



HOW TO GET PLACEMENTS IN THE DIGITAL ERA

7 WAYS TO GET MORE PLACEMENTS

#1 RULE - NEVER BE BORING OR DULL. EVER. PEOPLE NEVER REMEMBER BORING PEOPLE. EVER. LEARN HOW TO WRITE IN A WAY THAT GRABS ATTENTION. BUT NOT BEING DESPERATE.

PLACEMENTS ARE A NUMBERS GAME

 IF you send out 100 beats, the right way, you'll likely get about 10 SERIOUS responses.

 Email is your friend. It's more professional than DM.

 HAVE A WEBSITE THEY CAN VIEW AND HEAR YOUR MUSIC.

 Your website is a MAJOR advantage since so few producers have one.

RELATIONSHIPS!

Be a master of relationships. Nothing happens without someone opening a door for you. (Unless you build your own door. Which I actually recommend.)

MASTER OUTREACH

The key is to communicate effectively.

You can't email someone with just an attachment and expect success. Do your research and know who you are contacting.

- The key is to reach out to the artist's **MANAGER**. The artist relationship is the best to have, however it's hardest to attain.

Be Professional and Relentless. (Never Thirsty)

People respect action. They don't respect desperation.

- Start with an authentic compliment of the manager or artist's work.
- Big Secret: **ALIGN** with what they are working on **RIGHT NOW**. (This requires a bit of research and tact.

HUGE SECRET: HAVE VALUE ASIDE FROM BEATS!

Many doors opened for me when I started DJ'ng.

I was able to walk in to many new rooms and meetings because I separated myself as a DJ.

- Before that I played keys, so I was able to get into sessions and work with top producers because of piano and my network.

Start Connecting the Dots.

Your Network is what will make or break you.

Network in higher circles. Bust in. You're the average of the 5 people you spend the most time with.

- Reach out to at **LEAST 10 Successful** people per day.
- The more you do it, the better you get.
- If you don't do it, you'll lower your chances of success **EXPONENTIALLY**.

ONE RELATIONSHIP CAN CHANGE YOUR LIFE. SEEK

●●● Your Beats **MUST** be Dope!

●●● Use Email to contact more people at a time.

●●● Use personalization in your emails.

●●● **CONSISTENCY WINS.**

●●● Reaching out once or twice won't work. Persistence.

●●● Get a virtual assistant to get **MORE DONE** each day.

USE UPWORK.COM TO FIND A VIRTUAL ASSISTANT

 Show Your Face in your website, email and socials.

 People don't build bonds with LOGOS, Show your face and put yourself on camera.

 Learn How To Talk about the interests of the **OTHER** person.