

A Free Shortcut For Getting Massive Publicity To Launch Your Successful Music Career.

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By WMP Article Staff

What's an easy way to gain Massive Publicity?

Massive publicity can give your music career an enormous boost which can mean more music sales and much more exposure. There are many ways to get publicity. Certain tactics and gimmicks like controversial stunts have been utilized by countless musicians to get public attention and many these work great.

One of the exceptionally effective ways of promoting one's music is by attracting music journalists. The key is to leverage the extensive media resources of music journalists in your favor.

Music journalism is a form of journalism which deals with writing reviews and criticisms about music. You may encounter several music journalism columns in the major dailies and the magazines. These people know how to write, therefore attracting people to read their columns and read about a musician and their heart-felt music. Many have a huge reach and can get your name, web address and event dates in front of a huge audience.

There are tons of music journalists out there and they can be the best way that a budding musician can get into the spotlight if you don't already have connections to the big leagues. A good strategy is to put the elements of the Internet and music journalism together. A musician can strike a deal with a music journalist that they will do an interview and the write-up can be displayed on-line by both parties. A website would be more interesting to read if there is a section on "Interviews" or "What music journalists are saying about the music." Interviews convey interaction and it is more interesting to read write-ups which are based on wonderful interview questions.

Some tips for attracting music journalists are:

1) Study the stories that various media journalists publish on a regular basis. 2) Ask yourself what made these stories newsworthy. 3) Choose similar newsworthy characteristics about yourself or band and create a write-up that you can submit to these music journalists.

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Another good idea is to have a live chat interview that can be accessed through the website, if possible. This way, people can also participate in the question and answer portions. This can be done using the free Voice Over IP telephony service called Skype.

<http://www.skype.com>

What you do is record your call using pretty much any sound editing program that will pickup the sound that comes through your sound card. A excellent and free program to use for this is Audacity located at: audacity.sourceforge.net . Next save this as an mp3 for easy distribution.

Facing a music journalist is no joke. They will ask questions that the interviewee should be prepared to answer instantly. Preparing for an interview takes nothing more than being sober and being punctual. All the questions can be answered by a musician from their heart and that's all that matters. Many musicians screw up their interviews with music journalists because they want to sound sophisticated whereas they would have done better if they stuck to the truth and be simple.

After having an interview, it would be best if the music journalist can be able to see the gig. The interview is actually the easy part, it's the gig that really matters. The music journalist will have ears for the notes and eyes for the whole performance. Music journalists know their stuff and how they are going to write their experiences.

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By Knut R. Enebakk

UNLIMITED MUSIC GLOBAL ONLINE by Knut R. Enebakk

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