SECRETS TO GETTING YOUR MUSIC POSTED BY MUSIC BLOGS

Second Edition

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Why Did I Create This E-book?

I want to make sure you not only have a list of the Hip Hop Blog E-mails but that you can completely utilize it to it's fullest potential.

What is the point in buying a fast car if you are only capable of going 80MPH in it? Ya know?

I want you to be able to go full speed ahead with the list and start getting your music posted and heard by the fans you truly deserve.

YES!

This will take work.

Anything worth having will take work.

All I can do is teach you, YOU have to apply the knowledge and grow.

But I will outline what you need to do in order to really get posted in this e-book.

I'm going to start with the most vital aspect of getting your music posted by ANY blog.

People gather in packs daily to see the new music a music blog post.

Those large masses of people trust and respect songs what the blog releases to them.

So it's almost as good as having a friend tell someone about your music.

That is one of the best ways to have your music being heard for the first time. Because people take things more seriously from people they trust. Because of that you have a much higher chance of retaining them as a fan in this fashion.

One blog post up on the right blog can blow you up over night. It just depends what blog you get posted onto!

The Relationship Building

The MASSIVE importance of this is that after you have established a relationship with a blog

Also imagine the fact that these people are intertwined and connected with every artist who they post on their blog as well. They have a massive network of people that - if you could get your hands on - would help you grow as an artist FAST.

The more detailed and unique an E-mail sent looks, the better chance they will respond.

For example, if you mention you saw a recent post of there's about a certain rapper, say you were a fan of that rapper and they brought you to that blog.

Clearly this e-mail you sent isn't just being sent to every blog because you are actually mentioning a post that THEY MADE. They will recognize this.

This in-depth approach will help you truly build a stronger connection with these music blogs.

HUGE TIP: When you create your templates below, allow places in the template where you put in a spot about a recent post the blog made and your opinion on it. This creates a realer feel to your e-mails.

Obviously I recommend you actually check out the post and have something genuine to say.

Other Great Ways To Build Relationships With Blogs

1) Find their social media profiles such as Twitter, Instagram and Myspace (Just kidding haha) and like, favorite, retweet and ESPECIALLY comment on their stuff.

2) Make comments on the stuff they post on their blogs where they can see you saying nice things publicly. This is twice as effective. Be genuine please! Nobody likes fake people.

3) Shoot them an E-mail every so often that DOES NOT have your music in it. Same way you shoot a connect you have a text every so often to let them know they are on your mind and you want to make sure they are doing good to keep a relationship going.

What To Do Every time A Blog Post Your Music

If you want to build a true relationship with blogs show them that you respect that they posted your music up. If you don't they might not ever post you up again.

You need to realize a big reason that a hip hop blog will post someone is because they get free traffic from your fans to their site that helps them grow.

You probably weren't looking at it from this perspective. This is how all music blogs grow exponentially.

So if they see that you are promoting the post to their website and it is gaining them traffic from your friends, family and fans, they are going to be thankful and post your music every time as well as have nice things to say about you in the blog post.

The TO DO LIST

1) Post the direct link up of the blog post to every social media platform you have.

Quote the best line about what they said in your status post.

This is beneficial to both them AND you.

People are clicking over to their site link and reading GREAT things said about you PLUS you are getting more clicks and views on your videos. Why wouldn't you do this?

2) Like, Favorite, Retweet, Share or whatever social media site ability you have to their post up of your music.

3) Now that you have liked and favorited and shared the link to their site you need to E-mail them saying thank you.

But NOT only that, also tell them that you did everything in your power to spread that link around. That shows you actually appreciate it instead of just saying it.

4) Every couple weeks shoot them an e-mail staying in contact with them to continue the relationship.

5) Keep a list of the blogs that have posted you and what kind of relationship you have with them. This way you can look at the list and remember what songs they posted and anything important such as the name of the person who posted it or information you need to remember about that person.

Maybe they told you what college they go to or what they are in school for or the name of their dog. All of this is important information.

If someone tells you their dog was sick and they haven't been checking the music submissions as much because of that, you can ask if their dog is finally okay a few weeks later. Or "How is your Lab Rex doing? Is he finally over being sick?"

If someone has this type of information it shows they care. It builds a MUCH stronger relationship with that person. So keep a list of information like this so you never forget important stuff.

You have to treat this relationship like you would any other. If a girl lets you have sex with her and you don't hit her up at least every 2 weeks (or 2 days lol) then she is going to think you really don't care about her.

Same goes for any friend you have, right? It's a relationship, build it.

ONLY SUBMIT NEW MUSIC TO BLOGS THEY DO NOT WANT YOUR OLD MATERIAL.

Blogs want to be on top of what is hot, not what is old and cold. They feel special being the first person to post up a song.

As you saw me post in the Hip Hop blog list itself, I have proof that it takes numerous times of sending in order to get seen.

This guy who runs a pretty big blog mentions how he gets 1,000 SUBMISSION A DAY!

One time I got frustrated with music blogs NOT responding to me so I started titling the E-mails "4th Time Emailing You" and finally I got some responses.

I had some people cuss me out when I said "4th Time E-mailing you" and they actually responded lol. Unfortunately that's not going to go over well with everyone.
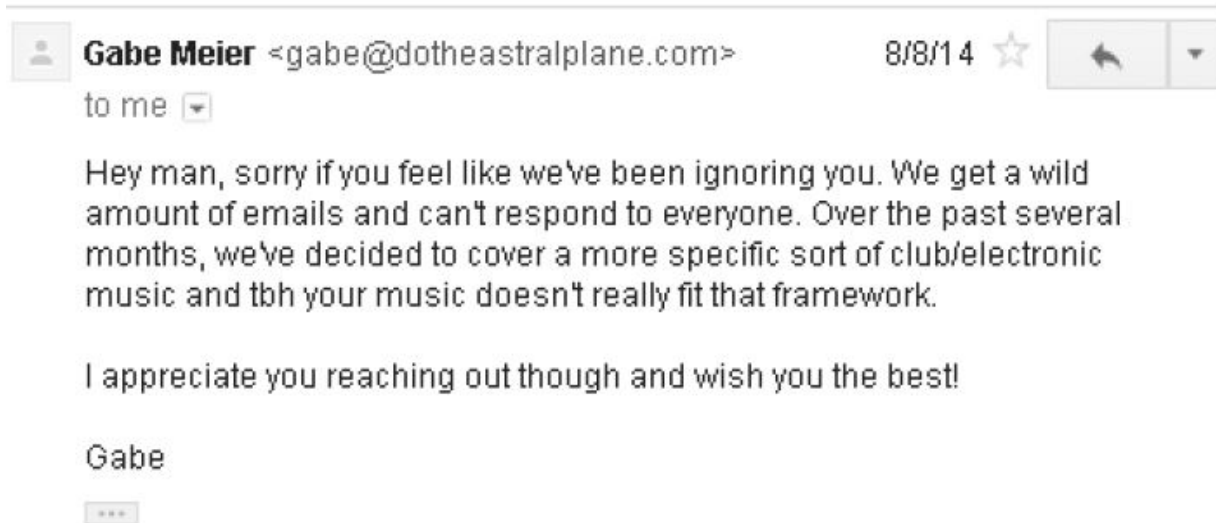
But here are the e-mails from nice guys at nice blogs. Sometimes you can expect some like this if they like your music!

Submissions <submit@universityhype.com>   8/7/14

to me

I don't even know where to start. First of all I'm extremely apologetic for our lack of response, we get 1,000's of emails per week and don't even go through the submission inbox ourselves anymore (interns). My personal email is thedean@universityhype.com, but we'll be posting ████████████ in the next 24 hours and review your other submissions. Thanks for standing by us despite your experience, we recognize your talent and hope that our

Sent from my iPhone

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Gabe Meier <gabe@dotheastralplane.com>   8/8/14

to me

Hey man, sorry if you feel like we've been ignoring you. We get a wild amount of emails and can't respond to everyone. Over the past several months, we've decided to cover a more specific sort of club/electronic music and tbh your music doesn't really fit that framework.

I appreciate you reaching out though and wish you the best!

Gabe

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CREATE TEMPLATES

Creating The Time Saving Templates

This is a great way to contact the hip hop blogs because it saves you time, time and time again.

What we are going to do here is create 5 different templates.

Template Definition:

A preset format for a document or file, used so that the format does not have to be recreated each time it is used.

With a template created you can just copy and paste everything you are sending to the music blogs every time you do a e-mail blast.

If they don't respond, you don't want to send the SAME message they may have already read, so you instead you have ANOTHER template ready to send to them.

Let me show you a quick example of what I mean.

NOTE: Your templates should be a bit longer but NOT too long. Blogs don't want to read long ass e-mails.

E-MAIL 1 To Establish A Connection And Be NON PROMOTIONAL:

Hey, I really love _____ about your blog.

I just wanted to reach out and let you know I love the stuff you post. ETC ETC

Don't attach links and music

E-MAIL 2 Promote Your Music:

After admiring your blog for a few months now I have finally built up the courage to submit some of my stuff.

I think you may really like my music because _____. And also because _____.

Attach links and music

E-MAIL 3 For Sites That Didn't Respond:

Hey, me again!

I know you guys are super busy but I would really appreciate just a minute of your time ETC

Attach links and music

E-MAIL 4 If They Still Didn't Respond - This reminds them without being promotional:

Me again, just seeing if you saw my last few e-mails. I know you're busy, I'm just checking in.

I hope you are having a great week! God Bless.

Don't attach links and music

E-MAIL 5 If They Still Didn't Respond :

I am super persistent haha. Hope it's not being bothersome I just really would love a second of your time.

I've sent a bunch of e-mails now but I don't know what I have to do to get your attention. *I can dance like a monkey* lol jk

(insert your own witty joke there that will make them crack a smile and want to respond. I don't recommend using the monkey joke since the 1,000s of people who get this e-book will probably use it too.)

Attach links and music

The more e-mails you send that are non promotional, the more value you create from yourself to the blog and the better chances you will get posted when you finally promote.

If you can offer something to the blog that can help them out it will add much more value than just nice words.

Ask them if there is anything you can do for them and built TRUE VALUE (no not the hardware store) so that they appreciate you.

How To Not Get Your E-Mails Marked As Spam

There are some things you need to know about E-mail marketing. Such as how to NOT get your E-mails to get sent directly to a SPAM box when you send it
If you are sending E-mails to a blog and your E-mails go straight to their SPAM BOX…
That was a waste of your time.

Typically when you are sending from a software or a E-mail client they use your current E-mail address as the address that the E-mail is sent from.

There are a lot of factors that go into telling if your E-mail will get marked as spam…
Read carefully, I'm trying to help.

1) How long your current E-mail has been alive or in use.
This tells the E-mail servers that are SENDING AND RECEIVING your E-mail if your E-mail is a REAL person or if it is specifically for SPAM. In which case it sends it directly to the SPAM box.

2) How many people are marking your E-mails as spam
If you have been spamming people before, be careful. Every Email Title and the content INSIDE the E-mail should be at least slightly different. I recommend that you make 10 different spiels that you can use while sending to these blogs. Then send your E-mail in

sections 1/10 at a time. For instance, if there is 300 Emails, you send 30 at a time with a unique message. 🙂

3) Make sure that the E-mail you send LOOKS like it is directed at an individual person even though you are sending it to masses of people. Don't let them know you are EMAIL blasting. Make it look like you hand sent that E-mail somehow. You're smart enough to figure that out.

4) Major Email clients like Aweber and Mail Chimp (Aweber being the best) have protocols to help ENSURE that you don't get your E-mails marked as spam. They even have Email spam raters that tell you if what you are sending is likely to be marked as spam by servers.
On top of that, they also have tools and tips on their site in full detail to help you not get marked as spam.

5) Different Email servers act differently. Gmail receiving an Email acts differently than Yahoo. Every company has their own way of detecting spam. Consider that. 🙂

I don't want to make this E-book TOO LONG. I just want to give you the information you need and let you get started! I wish you the very best of luck. Don't stop, keep moving forward.

If you would like to check out any of the other E-books I have that are full of really valuable information for rap artist, look below.