

Who Else Wants to Sky Rocket Their CD Sales, Fan base and Indie Music Career?

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By Ty Cohen

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If YOU Answered YES, Then Start An Online Newsletter...It's Easy, Here's How!

I've always praised the benefits of using a newsletter to promote your music, but this article give a bit more detail into how to go about it.

First, there are tons of different providers out there that can send out your email newsletter. Some are expensive while other like cafepress.com allow you to make one free if you sell products through them. Although this isn't EVERYTHING you could do it is a good starting place.

Define the letter - is it going to be strictly about your band or other acts in your genre? You might be able to pick up other readers/listeners who weren't aware of your music, but know other acts if you go broader.

Develop a schedule. Are you going to do it daily, weekly, monthly? Whatever you choose does not matter. The most important part is to stick to it, once people get to reading and enjoying your newsletter, they'll expect to receive it on time, all the time.

How much content will it contain?

Are you going to have one page or six pages? Try to make the content the same size each issue.

K.I.S.S - Yet again, keep it simple stupid. That means staying on topic and writing in a tone that is both understandable and friendly.

Ask for reader feedback. Perhaps someone might have an idea for a new feature or they may have a hot news tip. Always answer your reader's requests and emails regardless of if you use their idea or not.

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Keep copy short and in the active voice. Avoid passive words if you can and give your articles some kick. You're writing for people, not Harvard educators so keep your tone to one that people will enjoy looking at each week.

Extra set of eyes. Always have an extra set of eyes look over everything you send out. Even with our newsletter and sites, www.MusicIndustrySuccess.com, www.Order-Yours-Now.com and www.TheIndustryYellowPages.com we always have someone look the pages over for typos, spelling, grammar, etc. You want to inform people, but you also want to come off as intelligent when you do it.

A newsletter is not a difficult feat, in fact you can easily get started in an afternoon. If you lack the time and skills then hire someone to do the task or see that your manager and/or promoter informs your followers of all the news they need to know.

The Job Loss Myth

By Jean Fritz

Presidential candidate John Kerry is fond of stating that "... not since Herbert Hoover has any president lost more jobs than George W. Bush." And there is a kernel of truth to the statement; thanks to technology, jobs require less human intervention to complete. However, a larger factor in this seeming loss of employment is due to the evolution of the American workforce from a lot indentured to the confines of one company or one job title toward the Jeffersonian ideal of every person being a free agent, or indie.

The explosion in the number of people going indie has a number of causes. Downsizing created the realization that "job security" isn't something other people provide, but something you have to create. Two-income families discovered that with their increased tax burden and overhead expenses for daycare, cleaning, housekeeping services, home maintenance and lawn care, a second income from paid full-time employment can actually be a liability. Individuals interested in becoming self-employed can segue more easily from employee to entrepreneur via the indie route. Finally, career changers can obtain valuable experience and networking opportunities in their field of choice with contract work.

Indies may lose company-provided benefits, but that doesn't mean they are without means. As an independent contractor, they are eligible to create Medical Savings Accounts, or they may be eligible to participate in a group health plan through organizations such as the Chamber of Commerce. They can create their own retirement programs via SEP, SIMPLE, or IRA investments, or the direct purchase of government-backed I-bonds. If they work out of their homes, they have access to extensive tax deductions not available to wage earners. In short, indies can have the best of all possible worlds - steady income, health and retirement benefits, more real income, and a life.

What kind of jobs are available to independent contractors? Well, here are some of the indie jobs I've done: Telephone psychic (\$20.00 per hour, work from home) Mystery shopper (\$15.00 per hour + expenses) Virtual assistant (\$15.00 – \$30.00 per hour, depending on the task) Editor (\$35.00 per hour) Ghostwriter (\$50.00 per hour)

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Many creative and professional jobs, such as technical writers, webmasters, graphic designers, programmers, teachers and tutors, etc. are done by independent contractors on a project-by-project basis. However, the FedEx Home Delivery and Schwann's Ice Cream drivers are also independent contractors, so not having professional credentials is not necessarily a barrier to indie work.

Not everyone is suited to life as an indie. If you absolutely need the structure imposed by a job, a manager and a time clock in order to function, then don't consider going indie. If, however, you like having some freedom, are self-disciplined enough to complete jobs on time without being told, and can organize your day and yourself to maximize your productivity and meet your clients' needs, you have the necessary personality traits to become a successful independent contractor.

Ignore the gloom and doom scenario painted by politicians eager to have a job with perks you pay for. Join the indie revolution, and gain an income - and a life - without a traditional job. It's a choice you

won't want the government to "help" you out of.

Jean Fritz indies in the areas of copywriting, editing and graphic design. She can be reached via e-mail or through her website, JMT Publications (

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The Job Loss Myth

Great Games You've Never Played

Rocket Your Way to Riches

The Emerging Art Of Panic At The Disco

How to Download Music Online – The Right Way!

People Finder Software

How to play a Guitar

Battle At Sea

Gate Crash into the Interior Design Industry.

Traffic Explosion

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