



## **The Importance of Music Marketing**

The biggest problem independent artists' face is obscurity. You can have extraordinary songs, but if nobody is listening to them you will never achieve major success. It's more than just having a great product or a catchy tune, you need to promote your brand. People need to get to know you, and they need to be inspired by you. As an artist, you need to connect with your audience in a personal way.

The good news is we are living in amazing times where technology has made this process so much easier than in the past. The barriers to entry have been lowered so that you don't have to rely on a producer or a major label to reach an audience.

Within the past 16 years we have experienced the emergence of the internet, email, social media, DIY distribution channels, affordable home recording software and equipment, and many more tools at our disposal. So be encouraged and embrace the possibilities. The sky is the limit!

One last thing on this topic... Don't be overly protective of sharing your music, taking on an attitude of "they will have to pay to hear my music." The main goal is to get it out there in the public domain, regardless of whether you have to sell it, or give it away. If your music is good, people will pay for it, regardless. You will make money!

## **Copyrighting your Music**

Songwriters need to protect their music. Without a copyright registration, you cannot get into federal court. Consider the scenario where you release music to the internet, only to have someone else rerecord your song, file a copyright, and make a fortune off of it.... all of this because you choose not to spend ten minutes registering your song and paying the \$35 registration fee. This can be done quickly online by filing an ECO Copyright at <http://www.copyright.gov>.

## **Registering your Music with ASCAP**

[The American Society of Composers, Authors, and Publishers \(ASCAP\)](#) is an American performance rights organization that protects the musical copyrights of its members. ASCAP accomplishes this by monitoring performances and broadcasts of its members' music, collecting licensing fees, and distributing these royalties back to its members. Registering with ASCAP also strengthens your copyright, and allows you to define artist/producer splits. The annual membership fee is \$35.

At a minimum, you will need to register as a songwriter. I would also recommend that you register as a Publisher, thus giving you complete control of your musical destiny. A great resource on this topic is a book written by Eric Beall ["Making Music Make Money."](#)



### **Press Kits**

There are two basic types of Press Kits:

1. Traditional (Physical Press Kit)
2. Electronic Press Kit (EPK), sometimes referred to as a Digital Press Kit (DPK)

Although EPK's are more feasible and cost effective, it's imperative to have a traditional press kit as well. This is necessary for mailing to key radio stations, booking agents, A&R representatives etc..

#### **Contents of the Press Kit should include:**

1. A well-written, interesting, concise bio.
2. A professional, high-quality CD demo.
3. High resolution photo of the artist(s)
4. Tour dates
5. Interviews or Press Reviews
6. Contact Information

For Physical Press Kits, ensure that you use a professional folder. Consider having custom folders made with your artist logo on the front. Remember that branding is critical as in the marketing of any product.

As far as EPK's go, we will cover this under the Airplay Direct section.



## **Recording on a Budget**

There has never been a better time to create your own home recording studio on a limited budget. You can create recordings that sound remarkable for a fraction of the cost that it would take to record in a professional studio. There are several considerations when creating your own home studio and venturing off into the process of recording your own music:

### 1. Recording Space

Choose a room with decent acoustics. Test the room beforehand to see how the sound reflects off the walls. You want to minimize the room noise as much as possible. Ensure that you choose a room with carpeting to absorb the sound. If you have hardwood floors then lay some rugs down. Utilize a closet with blankets for a makeshift vocal isolation booth. Use foam or other forms of acoustic treatment to minimize reflections.

### 2. Computer and Software Setup

Next you will need to setup a Digital Audio Workstation (DAW). If you don't own a quality Mac or PC computer, you will need to purchase one. I recommend a minimum of 8GB RAM (16GB or 32GB if you can afford it), 1TB hard drive, and at least a quad-core processor. You will also need recording software such as ProTools, Sonar, Garage Band, or Logic. There are many to choose from, but ProTools is the industry standard. You will also need to purchase an audio interface such as [M-Audio's Fast Track](#). There are many to choose from, so do your homework. We personally use [Sonar X1 Producer](#) with a [Line6 UX2](#) and achieve fantastic results. Line6 includes an effects emulation package called [PodFarm](#) for vocals, guitar, and bass that is quite amazing. You can simulate literally hundreds of effects, amp models, and tones. Sonar X1 comes with hundreds virtual instruments to simulate drums, piano, brass, strings, and woodwind instruments.

### 3. Quality Microphone(s)

There are two basic types of microphones: Dynamic and Condenser mics. Without going into the technical details of both, condenser mics are more sensitive, and better at picking up the nuances of sound. I personally prefer these for a home studio when micing vocals or acoustic guitar. **This is one area where you do not want to cut corners to save money.** My personal favorite for the \$100 - \$500 price range is the Rode NT2A. This is an amazing mic for the price. Be sure and pick up a [pop filter](#) for vocal micing, a shock mount, and a microphone stand. Below are a list of condenser mics in the \$100 - \$500 range that are worth checking out:

[RODE NT2A](#) \$399.00 (LIH Choice)

[AKG C414](#) \$249.00

[AKG C 1000 S](#) \$199.00



#### 4. *Quality Headphones and Studio Monitors*

A quality set of headphones for recording and mixing are a must. Closed-ear headphones that cover your entire ear are what you will need. This is necessary for comfort and maximum sound isolation. A mid-range head phone will be just fine for a home studio (\$100 - \$200 range).

[Sennheiser HD 380 Pro](#) \$199.00 (LIH Choice)

[Audio Technica ATH-M50S](#) \$149.00

If you are starting out on a limited budget, get the headphones first, then purchase studio monitors later. Studio monitors are important primarily for mixing. You will want to do most of your mixing using the monitors, which have a flat frequency response. Following are some studio monitors that would be ideal for a home setup:

[Rockit5](#) \$300.00/\$149.00 each (LIH Choice)

[Yamaha HS50M](#) \$400/\$199.00 each

#### 5. *MIDI Keyboard*

A desktop MIDI keyboard should be part of any home studio. Even if you are not a piano player, you will use your MIDI keyboard to program and record drums as well as other virtual instruments. Depending on the amount of desk space you have, you may want a 2 or 4 octave keyboard – possibly more if you are a piano player!

[M-Audio Oxygen 49](#) \$149.00 (LIH Choice)

[M-Audio Axiom 25](#) \$199.00

#### 6. *When to Use a Professional Studio*

If you are a seasoned audio engineer with solid mixing and mastering skills, then you may never need to use a professional recording studio during the process of completing your songs. For the rest of us, we should consider using a professional studio for recording drums, for mixing, and for mastering. This limits the cost of recording, but at the same time produces a first-rate product. As an indie recording artist, you should be proficient in recording the following tracks out of your home studio: Vocals, Acoustic Guitar, Electric Guitar, Bass, MIDI Drums, MIDI Keys, and Virtual Instruments. Leave the rest up to the professionals.

That being said, you should seek out talented freelance audio engineers that can mix and master your songs in order to cut costs. We have done so successfully and you can as well.



7. *How things typically flow in the recording process for LIH*

I'll outline our approach for recording, and hopefully it will be beneficial to you. We typically begin by recording our rough ideas using a click track, acoustic guitar, and vocals. These are all scratch tracks that will eventually be replaced. At least we have the idea recorded at this point and we can refine the arrangement, lyrics, melody etc. if needed.

The next phase, typically at a later date, involves creating a solid MIDI drum track using custom programming, loops, or a combination of both. We then rerecord the acoustic guitar and vocals. At this point we also lay down a bass track. Now we are ready for studio drums! At this point we book our session drummer and send him two versions of the song (one with MIDI drums, and one without). When he is ready, we hit the studio to record drums (and occasionally other instruments or vocals depending on what the song calls for). We now have a solid set of tracks to begin our mix. This is usually the point where we hand the mix off to our freelance audio engineer or recording studio. Typically we have several tweaks to the mix and then have it mastered. That's it in a nutshell!



## **Artist Web Site**

### *Building Your Web site*

To get started building your web site, you will have to take your technical skills into account. Do you know HTML? Have you ever used FTP? How technical are you? If you are not a technical person at all, then I would suggest outsourcing the creation of your web site to a company or a freelance individual. Be sure and request that they use a web plugin such as [WordPress](#) or [Joomla](#) to create the site. This will make it easier for you to maintain. WordPress and Joomla are free, open-source content management and blogging tools that can be utilized to simplify web site creation and maintenance. Even if you are technical, I would recommend using one of these tools. It will make maintenance of your site much easier and less time consuming.

I'll focus on WordPress since that is what we use. WordPress allows you to install themes which present a common graphic format throughout the site. You can also install plugins and there are many to choose from. For example, there is a meta tag manager that allows you to enter keywords for search engines to crawl. There are plugins to allow for Facebook and Twitter integration. The list goes on and on - <http://wordpress.org/extend/plugins/>

WordPress also allows you to manage your site via web browser. Once things are setup, you will easily be able to edit your web site via your browser without needing to understand the code behind it.

### *Marketing your Web site*

The first step to marketing your web site is to have a polished, professional site. Have a professional logo designed. Ensure that you have your artist logo prominently displayed on each page. Be sure and have a consistent design. Also be sure your content is concise and to the point. Consider creating pages for News, Music, Artist Bio/About, a Contact form, and links to other related sites. Once this is done, it's time to focus on Search Engine Optimization (SEO). You will need to create [meta tags that include the keywords](#) that you think users will type in a search engine to find your site. Again, if you use WordPress and install the meta tag manager plugin, this will be fairly simple to accomplish. Once you have done this, it may take anywhere from 24 hours to a few days before the search engines index your site. You can test whether the keywords are working by searching for the terms in Google, Yahoo, etc.. Try the more specific terms, such as your band name for your first few tests. More common terms may not rank as well (e.g., "rock music", "pop songs", etc.).

Once you are finished optimizing your web site, it's time to promote it on other sites, blogs, and social networks such as Facebook and Twitter.



## **Facebook**

If you are an artist trying to promote your music, and you do not use Facebook, it's time that you sign up. There are over 800 million people on Facebook today. Social media sites such as Facebook are here to stay and are an excellent way to get the word out about your music. After creating a free Facebook user account, next create a music/artist page. Utilize your logo and draw from information you used to create your web site to get your music page started. Be sure to include pictures of yourselves playing live or in the studio. Also include album artwork, music, and videos.

### **Facebook Promotion**

Start by inviting your friends to "like" your music page. Frequently post your songs, videos, artist updates etc.. Consider these additional approaches:

- Post new music
- Post upcoming events (live performances, fundraisers etc.)
- Take polls
- Hold contests
- Hold Giveaways. Give away your music, as well as other prizes.
- Ask Questions and Engage your fan base
- Post updates frequently
- Tag photos
- Be sure and post about other bands or interesting topics as well – not just yourself
- Utilize your Smart Phone to keep up with your site when you are on the go. Post updates via your Smart Phone.

Consider advertising with Facebook. Look for Facebook promos where they offer free advertising dollars to get started. When we started they were offering \$50 towards advertising just to try it out. You will see the value in Facebook advertising immediately. You are able to target specific regions (City, State, Country, Zip Code etc.). You can also target specific demographics. Facebook has a pay-per-click bidding system, much like YouTube pay-per view. You create your ad (including a catchy image), define a daily budget, select your demographic target and start advertising. We saw immediate results and have built our fan base to over 5,000 in just over a year.

You can also increase your likes by asking friends to post to their Facebook pages. It may be time-consuming to send direct messages to friends, but it will likely pay off. In addition, cross post your Facebook URL on other social media sites such as Twitter, YouTube, SoundCloud etc.



### Twitter

[Twitter](#) is another Social Media site that is more focused on sharing short, bite-sized updates about your life (under 140 characters). Think of it as a real-time blog. Since anyone can follow you on Twitter, it is more open and you are not merely conversing with friends as on Facebook. Twitter is more simplistic and has far less features.

This is an excellent medium to connect with fans you would otherwise not have. You can get started by creating a free account and start following people with musical interests similar to your style.

Post updates as you do on Facebook about new music, videos, events etc. You may want to consider linking your Facebook account to your Twitter account so that your Facebook posts are automatically sent to your Twitter account.

### SoundCloud

[SoundCloud](#) is an online distribution site that allows artists to post their music, collaborate with other artists, and distribute their audio recordings. As with other social network sites, you can follow other artists, comment on their songs, and post to their site. This is an excellent way for any indie artist to get their music out there. Once you post your music you will be surprised how quickly other artists will find your site and begin commenting on the songs. As with other social network sites, it is important to stay active in the community, make contacts, and spend some time listening and commenting on other artists' music. There are different membership levels, including a free offering that is more than sufficient to get started. Below is a chart reflecting their current pricing as of 4/6/12.

Free	Lite	Solo	Pro	Pro Plus
<p><b>Free</b> as in beer</p> <ul style="list-style-type: none"> <li>▶ Waveform widget</li> <li>▶ Secret link sharing</li> <li>▶ 120 upload minutes</li> </ul>	<p><b>€29/year</b></p> <ul style="list-style-type: none"> <li>▶ 2 new stylish widgets</li> <li>▶ Spotlight tab</li> <li>▶ 240 upload minutes</li> </ul> <p>Renew</p>	<p>Great for active creators</p> <p><del>€79</del> <b>€58/year</b> or €9/month</p> <ul style="list-style-type: none"> <li>▶ Unlimited downloads</li> <li>▶ Privacy settings</li> <li>▶ 12 upload hours</li> </ul> <p>Upgrade</p>	<p><del>€250</del> <b>€229/year</b> or €29/month</p> <ul style="list-style-type: none"> <li>▶ Professional insight</li> <li>▶ Pro Support</li> <li>▶ 36 upload hours</li> </ul> <p>Upgrade</p>	<p><del>€500</del> <b>€479/year</b> or €59/month</p> <ul style="list-style-type: none"> <li>▶ The complete package</li> <li>▶ Unlimited storage</li> <li>▶ Unlimited groups</li> </ul> <p>Upgrade</p>

Another benefit of SoundCloud is that you can have one place where users can go to stream all of your music for free. You can then link this site to your web site, social media sites etc. Another distinctive feature of SoundCloud is that each of your songs will have a distinctive URL. If you want to send a link to an A&R representative, booking agent, or radio programmer, you can do so quite easily! It's also worth noting that SoundCloud has apps available for the iPhone and Android.

As an example, here is the [Life is Hard SoundCloud site](#).





## **YouTube**

[YouTube](#) is the standard when it comes to video uploads and viewing. It is also a great place for artists to engage their fans in discussions and build relationships. It is absolutely essential to promote your music on YouTube. You may not realize this, but YouTube is the third largest site in the world, with over 3 billion video views per day. If you do not already have a YouTube channel, create one for free now! Include an artist bio and links to your other web sites. Then create some quality videos using your own footage, stock footage, or a combination of both. There are many web sites that offer stock footage. Here are a few:

<http://www.shutterstock.com>

<http://www.istockphoto.com>

<http://www.videoblocks.com>

<http://www.revostock.com>

Just do a Google search for “stock footage” and you will find many options. The most comprehensive resources are Shutterstock and iStockPhoto. Ensure that you use a high-quality sound file that has been mastered. There are many video editing programs out there and most of them are very user friendly. Some examples include [Pinnacle](#), [CyberLink Power Director](#), [Adobe Premiere](#), and [Sony Vegas](#).

Content is key, so think of ways that you can draw the viewers in. One approach is to tell an interesting story with your music video. Also, consider adding elements of humor. You may also want to include clips of yourself in the songwriting or recording process.

Be sure and brand your video with an artist logo. Also include a URL to your web site. LIH does this at the beginning and end of every video. The beginning includes the song art, and the last clip includes our logo and URL.

Consider putting out some videos of cover songs. This will help draw people to your site. It's less likely that people will listen to your original songs if they do not know who you are. However, if you create a solid video of a popular cover song, then you will attract listeners. If they like your cover songs they will—in all likelihood—check out your original songs.

---YouTube SEO---

\*Post the video with lots of relevant tags

\*Include a thorough description of the song and include key words here as well

\*Include relevant keywords in the videos title

\*It's important to note that YouTube videos rank on Google search, so test your search results on both YouTube and Google and work to refine them from time to time.



---YouTube Promotion---

Now it's time to promote your video! Find YouTube sites with similar musical styles to yours and send the channel owners an email through YouTube asking them to check your video out. You can do this manually, or purchase a program that will send the emails out automatically. A great tool for automating this process is [Tube Toolbox](#). I can't stress enough how valuable this tool is. We have seen the results first-hand!

Also, spend time checking out other artists music, and posting to their channel. Believe me--this will go a long way. Be very active on YouTube.

Promote your YouTube videos on Facebook and Twitter. Post often and ask people to share the video with their friends.

Avoid launching your video or posting it to Facebook and Twitter on off-hours (e.g., Saturday night at 11pm). It might make sense to launch on a Friday around lunch time or just after work.

Utilize Google AdWords for Video to market your videos. The way this works is you setup online campaigns that include the keywords you would like to target. Then you set a daily limit or (budget). You then bid on these keywords. You only pay when the video is viewed. Monitor your video statistics, such as number of views, number of impressions etc.

Measure Your Progress by Viewing YouTube Statistics

<http://www.e-nor.com/blog/index.php/marketing-strategy/youtube-marketing-tips-and-strategies/>

Last, but certainly not least, make YouTube marketing a part of your daily routine—even if it's only ten minutes a day.

**If you doubt the importance of YouTube marketing, then read the success story of two Indie Artists Jack Conte and Nataly Dawn (Pomplamoose).** Their YouTube videos have led to substantial income from iTunes sales, TV commercials for Hyundai, free cars, billboard hits, millions of video views and more:

<http://www.houstonpress.com/2011-02-24/music/the-pomplamoose-revolution/>

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

<http://www.youtube.com/user/PomplamooseMusic>



**Music Distribution**

Music distribution is simply a method to deliver music to your audience. Independent artists do not have the luxury of having a major label handle their distribution. Consequently, they must turn to online distributors. The services these companies offer are very affordable and a necessity for Indie artists that want to get their music into the public domain. You keep all the rights to your music. There are numerous companies out there, but [CD Baby](#) and [Tunecore](#) are the main players. CD Baby charges a one-time signup fee of \$49.00 and a small fee to submit your music. They then take a 9% cut of each sale. Tunecore charges a \$49.99 setup fee, and an annual reoccurring fee of \$49.99, and you keep 100% of the royalties. CD Baby currently has 60 digital retail partners, whereas Tunecore has 27 (see chart below):

CDBaby vs. TuneCore		
	CD Baby	TuneCore
<u>Sign up fee</u>	\$49	\$49.99
<u>Annual fee</u>	N/A	\$49.99/yr
<u>Commission on Digital Sales</u>	9%	0%
<u>Number of digital retail partners</u> (iTunes, Amazon, etc.)	60	27
<u>CD Fulfillment and Warehousing</u>	✓	✗
<u>Commission on Physical Sales</u>	\$4	N/A
<u>CD &amp; Vinyl Distribution</u>	✓ (Distribution to over 2500 retail stores)	✗
<u>Credit Card Swiper for live gig sales</u>	✓ (\$30 + S&H)	✗
<u>Sell Music on Facebook</u>	✓	✗
<u>Music Store Widget</u>	✓ (Sell Mp3s, CDs & Vinyl)	✗
<u>Sync Licensing</u>	✓	✗

Life is Hard uses [CD Baby](#) and we have been extremely satisfied with their service. You basically pay a one-time setup fee, pay a fee for your album or single submission, upload your music, and they send it off to iTunes, Amazon, Rhapsody, Spotify, and many more download/streaming sites. It is worth noting that their customer service is top notch!



### **Licensing Your Music via Broadjam or Taxi**

So you have finished recording a few songs. Now it's time to pursue earning some revenue for all of your hard work. Enter [Taxi](#) and [Broadjam](#) - independent A&R companies that were formed for the purpose of helping songwriters and composers get their music heard and licensed by record labels, recording artists, music publishers, and TV/film companies.

Since many indie artists work full time, and do not live on music row or in LA, how can they get their music to the decision makers of licensing deals? Again, thanks to technology, we have an avenue to achieve this. Music, TV, and Film industry professionals use these companies to scout out talent and to find songs for their products.

#### *How Taxi works:*

A full year membership to Taxi is \$299.00, annual renewals are \$199.00. Taxi will send you opportunities each month (approximately 100/month). If you see an opportunity where you feel your music may be a match, you send it in after paying a small submission fee. Then Taxi pre-screens your music and sends it on if they feel it is a match. For more information go [here](#).

#### *How Broadjam works:*

Broadjam works much in the same way and has a similar pricing structure. One major difference between the two is that Broadjam will send your licensing submission through without the screening process.

Broadjam also offers pro song reviews by producers and other industry professionals (see example below from a review of our song "Fly With You" – the same song that was reviewed on episode six of the [songwritingpodcast.com](#)).



## Reviews Of My Music

[| | Return to my music reviews](#)

Song: [Fly With You](#)

[PLAY](#)

### Song Review

#### General Overview

What Genre is most appropriate for this song?	Pop
What is an appropriate title for this song?	I Like the title
What artist does this song most remind you of?	Lady Antebellum
What best describes the subject matter of this song?	Love & Relationships - Relationship
What era does this song fall under?	2000 and later
What best describes the mood of this song?	Calm - Composed

#### Song Analysis

Quality of Lyrics	4/5
Quality of the Hook	4/5
Quality of the Verses	4/5
Quality of the Chorus	4/5
Quality of Instrumentation	4/5
Quality of Arrangement	4/5
Quality of the Melody	4/5
Quality of the Chord Progression	4/5
Quality of the Instrumental Hooks	4/5
Marriage Between Chorus and Verse	4/5
Marriage Between Music and Lyrics	4/5



<b>Instrumentation</b>	
Quality of the Instrument/Sound Selection	4/5
Quality of the Lead Performances	5/5
Quality of the Meter	5/5
Quality of Piano	4/5
Quality of Keyboards	4/5
Quality of Guitar	4/5
Quality of Bass	4/5
Quality of Percussion	4/5
Quality of Strings	4/5
Quality of Other Instruments	4/5
Quality of Intro/Opening Line	4/5
<b>Vocals</b>	
Quality of the Vocal Pitch	4/5
Quality of Vocal Phrasing and Performance	4/5
Quality of the Backup Vocals	4/5
Quality of Vocal	4/5
<b>Production</b>	
Quality of Recording (Techniques)	5/5
Quality of Mix	5/5
Originality of Song	4/5
Overall Rating	4/5
Quality of the Title	4/5



### **General Comments**

This is really nice. I would classify it as adult contemporary. It reminds me of something that Lady Antebellum might do. I realize they're classified as country but most modern country these days is pop with a country label. From that perspective I think it's something could be airing right now. Relevant and current.

I really love the chorus. Love the quality and tone of the female voice. Have you considered trading verses with the female vocal? I think that would add a real nice balance to the song. If I were producing this I would stack up the harmonies a bit more in the later chorus's. Really make it big and lush. The instrumentation is really nice. Love the changes. I love the way the songs builds. The mix is really nice. The imaging is great. I can hear everything. Vocals are nice and clear. Love the guitar solo break. Very well written. Nice work!

### **Artist's Submitted Question:**

Hi Doug. We would like to know what you think of this song overall - analysis from a songwriting perspective, instrumentation, melody, vocals etc. Also, what genre would you define this song as being in? Does it come across as being modern?

We would also like to know if you think this song is marketable. If so, where do you see that it has potential (film, tv, radio, publishing agreements etc.). Is this a song that is ready for radio airplay? Thank you for your time!

*Pro's Comments:* I do think the song is a bit long for a pop record. You might consider doing an edit of the song in the 3:30 range. Especially for music licensing. I'm not sure it's necessary to go back into a verse section at the 3:00 mark. A nice building chorus like what is playing around the 4:15 mark is a great way to go out. Music supervisors and radio programmers (and listeners for that matter) have a short attention span! Better to leave them singing that great chorus and wanting more than to have it go on a bit too long.

Overall I think this is really good!

### **Quote From Pro:**

'Fly Away With You' by Life is Hard is a great contemporary pop song in the vein of Lady Antebellum. Give it a listen!



### **Radio Airplay**

If you want to reach the masses and increase your music sales, pursue getting your music on the radio. There are approximately 10,000 FM commercial radio stations and 2,500 non-commercial stations. Since most Indie artists are not backed by a major record label, their focus should be the non-commercial stations, specifically the college radio stations.

It can be very expensive to mail physical copies of your CD to these radio stations, but there is an alternative. The most efficient way to get your music out to college radio stations is by sending a Digital Press Kit (DPK) – also referred to as an Electronic Press Kit (EPK) via email to the radio station contacts. You can create your own DPK/EPK and send emails out yourself, or use a Digital Delivery System such as [AirPlay Direct](#) or [Radio Submit](#). The DPK/EPK typically includes an artist bio, photos, and downloadable songs. These services start at around \$50/year and go up from there depending on the package.

Once you sign up with Airplay Direct or Radio Submit and create your DPK/EPK, you will need to obtain email addresses to radio station contacts. There are several resources you can use to get started with your list of contacts.

<https://creator.zoho.com/jdfan/indie-friendly-radio-database/#> (Indie Friendly Radio Database ~1,300)

[http://en.wikipedia.org/wiki/List\\_of\\_campus\\_radio\\_stations](http://en.wikipedia.org/wiki/List_of_campus_radio_stations)

<http://www.therecordindustry.com/collegeradio-AK.htm>

When you sign up with AirPlay Direct, you will also have an artist web page on their site: [Click here to view the Life is Hard Airplay page.](#)

Although Digital Delivery Systems make submission to radio much easier, I still recommend sending physical CD's to college radio stations in your local area, or even the entire state. Include a cover letter and all of the information you would include in your DPK/EPK. Follow up with a phone call several weeks after sending the CD's.

### **Life is Hard on the web**

[lifeishardmusic.com](http://lifeishardmusic.com)

[facebook.com/lifeishardmusic](https://facebook.com/lifeishardmusic)

[twitter.com/lifeishardmusic](https://twitter.com/lifeishardmusic)

[youtube.com/user/lifeishardmusic](https://youtube.com/user/lifeishardmusic)

[soundcloud.com/lifeishardmusic](https://soundcloud.com/lifeishardmusic)

[cdbaby.com/artist/LifeisHard](https://cdbaby.com/artist/LifeisHard)

Email: [lifeishardmusic@gmail.com](mailto:lifeishardmusic@gmail.com)

For songwriting inspiration we highly recommend [Paul Zollo's book "Songwriters on Songwriting."](#)