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PRESENTS

MUSIC HOBBY INTO MUSIC BUSINESS

A GUIDE DESIGNED TO GET YOU MENTALLY READY FOR SUCCESS



AN eBook GUIDELINE DESIGNED FOR HELPING PEOPLE LIKE YOU TURN THEIR EVERYDAY MUSIC DESIRE INTO A BUSINESS. THE GOAL IS PLACING YOUR MIND IN THE BUSINESS MODE TO MAKE MONEY AND PROVIDING THE TOOLS AND TIPS FOR ACCOMPLISHING THAT TASK.

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“MUSIC HOBBY INTO MUSIC BUSINESS”

-A Guide Designed To Get You Mentally Ready For Success

This eBook is designed for helping people like you turn their everyday music desire into a business. The goal is placing your mind in the business mode to make money and providing the tools and tips for accomplishing that task.

Topics To Cover

- Defining Hobby and Business
- Becoming Business Minded
- Creating a Product
- Choosing Your Brand
- Setting Your Standards
- Marketing
- Promoting Effectively
- Executing a Sell
- Converting a Customer Into a Fan
- Staying On Top Of Business

Please Read First

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Published by: StreetInstrumentals.com

DISTRIBUTED WORLDWIDE

*"The world relies on
product, not the money.
Product gets sold for
money and money is spent
back on product.
No Product, No Business,
No Nothing!*

What is your product?"

-Mygran

INTRODUCTION

Thank you for taking interest in my book. Even though I can't guarantee you success and getting rich, etc. I can guarantee that after you finish this book you will want to consider turning your music hobby into music business.

If you haven't already briefly go back a page and read my famous quote that motivated me and others to snap into that business mind.

Keep that in mind throughout the book and hopefully we can help you get started!

So here's my story. I am Michael Kyles from New Britain, CT and currently only 21 years of age. No I am not rich or some multimillion dollar business looking to get your money. I am just like you in most ways. Yes I grew up in the Projects, struggled coming up and even did things I regret but that's the past. Presently I am a well known music producer/ entrepreneur in my area. I am financially stable and currently own and created <http://www.streetinstrumentals.com> website from content to graphics. I decided to write this book because this is the first step most people don't tell you in starting a business no matter what it is. And that's mental preparation. We are going to motivate you to becoming your own business man.

So what motivated me? Well me being an isolated person which I choose at times I tend to think deep thoughts. And the main thought was this. How can I become the main man, the CEO, the head honcho?

Every job I worked for to every store I shopped in I think, imagine owning this business. What would it take? What is the process of starting one besides money of course? Then as the steps were more visible and questions get answered over time now I can never shop the same! Instead of laughing at the guy getting hit in the head by a beer bottle, I would ask why would that company use this as a commercial and how would it work? When I drive pass a billboard I would ask myself I wonder how many people really got hungry from

INTRODUCTION

seeing that ad, ETC.

So the thoughts got deeper. I want to own a business but with no HS Diploma what can I start? I don't even have rental money for apartment better yet an office space! (*mind you at this time I was only like 17 years old.*)

I started thinking well Services I can do but that's slavery in my book, I can rather sell a product. That product being an original beat. From that product I started over time coming to a new theory.

- Why own a store when you can own a mall worth of products! And I don't mean a mall worth of beats. I mean if it involves music then we are on it!

So lets start on the breakdown process of getting you started! You can thank me later for the mental deep thoughts!

-Mygran

DEFINING HOBBY AND BUSINESS

Well first and foremost lets define what is hobby and what is business. That way we can compare the two and the difference it makes.

Definitions provided by <http://www.Answers.com>

Hobby - An activity or interest pursued outside one's regular occupation and engaged in primarily for pleasure.

Business - The occupation, work, or trade in which a person is engaged

Now IRS states in their article that:

The following factors, although not all inclusive, may help you to determine whether your activity is an activity engaged in for profit or a hobby:

- Does the time and effort put into the activity indicate an intention to make a profit?
- Do you depend on income from the activity?
- If there are losses, are they due to circumstances beyond your control or did they occur in the start-up phase of the business?
- Have you changed methods of operation to improve profitability?
- Do you have the knowledge needed to carry on the activity as a successful business?
- Have you made a profit in similar activities in the past?
- Does the activity make a profit in some years?
- Do you expect to make a profit in the future from the appreciation of assets used in the activity?

An activity is presumed for profit if it makes a profit in at least three of the last five tax years, including the current year (or at least two of the last seven years for activities that consist primarily of breeding, showing, training or racing horses).

If an activity is not for profit, losses from that activity may not be used to offset other income. An activity produces a loss when related expenses exceed income. The limit on not-for-profit losses applies to individuals, partnerships, estates, trusts, and S corporations. It does not apply to corporations other than S corporations.

READ MORE HERE <http://www.irs.gov/irs/article/0,,id=186056,00.html>

If you are talented at your hobby why not turn it into a profitable business!

DEFINING HOBBY AND BUSINESS

I mean why waste your off the clock time actually trying to get some where with it ? What is your goals with what you do?

- 1) Get well known
- 2) Get rich from it
- 3) Get recognized by a record label or company to sign deal
- 4) For the love
- 5) For the fame and endorsements
- 6) Some other reason

Whatever it is you can accomplish that by taking it in your own hands! Be your own boss!

You want to get known then market your business or find services to help you effectively.

You want to get rich from it then do the same as above but you must have every aspect of a business down pact to a T. And that includes big investing and precise marketing of a product so unique its an instant seller!

You want to get recognized by a major company for a deal then market your business effectively but you have to show you can sell! The greater your buzz the faster they come with contracts. But why sell your soul to a business if your doing fantastic by yourself anyway? Just start your own business and profit more that way.

You doing it for the love then its still not bad to create an non-profit business and brand yourself so you are treated with more respect and gain more trust.

Fame and Endorsements comes with a successful business and if its for anything other then that, I am sure we can help as well!

But the most important thing is to become business minded!

BECOMING BUSINESS MINDED

This is vital to running an effective business. Remember your not part of some payroll, you are the head honcho now. Everything comes back down to you so your mind has to be mentally ready for the challenges business can bring.

The two main personality traits you should build are:

* **Business Management** - Management in all business and human organization activity is simply the act of getting people together to accomplish desired goals. ...

* **Entrepreneur**- a person who organizes and manages a business, but usually only applied to people who have shown exceptional ability and imagination in launching and succeeding with new business ventures.

You can take classes on business management but becoming an entrepreneur is through your mind which is why it is vital of becoming the first step to business.

It is simple. Basically ask yourself these questions and the entrepreneur thoughts will come naturally.

-Common Questions Entrepreneurs Ask-

<http://www.marketplaceforentrepreneurs.org/content/view/58/49/>

Now most of you by now are asking how can you apply this to music and what you do.

And I purposely throughout the book will not single out music unless needed, so you can began your thought process of converting into what you want. Plus the mind has no limit so I will keep an open space for all thoughts!

Business Management is simply making sure a desired task gets done. And that is important.

Check this out..

“The internet is such a powerful tool now! With so many websites and blogs, you might even find how to rule the world! You just got to find it!

But it’s a needle in a haystack.. Good luck!”

-Mygran

BECOMING BUSINESS MINDED

Let me tell you something. It feels like I am always chasing the tail when it comes to learning something new! Every time I check the source or article date of something I found useful, it is always a year or two old!

So imagine I found these when it first was published.. No telling where my business would be at now!

My point is use the internet while you can, whenever you can! When you search, search deep like 100 results in at least. Remember the top queries are because of effective SEO not content. The website done by an individual could pin point exactly what you need but you have to search deep!

Internet now is more faster and so enriched with content and even more live with active users. That is a main reason why people turned into the internet business as well. It is easier to target the group you want for more better conversions.

Think about it...

You advertise your Mix CD at a club vs. Advertising it on a site that plays your type of music. Which is getting more results?

See your already in the Business Mind so lets move on!...

CREATING A PRODUCT

Many of you reading this book has a different aspect in music and your goals for it. So therefore this is not telling you how to create your own product. But utilize this info for getting started.

Ask yourself:

What can I provide what others want or need?

How can I give what others want or need?

What is the best way of collecting income from that?

How much is it going to cost?

How long does it take to create?

How can I keep up with supply and demand?

What will it take to get product out to consumer?

What will it take to promote so consumer sees product?

What competition is out there for this product?

How much of the market share will I need to break even?

How much time do I have for product development?

Is it worth wasting time on creating this product?

Now if you feel that the product or service you are interested in is worth starting a business for then. Proceed on to next step.

CHOOSING YOUR BRAND

Branding is important because it builds a comfort of trust for consumers.

Look at it this way.. If two different brands come out with the same exact product and they are exactly the same, which one will sell most?

The answer is the most trusted brand. And that is due to a variety of methods but in conclusion it became the more trusted.

So my brand is <http://www.streetinstrumentals.com>

My logo is based off that brand.

My website is named from the brand not the product.

Everything is done under that brand.

Why? So when any new products is created from that brand, consumers know it is quality or what ever aspects they get because that brand.

Brand - trade name: a name given to a product or service

Choose your brand thoughtfully and stick with it. Because when you change brands its like starting all over again!

What is your brand?

SETTING YOUR STANDARDS

All businesses has an A VS B concept. What is your standards?
Without one your business is just a where ever it goes like the music industry which is failing at a major stand point in my opinion.

Take a look at some A to B concepts in business.

- Budget Sales Vs Actual Sales
- Last Year Vs Year to Date
- Spending Vs Income

And there's so much to name.

Standards are needed to enforce productivity in your business to keep a workflow going. Create a checklist or task sheet to insure progress.

So in the world of music, some standards will look like this.

- ___ Make at least one beat loop a day or track per week
- ___ Book at least 1 Gig per weekend
- ___ Create three blogs per week
- ___ Save 10% of income for business development

Also work by the project and handle them one at a time. The biggest mistake you can make is not setting a deadline and enforcing it.

Example: Mix tape Project - Starts September 30, 2009 - Completed by December 25, 2009 and released February 1, 2010.

Marketing Mix tape Project - January 1, 2010 - February 14, 2010.

What is your standards? You are the boss! Create and enforce!

MARKETING

This field is so complex so I can only help you in so much ways. But here is knowledge of it and why it is so important.

Marketing - the commercial processes involved in promoting and selling and distributing a product or service

Marketing makes the biggest difference when it comes to income. Especially in the music business! As we all know if that record don't get promoted effectively, that record is not getting no sales or spins don't matter how hot the track is.

The worst thing ever is spending money on a product that has no return what so ever. Spent \$1000 on a party but failed to get flyers out in time in good locations.. Nine times out of ten your party will flop! Why, you failed to market effectively!

Do's and Don'ts of marketing. And I am not trying to be funny its for your better understanding!

DON'T

- Promote rap music at a country bar
- Think free marketing will get you somewhere
- Put major dollars into creating product and little for marketing
- Expect guaranteed results
- Do any marketing without brainstorming and analyzing everything

DO

- Determine who is direct target crowd
- Promote to the mass target crowd first
- Budget Marketing so if it fails business wont be down
- Hire an professional or seek professional services
- Use every tool possible in a time period for more conversions

And the list go on and on. Here are some marketing tools! Visit links..

MARKETING

They are a variety of marketing tools. Here are some we work with that is effective and perfect for getting started! Especially if you're on a tight budget!

THE MOST IMPORTANT IS DIRECTLY BELOW!

-250 FREE Business Cards-

<http://www.anrdoezrs.net/click-3606722-5367343>

AND TRUST ME AFTER YOU PAY LIKE \$6 FOR JUST THE SHIPPING THEY WILL ALWAYS OFFER STUFF LIKE FREE MARKETING PRODUCTS ALL THE TIME!

IF YOU GONNA MARKET DO IT RIGHT!

Also the main important thing is to market to your already existing consumers! And the provided service below is perfect for getting the job done!

But again marketing is another topic on its own and we can only brief it because of its complexity. It is suggested you learn more with marketing or hire professional.

Press Releases are the starting point and most companies do it! Try it out!

PROMOTING EFFECTIVELY

Promoting effectively is important when it comes to marketing. Every business varies on what best promote them so I cant give you the game. You will have to determine based off our key points what best fits your business.

To better promote your business you will have to ask yourself the following things:

- * Who will like my product?
- * Where do I find them?
- * How can I communicate with them?
- * What spikes their interest?
- * What similar product they like or use?
- * Where does my competition market?
- * What social sites best benefits?
- * What will it cost to get what I want?
- * How effective can it be?
- * What shall I get or put?
- * Will this promotion work?

So lets place this in the music world. You have a demo out but your only able to distribute it locally in the streets. So don't go spending online money on banners and stuff. Instead Buy flyers and posters for the streets locally!

Now the question is: Do you promote the product or the brand?

Depends. What ever is needed first or is most effective during that time period.

PROMOTING

Now the worst thing you can do is lose the person that actually liked or showed interest in your product. So when promoting, you have to not only find out who did it effect but also get as much possible information from the individual as possible.

This is off topic but good to know.

Ever wonder why everything you do now online requires you to sign up or need your email address?

That's because you were their target consumer and they don't want to loose you no time soon!

The number one way of getting that info is by using an incentive!

Incentive- Something that motivates, rouses, or encourages; A bonus or reward, often monetary

Example: Sign-up now for your FREE *whatever it is*.

Whether you like it or not, humans has to benefit in order to give. That's the quota behind all sales tactics.

Starting to make since now right! Okay business man lets move on to the next step. Sales..

EXECUTING A SELL

Okay so u got your business that has a product and you market it well. Sounds good but what happens if it don't sell. Do your business fails because of lack of interest?

It does only if your budget wasn't design to withhold failure!

Example: You expect to sell \$10 worth of product to keep your online site active. If you don't meet that quota then you are in trouble!

So do not put your business in a predicament where your sales keep your business active because sales are only predicted!

Now you want to execute a sale. Here is some ways how. Remember all business vary on results depending on a number of factors.

Now it is a fact that most people will not purchase the first time they come face to face with your product. You must make the consumer feel comfortable and you must grab there attention. Also you must show that if they don't come back they will miss something. Eventually that consumer will either browse some more or you might get lucky and execute a sell.

Do not give the perception that they must buy something! Consumers especially online will leave fast and wont come back!

Instead offer incentives and make your product feel like the time is now to get it if you want it!

Examples: *"Buy Yours Today, While Supplies Last!" "FREE Shipping Today Only" "Preview Before Purchased" and if you really have a competitive price, "Guaranteed Lowest Price!"*

These inform the consumer that if he likes the product to take advantage.

EXECUTING A SELL

Even though it is wrong to spam and manipulate consumers, it is known that you have to tell them there next step!

Check These Out:

Beats Vol. 1 - \$20

Vs.

Beats Vol. 1 - \$20 [download now](#)

Guaranteed the second one will have more clicks then the first because you told the customer its next move.

Also like mentioned earlier, if you want that sale then you have to make the consumer feel like he benefits from giving you money.

Think about it. You got paid because the company needed you to work. You bought food because you were hungry. You paid the club because it was a good to meet others and beautiful girls all in one spot. You tipped the waiter because she brought your food. And so on..

So ask yourself or better yet your shop or however your transaction takes place...

How does my product benefit the consumer?

And the more better way of answering that question when product is presented to consumer the better chance you have of..

EXECUTING A SALE.

But you think its over after your money is made? Nope! Your sale is only good for that moment. Now we have to convert that sale into a fan!

CONVERTING A CUSTOMER INTO A FAN

Converting is the key! This is the golden rule of all businesses survival.

Work in a grocery store and you will see what I'm talking about! I'm talking about that one customer that comes everyday to your store the same time to buy the same products all the time.

That's no customer that's a fan! That's what your business wants!

In our music world we just don't want that sale off the latest album. We want a fan who will go to our show when its near by. Play our music and even brag about our talent. And treat every LP like a classic. And now with technology we have to utilize is socially staying in touch with our fans so they feel important!

Oh yeah, business is fun! Here is ways I use to convert.

I update my site regularly with content that benefits my audience. I call them personally or send text messages. Not only I have blogs but I have online radio shows to BENEFIT my customers!.

What can you do?

Again place yourself in the shoes of the consumer!

Ever thought why most top producers are rappers as well? They know what an artist wants! It's a win, win situation!

But of coarse this do not make a business a business. This last step does.

STAYING ON TOP OF BUSINESS

Okay so I gave you the mental preparation to get stated as well as tips and tools to keep you afloat. But I cannot leave you with out telling you that you must keep your business fresh!

I don't care if what you did always worked. Eventually your customers will die out and your product will become dusty!

Always come up with new products and ways to excite your customers. You have a brand name so utilize it so no matter what you come out with your customers will trust you.

Here are facts of 10 reasons of business changes. Stay on top!

- 1. Economy**
- 2. Competition**
- 3. Marketing source**
- 4. Target audience**
- 5. Preferred content**
- 6. Ease of use**
- 7. Technology**
- 8. Laws**
- 9. Cost increases**
- 10. Communication**

Check out some links to articles I discovered in my process of developing my business.

ARTICLES TO READ FOR MUSIC BUSINESS DEVELOPMENT

Marketing Promotion Ideas

<http://www.jrlenterprises.com/articles/marketing-promotions.htm>

Bart Day Releasing Your Own Record - A Legal Checklist

<http://www.musicbizacademy.com/articles/legalchecklist.htm>

How to Write Your Own Music Marketing Plan

<http://www.musicbizacademy.com/knab/articles/marketingplan.htm>

Music forms - FindLegalForms.com - FindLegalForms.com

<http://www.findlegalforms.com/forms/music/>

Want to Market to People Who Shop on the Internet Survey on Online Shopping Habits - Associated Content

http://www.associatedcontent.com/article/134735/want_to_market_to_people_who_shop_on.html?page=3&cat=3

What Makes A Person Want To Give You Money

<http://www.charleslau.com/what-makes-a-person-want-to-give-you-money/>

When do most people shop online During work hours, of course

<http://blog.seattlepi.nwsourc.com/consumersmarts/archives/127571.asp>

marketing and promotion resources for music

<http://www.focusmarketing.us/music/index.htm>

TAXI Industry Listings record deal, recording contract, labels

<http://www.taxi.com/printlistings/index.html>

YouTube - disc makers music's Channel

<http://www.youtube.com/profile?user=discmakersmusic&view=videos>

LINKS TO START YOU ON YOUR BUSINESS

WHY SEARCH AGAIN WHEN WE WILL LINK YOU DIRECTLY TO WHAT YOU NEED!!

Check it out and always return for new and improved tools and tips!
<http://www.streetinstrumentals.com/music/business/musictools.html>

THESE TOOLS PROVIDE:

-MARKETING

-DISCOUNTS ON NEEDED SERVICES

-BOOKS TO TEACH YOU THE GAME

-WEB DOMAIN DISCOUNT PLUS AVAILABILITY CHECKER

- MUSIC CONTRACTS

- INDUSTRY CONTACT LISTING

- PLUS MORE TO COME!

TOKEN OF APPRECIATION

This book was designed for you as a motivational guide to get you ready for turning your music hobby into music business! I hope I have succeeded in convincing you. The tools and tips provided is one way of me looking out for you.

Utilize all links and tips provided and I am sure it will better your music someway or how!

Any questions my email is beats@streetinstrumentals.com

You can also directly contact me on AIM or Messenger at:
[mygran7714](#)

Sign-up Free to our social Ning Network called;

Music Plays Here

<http://www.musicplayshere.ning.com>

Also one last token of appreciation, I'm giving out my Beats Mixtape FREE!

Beats 4 Da Streets Vol.1 - FREE INSTANT DOWNLOAD

<http://www.streetinstrumentals.com/music/download/rap-beats/downloadfreebeats.html>

Thanks,

Mygran