

ENTERTAINMENT **MARKETER**

Self Promotion 101

SING Music Business Summit
Presented by Jim Norris
May 27, 2024

Welcome

- ✓ Today's webinar
- ✓ Questions – chat
- ✓ Recording
- ✓ Action plan

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PDF

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Introduction

Jim Norris

- ✓ Personal background
- ✓ Education
- ✓ Career History
- ✓ NWC
- ✓ Entertainment Marketer
- ✓ Canadian Music Spotlight
- ✓ Metalworks Institute
- ✓ Mohawk College
- ✓ Seminars /Webinars

Attendee Introduction

- ✓ Musicians
- ✓ Music Business
- ✓ Recording Professional
- ✓ Educators
- ✓ Other

Marketing Mix (4 Ps)

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

Self-Marketing

- ✓ Someone has to make a profit
- ✓ 4 P s – Product , price, place, promotion

Product

- ✓ You are the product
- ✓ Supply service – employer or client resells at a profit
- ✓ Two ways to develop:
 - ✓ Develop product – find market
 - ✓ Find market – develop product
- ✓ Product development – talent, skills, multiple capabilities, experience, study, technology, sales skills, image, attitude
- ✓ Punctuality, cooperation, flexibility, go the extra mile, likeability, social skills

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- ✓ DUBAI
- ✓ Filter
- ✓ Reputation

Price

- ✓ Depends on product, demand, competition
- ✓ Research
- ✓ Trial and error
- ✓ Build value
- ✓ Sacrifice income
 - ✓ Product development
 - ✓ Promotion

Place

- ✓ Market demand
- ✓ Location
- ✓ Flexibility
- ✓ Travel
- ✓ Virtual opportunities

Promotion

- ✓ Must have something to promote – product
- ✓ Hidden market
- ✓ Bio, photo, one sheet, references, video, business cards, website, advertising, sales, Facebook, LinkedIn, Twitter, YouTube, TikTok
- ✓ Networking

5th P – Persistence

- ✓ Never say die
- ✓ Dealing with negativity
- ✓ Pleasant persistence
- ✓ Enthusiasm
- ✓ Numbers game
- ✓ Follow up
- ✓ Failure – part of the process
- ✓ Successful people fail the most

Conclusion

- ✓ Frustration factor
- ✓ Small market – lots of competition
- ✓ High potential gains – personally & financially
- ✓ Depends on passion & persistence
- ✓ Will you succeed – Up to you

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