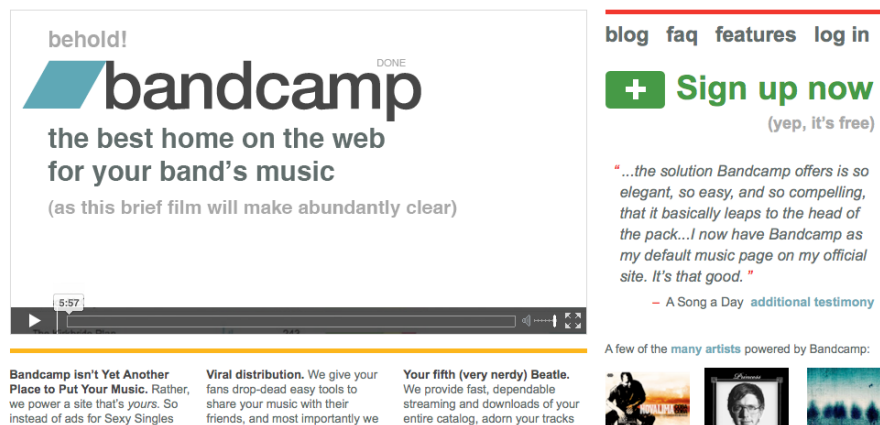
ProBlogger – Want to learn more about this blogging stuff? Darren at ProBlogger is your guy. <http://prologger.net>

Copy Blogger – Need to write copy online? Brian Clark has been doing it for eons. I’d listen to him. <http://www.copyblogger.com>

AllTop – This is not a specific blog, but rather a compilation of all the top blogs online broken down by category. Start exploring right away. <http://www.alltop.com>

Part 9 - Artist Tools

BandCamp – This site has risen up in the past year as the leader in direct to fan digital downloads. They ended the year by adding support for physical packages. With its sleek interface, custom website and NO FEES, this is going to be the difference maker for indie musicians in 2010. <http://bandcamp.com/>



The screenshot shows the Bandcamp website homepage. At the top left, it says "behold!" followed by the Bandcamp logo and the text "the best home on the web for your band's music (as this brief film will make abundantly clear)". Below this is a video player showing a progress bar at 5:57. To the right, there are navigation links for "blog", "faq", "features", and "log in", along with a prominent green "Sign up now" button with a plus sign and the text "(yep, it's free)". Below the button is a testimonial quote: "...the solution Bandcamp offers is so elegant, so easy, and so compelling, that it basically leaps to the head of the pack...I now have Bandcamp as my default music page on my official site. It's that good." attributed to "A Song a Day additional testimony". At the bottom, there are three columns of text: "Bandcamp isn't Yet Another Place to Put Your Music. Rather, we power a site that's yours. So instead of ads for Sexy Singles...", "Viral distribution. We give your fans drop-dead easy tools to share your music with their friends, and most importantly we...", and "Your fifth (very nerdy) Beatle. We provide fast, dependable streaming and downloads of your entire catalog, adorn your tracks...". To the right of the text are three small album cover images.



Artist Data – ArtistData provides solutions to automate the monotonous updating of artist websites, social network profiles, concert databases, Twitter, official news feeds, iCal, local press, fan newsletters, and even tour books. When an artist updates on ArtistData site, ArtistData updates all their sites. Very nifty and awesome.

<http://www.artistdata.com/>

TubeMogul – TubeMogul is the killer tool for those that truly want to automate their video uploading process. Upload your videos to TubeMogul and they will do the rest to ensure your video gets posted to YouTube, Blip, Facebook, Myspace and tons of other video sites. <http://tubemogul.com/>

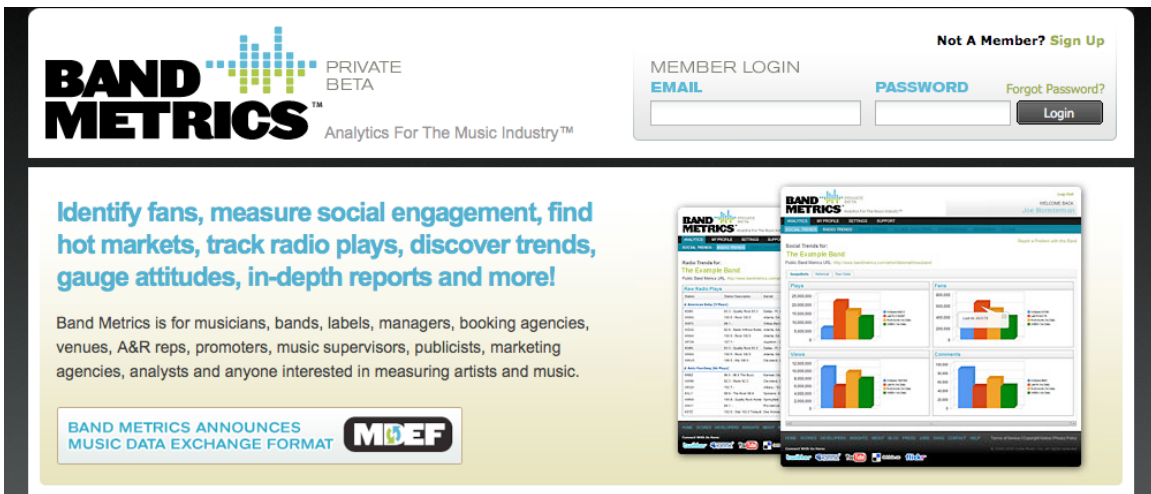
<http://www.genyrockstars.com> | marketing@genyrockstars.com



Reverb Nation – The mecca of online marketing tools for musicians. From gig finders to video widgets to email services. If you want to learn how to use their tools, Eric and I have compiled training to navigate and use everything Reverb has to offer inside of their dashboard. <http://www.reverbnation.com/>



Band Metrics – The leader in giving you analytics on your fans from music sites and related information. The site allows you to identify fans, measure their engagement with your music see hot markets and so much more. <http://bandmetrics.com/>



Rock Dex - analyzes and presents the information from 1000's of music websites and collects data on any artist, such as blog posts, tweets, plays, and much more to you in one convenient dashboard that gives you a high level view of what is happening online with the artists that are important to you. <http://rockdex.com/>



RockDex

See how much you do...or don't rock.

SoundCloud – Sending tracks as an attachment is so tacky and pisses many people off, especially if it was unsolicited. Use SoundCloud to send your tracks. Very clean and user friendly. <http://soundcloud.com/>



SoundOps – If you need your tracks mastered, this is the coolest site to get it done. Send over your tracks online and within a few days you will have 3 different mastered versions of your music to choose from. Awesome digital mastering service.

<http://www.soundops.com/>

Blog | multiMASTERING | About SoundOps | FAQs | Studio Gateway | Login

soundops™
"made famous by our multiMASTERING"

GET STARTED HOW IT WORKS

GET A BETTER CHANCE
TO BE HEARD
Let SoundOps master your tracks today!

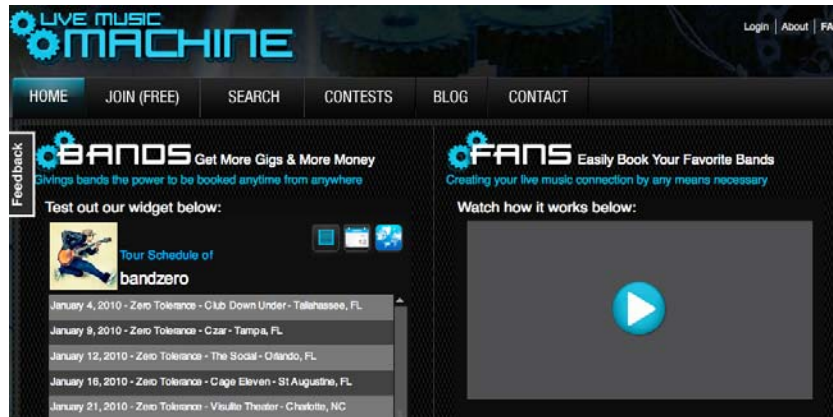
SHIPPING INCLUDED

ONLY \$99
PER TRACK

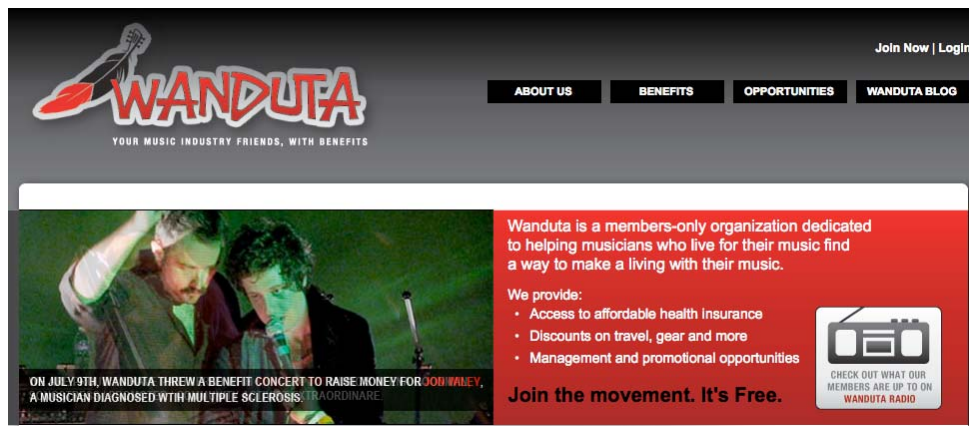
Learn More ▶
Get Started ▶

Find out why we have THE STRONGEST GUARANTEE of any studio

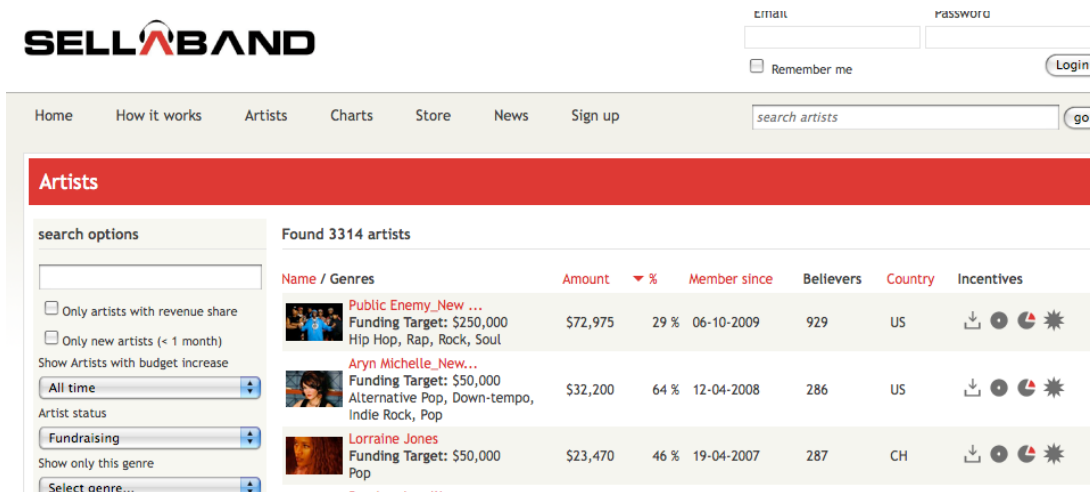
Live Music Machine – New way to book gigs based on your fans and crowdsourcing.
<http://www.livemusicmachine.com/>



Wanduta – A free resource for musicians to help them find health insurance, travel discounts, promotional opportunities and so much more. <http://www.wanduta.com/>



Sell A Band – Have your fans invest in your career. Really cool concept that I see growing in the coming months. <http://www.sellaband.com/>

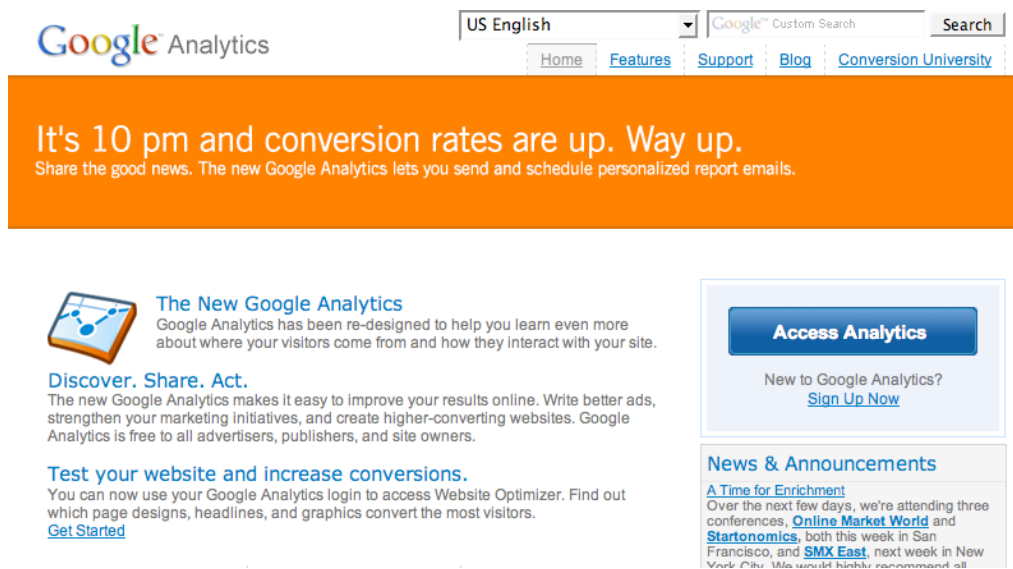




Part 10 - Google Tools

Google Alerts – Have Google send you an email every time your band name is mentioned online. Add other keywords and monitor everything important that is happening online. <http://google.com/alerts>

Google Analytics – The ultimate statistics for your website. Learn every detail of what is happening on your site, from where fans came from, what keywords they use in search engines, how long they hung out and so much more. And it's free!
<http://google.com/analytics>



Google Reader – All those blogs I mentioned up above can be managed using Google Reader. Learn about RSS Feeds and you will be pleasantly surprised about how you can manage nearly everything you read online. <http://reader.google.com>

GMail – The most professional and robust free email service provider. You can ever send and receive email from a POP3 or any other mail client. By far the best place to manage personal emails online. <http://mail.google.com>

Google Keyword Tool – See how many times people search certain words and key phrases on Google. <https://adwords.google.com/select/KeywordToolExternal>



Part 11 - Video Resources

YouTube - world's largest video sharing community, a Google property that streams over a billion videos a day. <http://www.youtube.com>

Viddler - video sharing community that allows for in video comments. <http://www.viddler.com>

Blip.TV - distribute your videos as podcasts to iTunes for free. Also has publicity and monetization features as well as custom players with a Pro account. What we use in Label 2.0. <http://www.blip.tv>

Revver - video sharing site that allows you to take in ad revenue from your videos. <http://www.revver.com>

UStream - live streaming video site with real time chat. <http://www.ustream.com>

Vimeo – Great high quality video sharing site with both free and pro accounts. Best site to upload HD videos. <http://www.vimeo.com>

Animoto - Music videos from your pictures and images. They format your pictures to match the intensity of your music. Free accounts give you a 30 second video. Upgrade for longer songs and more features. <http://animoto.com/>

Justin TV - Live streaming site. Create your own channel and start communicating with your fans via video and chat in real time. Stream your shows live as well. They have also introduced pay per view channels as well. <http://www.justin.tv/>

Flickr – This is the premiere photo sharing site. These index in Google very well and they also allow you to use and let others use your images with creative commons licenses. Also allows for video upload. <http://www.flickr.com/>

Screentoaster – Record your screen for free. Great for giving tours of your website or showing fans how they can support you or buy your music. <http://www.screentoaster.com>

Camtasia – The best screen recording software with effects, zoom, editing and sharing capabilities. <http://www.techsmith.com/camtasia.asp>



Flip Video Camera – The most essential piece of non music hardware you can own. This little camera packs a bite, recording HD video and popping right into your computer to upload to YouTube. If you are not doing video in 2010, you are not going to do anything in the music business. <http://bit.ly/5d6GPX>



Kodak zi8 – For those looking to take their video to the next level this is the tool. Takes full HD video and has an input for a microphone to capture sound at whatever quality you want. This is what we are shooting all of our new videos with. <http://bit.ly/74Bjqy>





Part 12 – Mobile Resources

Mofuse - Create mobile websites, track your stats and get iPhone optimized. Works best if you have blog and RSS feeds running into it. Can be put on custom domain for free and host AdSense to make a few cents on advertising. <http://www.mofusepremium.com/>



Mobile Roadie - Bands create their own custom iPhone applications which can include content like photo galleries, streaming music files, YouTube videos, upcoming concert listings, lyrics, news, Twitter and RSS feeds, and even interactive features like a "wall" where fans can post comments and photos. The app can also link to Ticketmaster and LiveNation ticket sales information and to the band's album(s) on iTunes.

<http://bit.ly/6gQVjN>

iLike iPhone App Creator – iLike will build your iPhone app, syndicating your content from iLike, Facebook, Myspace and more. One time \$195.00 activation fee.

<http://bit.ly/MrTUI>

The screenshot shows the iLike website interface. At the top left is the iLike logo. To the right is a search bar with the placeholder text "Enter an artist or song name here". Below the search bar are links for "Sign in or Create your own profile" and "In partnership with MySpace Music | iLike: Artist Blog - Musician FAQ". A navigation bar contains the text "Artists: manage your web-wide presence using iLike. Learn more »" and two buttons: "Signup!" and "Log in". On the left is a sidebar menu with options: Overview, iPhone (highlighted), Facebook, Twitter, YouTube, MySpace, and My Website. The main content area features the heading "iLike will build an iPhone/iPod app for your band!" followed by a list of benefits:

- **No Technology Headaches:** iLike will build your app automatically and enhance it as Apple releases new functionality.
- **You've Already Done The Work:** We'll populate your app with any videos, photos, blogs, and concerts you post to iLike.
- **Syndication:** Sync your band's presence on iLike, Facebook, and beyond; don't waste time posting to multiple platforms.
- **App Pricing:** If you sell your app, iLike will share the proceeds with you 50/50. For free apps, iLike may place ads in the app.
- **Marketing:** iLike will promote your app to fans using targeted online ads.
- **Easy Setup:** Build your app in minutes for a one-time \$195.00 USD activation fee.

To the right of the text is an image of an iPhone displaying a demo app interface with the text "Your Band Here", a play button icon, and "Watch the Demo".

Mob Base – iPhone app creation for musicians to build their mobile fanbase. Cheaper option than Mobile Roadie and iLike. <http://www.mobbase.com/>

The screenshot shows the MobBase website header. On the left is the MobBase logo with the tagline "your mobile fanbase". On the right is a login form with the text "Create an account or" followed by an email input field containing "rollettmarketing@gr" and a password input field with "password: (forgot it?)". Below the login form is a navigation menu with links for "home", "pricing", "faq", and "help".

Stay connected to your fans with a MobBase iPhone App.

Build, manage, and update your custom iPhone App in no time.

The screenshot shows a mobile app interface for "RX Bandits". At the top right is the text "Take the tour". The main text reads: "Your look. Your feel. **Your custom app.**" followed by "Your music, photos, videos, merch, and **more** in fans' pockets." and "Fast and easy." To the right is an image of an iPhone displaying the app interface with a play button and the text "MUSIC SHOWS".



Kyte – Create mobile apps for the iPhone, Blackberry, Nokia and Android. So far the only company I know offering turnkey development for all of these mobile platforms.
http://www.kyte.com/platform/pg/kyte_mobile_app_frameworks



Part 13 - Shopping Carts and Selling Your Music

PayPal – The original is still the best. Take payments, subscriptions, donations and more.
<http://bit.ly/8AKr2W>

WaTunes – Another digital distribution service. Offer iTunes distribution for free!
<http://watunes.com/>



TuneCore – Digital music distribution. Get your music on iTunes, Amazon, Rhapsody and so much more. <http://www.tunecore.com/>

The screenshot shows the TuneCore website interface. At the top left is the TuneCore logo with the tagline "music & video distribution". To the right are fields for "Email" and "Password" with a "Sign In" button and a "Forgot Password?" link. The main content area features a grid of album covers and a large blue box that says "YOUR ALBUM". To the right of this grid is a section titled "Your Own Music on iTunes™ & More" with a list of benefits: "Get 100% of the Royalties", "Keep All Your Rights", and "All You Need is One Song to Get Started." Below this is a prominent yellow "JOIN NOW Free Account" button. At the bottom, there are three smaller buttons: "Sell Your Music Online In Three Easy Steps", "I've been promoting TuneCore to my...", and "What Does It Cost".

CD Baby – The front-runner in selling physical CD's online and drop shipping them to your fans. They offer some great artist services as well as digital distribution. Now owned by DiscMakers, they have paid over \$111 million to indie artists. <http://members.cdbaby.com/>

The screenshot shows the CD Baby website homepage. At the top left is the CD Baby logo with the tagline "DISCOVER MUSIC". To the right is a "Log in" button. Below the logo is a navigation menu with links for "SELL YOUR MUSIC", "HOW IT WORKS", "ARTIST SERVICES", "DIY MUSICIAN", and "MY ACCOUNT". The main banner features a colorful graphic of a musical note and stars over a wavy path, with the text "Sell Your Music Worldwide". Below this is a sub-headline: "Become a member of the world's largest independent online music store. Sell on dozens of the top retailers, including iTunes, Amazon, Rhapsody and many more." A "GO" button is located at the bottom right of the banner. On the left side of the banner, there is a "Sign up now!" section with the text "Starts at just \$35" and a "CLICK HERE" button. Below the banner are three sections: "WHAT WE DO FOR YOU" with a "Sell Music And More" button, "Our Partners" featuring the Amazon MP3 logo and a "view all" link, and "Facts About CD Baby" with statistics: "\$111 million paid to indie artists" and "5.5 million CDs sold", both with "view all" links. On the far right is a "Welcome to CD Baby" section with a photo of a woman and a bookshelf.

AudioLife – Drop ship CD’s and merchandise without ever ordering inventory. Need 1 shirt and 4 CD’s – just order what you need. Great artist focused company that should be in your business plan for 2010. Create stores and sell your products and get the money directly into your PayPal account. <http://audiolife.com/>

audiolife
Where Artists Make Money

Home | Take a Tour | Featured Stores | FAQ | Blog | Audiolife Buzz | Watch a Video!

1. Create Your Own Store. 2. Sell Products* Worldwide. 3. We'll Do the Rest.

*No upfront inventory costs

Free and Easy!

Get Started

CartFly - Sell your merch, transaction through PayPal, paste the widget everywhere, they take 3% of the transaction. <http://www.cartfly.com>

cartfly
your place to sell out

Welcome | Tour | FAQ | CartflyStores | Blog

Easy. Free. Get a Cartfly store and get selling in hundreds of locations across the web.

Start Selling

Party Pooper Patty Matchbox \$110.00
lil' poke matchbox \$110.00
Cydoris Matchbox \$110.00
Puppetina Matchbox \$110.00

What is Cartfly?

Get Your Cartfly in 3 Easy Steps

- 1 Sign up for FREE
- 2 Set up your store

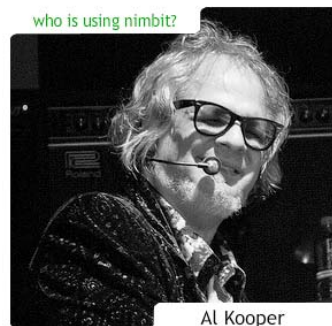
AmieStreet - Amie Street is pioneering the concept of "social music retail." We've combined a digital music store with a social network focused entirely on discovering and buying new music. <http://www.amiestreet.com>

Nimbit – Direct to fan selling of digital as well as physical products. Grab your store and take it mobile on any website, blog or social network. <http://www.nimbit.com>

The Music Industry's Leading Direct-to-Fan Platform
for musicians, managers, and emerging labels

- ✓ **Sell Direct-to-Fan**
On your website, Facebook, iTunes, blogs, and more
- ✓ **Promote Your Music**
With email marketing, promotions, and fan management
- ✓ **Manage Your Direct-to-Fan Business**
Using one dashboard to easily see and do everything
- ✓ **All The Services You Need, In One Place**
CD replication, download cards, web design, print services

Sign up for free now!



1Shopping Cart – The leader in setting up your own shopping cart. Also has the ability to manage affiliates and contacts via email. This is the complete solution to running an online business. <http://bit.ly/4Urixv>

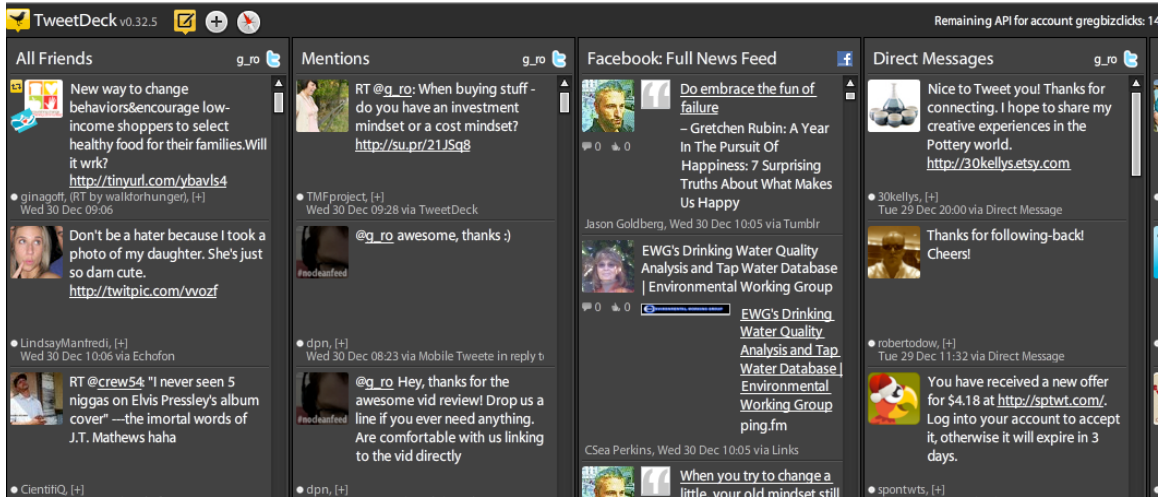
Part 14 - Twitter Tools

Twitter Search – The real power in Twitter lies in its real-time search ability. This means you can see what fans are saying at your shows – at your shows! You can also break down the searches into location, emotion and other features.

<http://search.twitter.com>



TweetDeck – The ultimate application to manage your Twitter account, Twitter searches, Facebook, LinkedIn and Myspace. This tool is going to be a lifesaver in 2010 if you do not already swear by it. <http://www.tweetdeck.com>



Hootsuite – This is another tool to manage your Twitter account as well as analyze stats of your Tweets, schedule messages in advance and manage multiple accounts from one platform. <http://www.hootsuite.com>

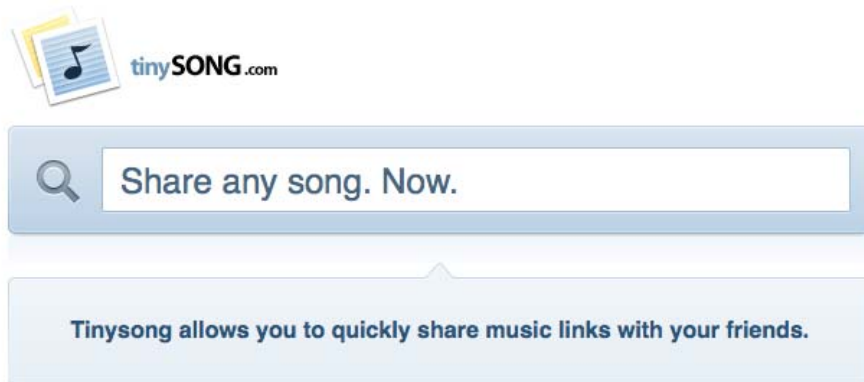




Ping.fm – One of the biggest challenges in the new social landscape is to update all your accounts when you have something new to say. Ping.fm will allow you to update all your status updates through one account. Highly recommended. <http://ping.fm>



TinySong – A URL shortener made by Grooveshark to link people directly to your music inside of Grooveshark. <http://www.tinysong.com>



Su.pr and Bit.ly – URL shortening services. With an increased emphasis on short messages, you don't want to post your URL with 150 characters anymore. These services will shorten them to let your messages fit as well as track the clicks and other stats. <http://su.pr> and <http://bit.ly>

Sponsored Tweets – Get paid to Tweet. For any musician with a fanbase on Twitter this is an easy way to make some good money by sending sponsored messages on Twitter. <http://bit.ly/4mOccl>



Part 15 - Build Your Own Communities

Ning – The fastest way to create your own social network. Used by Ashed Roth, Buckcherry, Pitbull and others. They offer a free and paid version of the service.
<http://ning.com>



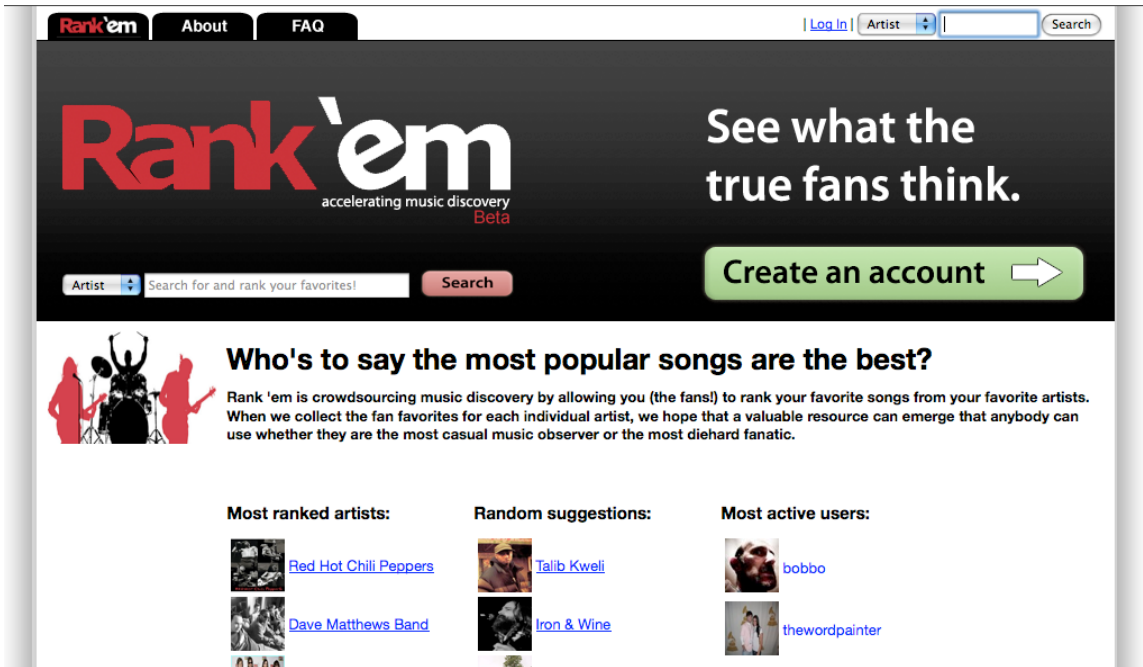
Wishlist – Turn your Wordpress site into a membership site easily with this plug-in. We have used this on many of our own sites as well as artist sites for fan clubs, exclusive content, password protected releases and more. <http://bit.ly/5lkahu>



aMember – This is a membership script that can be used on any website that uses PHP code. They also have a rocking Wordpress Plugin. <http://www.amember.com/p/>

Part 16 - Charts and Rankings

Rank 'em – Startup project from Athens, GA, Rank 'em allows fans to rank the most popular songs from their favorite artists. <http://www.gorankem.com/>



Rank'em About FAQ | Log In Artist Search

Rank'em
accelerating music discovery
Beta

See what the true fans think.

Artist Search for and rank your favorites! Search

Create an account →

Who's to say the most popular songs are the best?

Rank 'em is crowdsourcing music discovery by allowing you (the fans!) to rank your favorite songs from your favorite artists. When we collect the fan favorites for each individual artist, we hope that a valuable resource can emerge that anybody can use whether they are the most casual music observer or the most diehard fanatic.

Most ranked artists:

- Red Hot Chili Peppers
- Dave Matthews Band

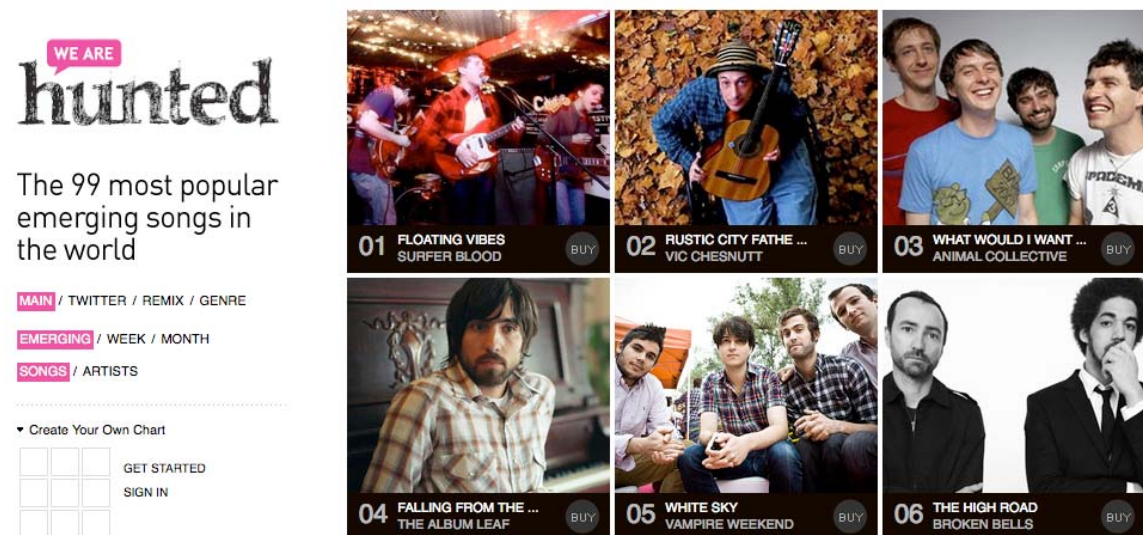
Random suggestions:

- Talib Kweli
- Iron & Wine

Most active users:

- bobbo
- thewordpainter

We Are Hunted – Indie music charts that take their rankings from Twitter, Blogs, P2P networks. Great way to see if your social campaigns are working. <http://wearehunted.com/>



WE ARE hunted

The 99 most popular emerging songs in the world

MAIN / TWITTER / REMIX / GENRE

EMERGING / WEEK / MONTH

SONGS / ARTISTS

▼ Create Your Own Chart

GET STARTED
SIGN IN

01 FLOATING VIBES SURFER BLOOD BUY

02 RUSTIC CITY FATHE ... VIC CHESNUTT BUY

03 WHAT WOULD I WANT ... ANIMAL COLLECTIVE BUY

04 FALLING FROM THE ... THE ALBUM LEAF BUY

05 WHITE SKY VAMPIRE WEEKEND BUY

06 THE HIGH ROAD BROKEN BELLS BUY

Indie Hit Maker – Do you sell a lot of CD's at your live shows? This service tracks those sales and charts you on Billboard. If you are a touring musician, you need this product! <http://bit.ly/5gU5i6>



The advertisement banner for Indie Hit Maker features a red and orange background with a yellow audio waveform. The main text reads "indie Hitmaker" in a stylized font, with "GET ON THE BILLBOARD CHARTS" below it. Three buttons are visible: "WHY JOIN", "REPORT YOUR VENUE SALES", "MERCHANT ACCOUNT SERVICES", and "REPORTING FOR LABELS". A central call to action says "SET UP YOUR ACCOUNT TODAY TO START REPORTING YOUR LIVE SHOWS SALES" with a "REGISTER NOW" button. On the left, a megaphone icon is next to "IHM ARTIST BENEFITS:" and a list item: "★ We report your live show CD sales to SoundScan HOW?". On the right, another list item: "★ Independent & unsigned bands sell the majority of their CDs at live shows".

Next Steps

After reading this guide to all the tools, resources and communities, the next step is to take action. That could be signing up for one of the services. It could be re-working your website. It could be reaching out to bloggers or creating a real marketing plan.

No matter the next step, be sure to take action.

Feel free to pass this report to your friends, other bands or people in the industry that you feel would benefit from it.

If you would like to continue your education in the music business please

- Check out Label 2.0 - <http://evolvor.com/services/label-20/join-now/>
- Consider one-on-one or group consulting.

For more information, please contact Greg at marketing@genyrockstars.com.



Greg Rollett
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