23 Ways Musicians CAN Make Money
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Introduction

Greetings!

One of the biggest challenges facing musicians is generating income. Gone are the days when a band could rely on music sales and touring to earn a living.

So part of the reality of being a working musician today is the need to diversify your revenue streams. Although sales of recorded music are decreasing, there are new sources of income available.

Some of the revenue streams outlined in this eBook might be obvious, while others might be new to you. Our hope is that reading this list of 23 revenue streams will spark some ideas for generating more income for your career!

The Bandzoogle Team

bandzoogle.com
facebook.com/Bandzoogle
twitter.com/Bandzoogle
instagram.com/Bandzoogle
#1 CDs

Wait, aren't CDs dead?! Don't believe the hype. While CD sales are dropping, they remain a solid revenue generator for musicians in many genres.

If you're going to be playing live shows, having CDs at your merch table is still a good idea. They're cheap to produce, and make for great takeaway souvenirs that you can sign for fans.

👍 Upside
- Low cost
- Good merch item for live shows
- Great takeaway souvenirs for fans

👎 Downside
- Not applicable to all genres of music
- If you're not playing live shows, probably not an essential merch item

Resources

Get CDs made with TuneCore Disc Manufacturing

Selling CDs online commission-free with Bandzoogle

How to Sell CDs Online with Bandzoogle [watch video]
#2 Vinyl

Vinyl sales continue to surge in the age of digital music. Part of this is because many fans still want a physical souvenir of your music. So bundling it with a digital download can be a great merch offering.

👍 Upside
- Vinyl has become trendy again
- Great collector items for fans
- Vinyl and digital download makes for great bundle item to sell online or at shows

👎 Downside
- Expensive to produce
- Expensive to ship

Resources
Get your vinyl printed at Standard Vinyl or Gotta Groove Records

Sell vinyl online commission-free with Bandzoogle (and bundle it with a digital download too!)

How to sell Vinyl Records Online with Bandzoogle [watch video]

👍 Make more money as a musician!
Keep 100% of your revenues when you sell music, merch and tickets through your website. Start your free trial
#3 Digital Downloads

Digital downloads are experiencing a similar fate as CDs. Sales are now decreasing with the popularity of streaming music platforms. Yet just like CDs, digital downloads remain a solid source of revenue for many artists.

When selling digital downloads, be sure to sell direct to fans through your website. Not only will you make more money, but you'll also collect valuable email addresses. This way you can let your fans know about new releases, upcoming shows, and more.

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<th>😊 Upside</th>
<th>😣 Downside</th>
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<tr>
<td>• You can sell digital downloads directly to fans and keep more $</td>
<td></td>
</tr>
<tr>
<td>• You can collect email addresses by selling direct to fans</td>
<td></td>
</tr>
<tr>
<td>• Easy to distribute globally</td>
<td></td>
</tr>
<tr>
<td>• Selling through online retailers doesn't give you access to customer emails</td>
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Resources

Selling and Building Your Mailing List
Sell digital downloads commission-free with Bandzoogle

You can also use Bandcamp to sell downloads. It's free to create an account, and they take 15% of sales.

NOISETRADE

Use NoiseTrade to offer free downloads and build up your mailing list!

Distribution

TuneCore
How to Sell Digital Music Online with Bandzoogle [watch video]

How to Sell Bandcamp Music on Your Bandzoogle website [watch video]
#4 Streaming

Streaming music tends to be a controversial topic for musicians and songwriters. Although payouts from streaming music tend to be small, they do add up over time.

But you shouldn't view streaming music just as an income generator. Through playlists, these services are becoming great at helping new fans discover music. Getting your song added to top playlists on streaming services can now be career-changing.

👍 Upside
- You get paid every time your song is streamed
- Great for music discovery

👎 Downside
- Per-stream payouts are small
- Not easy to get added to top playlists

Resources

Distribution

TuneCore
#5 Live Shows: Original Music

Money made from live shows can vary, but it’s still one of the best ways to earn income as a musician.

There are also many venues available to you to perform original music. These include traditional music venues, bars, clubs, coffeehouses, colleges & universities, and music festivals.

👉 **Tips for getting festival gigs:** [How To Get Booked at Music Festivals](#)

 Performing live is also one of the best ways to sell merch. If you’re going to be playing a lot of live shows, be sure to stock your merch table!

💡 **Want more ideas for how to generate revenue from your live shows?**

 **Check out:** [14 Ways Musicians Can Make Money from Live Shows](#)

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### **Upside**

- Still one of the top income generators for musicians
- Great for selling merch
- Great way to connect with fans

### **Downside**

- Cost of touring can be prohibitive
- Can be difficult to get good bookings early in career
- Can be challenging to get fans out to your shows

---

### **Resources**

Sell tickets commission free with [Bandzoogle](#)

[How to Get a Booking Agent to Book Your Band](#)

For help with booking College & University gigs, check out Indie on the Move’s [College & University Show Booking Directory](#)

Need posters? Design, print, & ship customized posters with [Bandposters](#)

Manage your touring schedule & finances with [Artist Growth](#)

Monetize your live show recordings with [set.fm](#)

How to sell tickets for shows online through your Bandzoogle website [watch video]
#6 Live Shows: Cover Songs

Playing cover gigs is sometimes frowned upon by musicians. But these shows tend to pay well, and allow you to get paid to play your instrument. There’s no shame in that.

There are lots of opportunities to play cover gigs. This includes at bars, restaurants, weddings, corporate events, and other private parties.

👉 Learn how a Bandzoogle member booked over 50 wedding gigs using his website and Google Adwords

<table>
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<tr>
<th>Upside</th>
<th>Downside</th>
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<tr>
<td>• Generally high-paying</td>
<td>• Usually can’t perform a lot of original music</td>
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<tr>
<td>• No promotion needed</td>
<td>• Not great for selling merch</td>
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<tr>
<td>• Can lead to other private gig bookings</td>
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Resources

If you’re looking to book gigs at parties or private/corporate events, definitely check out GigSalad.

GigSalad is a service that connects bands and musicians to topnotch live show opportunities in the U.S. and Canada. Over a million event planners and talent buyers have used them to find entertainment for their events!

How to add a GigSalad Booking Quote Form & Reviews to your website. [watch video]
#7 Live Shows: House Concerts

"In the ecosystem of gigs, house concerts are king!"

Joy Ike / Singer-songwriter & Founder of Grassrootsy

House concerts can be a great way to fill gaps in your touring schedule, and can net you some impressive income.

While attendance for house concerts is limited by nature, ticket prices are often higher for these intimate events. Plus, the majority of the revenues (often 100%), goes to the performer.

👍 Upside
- Great to fill gaps in touring schedule
- Majority of $ goes to the performer
- Potential for high merch sales
- Great way to connect with fans

👎 Downside
- Can be challenging to find hosts
- Often need to educate music fans about what house concerts are
- Turnout can vary greatly depending on the host

Resources

10 Ways to Book More House Concerts
#8 Online Gigs

With online gigs, you can broadcast a live show right from your living room. Fans buy “tickets” to get access to the live stream, and they can also send you tips during the performance.

Online shows can be a great way to generate extra income, and are not expensive to produce. Plus, you can reach your fans from around the world in places you might not be able to get to on tour!

👍 Upside

- You can reach fans anywhere in the world
- Low cost of production
- Great for generating income (tickets & tips)

👎 Downside

- Doesn’t quite capture same experience as a live show
- Fan experience can vary depending on internet connection & quality of speakers

Resources

To produce online shows visit Concert Window and Stageit

Also check out 14 Ways Musicians Can Make Money from Live Shows for more ideas on making money from your live performances!
#9 Physical Merch

Income from physical merch can depend on the amount of live shows you play. If you play live often or go out on tour, be sure that you have plenty of merch on hand.

Everything from t-shirts, CDs, and smaller items like buttons and stickers. Not sure what you should sell? Ask your fans! Use your mailing list and social media to get a better idea of what your fans would be willing to buy.

Be sure to also have all your merch items available through your website. You can bundle physical merch items with music to create awesome package deals for your fans.

👍 Upside
- Creates additional income at live shows
- Great souvenirs for fans
- Good for promo of your band (t-shirts, stickers, pins, etc.)

👎 Downside
- Cost of producing merch
- Inventory management

Resources

For help with planning your merch strategy, read: The Ultimate Guide to Selling Band Merch Online

How to Sell Band Merch Online with Bandzoogle [watch video]
#10 Digital Merch

Merch doesn't only have to be physical items. You can also sell digital merch items like videos, PDF documents, and images to your fans. Things like lyric books, making-of videos, music lessons, sheet music, exclusive artwork, and more!

👍 Upside
- Low cost of production
- No inventory
- Make great items for super-fans

👎 Downside
- Can only be sold online
- Can be time consuming to create

Resources

The Ultimate Guide to Selling Band Merch Online

How to sell Digital Merch on Bandzoogle [watch video]
#11 Crowdfunding

Crowdfunding can be a great way to generate revenue. It can help raise enough money to cover the cost of producing your album, and more. But don't treat it just as a way to make money.

With crowdfunding, it's all about making a connection with your fans. Bring them along the journey with you. From songwriting, through pre-production and recording, to the release and marketing of your album. Communication and creativity are key, and with proper planning, the money will follow.

👍 Upside
- Great way to engage your fans
- When executed properly, can generate significant revenues
- Great way to generate buzz for your upcoming album

👎 Downside
- Can backfire if treated solely as a way to make money
- Without proper planning & budgeting, cost of producing & delivering rewards can spiral out of control

Resources

PledgeMusic

There are several platforms for musicians to run crowdfunding campaigns. But none offer PledgeMusic's hands-on approach and focus on fan engagement. They also boast a success rate of 90%, with most artists on platform raising 140% of their target!

How to add a PledgeMusic Campaign to Bandzoogle [watch video]
#12 Public Performance Royalties

If you’re a songwriter, you should affiliate with a Performing Rights Organization (PRO). A PRO collects royalties on behalf of songwriters and publishers to ensure that they get paid for the use of their music.

PROs collect public performance royalties. When a song is played on radio (AM/FM, streaming, or satellite), on TV, in music venues, restaurants, sports arenas, shopping malls, or any other public place, they must pay for the use of it. The PRO collects those payments and distributes the money to the rights holders.

👍 Upside
- Collecting your rightfully earned royalties!

👎 Downside
- No downside to affiliating with a PRO. It’s a must.

Resources

For more information about PROs, check out:
Music Licensing 101: What is a Performing Rights Organization?

Which PRO should you go with? We’d recommend checking out ASCAP
#13 Digital Royalties

Whenever your music gets played on non-Interactive streaming music services, they must pay royalties. This includes SiriusXM Satellite Radio, Pandora, webcasters, and cable TV music channels.

Make sure you're collecting your non-interactive digital royalties by signing up with SoundExchange. There might already be money waiting for you!

### Upside
- Collecting your rightfully earned royalties!

### Downside
- Again, no downside

**Resources**

Join SoundExchange for free [www.soundexchange.com](http://www.soundexchange.com)

For more information on the different royalties you can make from your music: [Music Licensing 101: 8 royalties you can collect from your songs](#)
#14 Live Performance Royalties

You can also earn royalties from your live performances. When performing original music, PROs will pay royalties to the songwriters for those performances. This includes at bars, restaurants, clubs, and any other licensed venues.

This might be the single most underused income stream for musicians. If you perform live, be sure to collect these royalties for your performances.

👍 Upside
- Collecting your rightfully earned royalties!

👎 Downside
- Filling out the paperwork for each show is the only downside. But every dollar counts, so take the time to do it!

Resources

Contact your PRO to find out how to submit your live performance royalties.

Music Licensing 101: What is a Performing Rights Organization?
#15 Mechanical Royalties

Mechanical royalties get paid to songwriters or rights holders for purchased music. This includes CDs, vinyl, downloads, and streams.

In the US, retailers like iTunes and Amazon include these royalties with payments to digital distributors. But outside of the US, these payments get sent to royalty collection societies. These societies then distribute the royalties to music publishers.

So, to collect those royalties outside of the US, you would need to register with *each* royalty collection society. This is as time consuming as it sounds.

Instead, you can sign up with a publishing administration company. For a nominal fee, a publishing admin company will collect those royalties on your behalf.

👍 Upside

- Collecting your rightfully earned royalties!

👎 Downside

- Signing up with a publishing admin company, who will charge a fee and/or % of revenue collected. But this is still much better than trying to signup with each royalty collection society.

Resources

Publishing Admin

Tunecore Publishing Administration
#16 Master Use / Sync Licensing Fees

Getting songs placed on TV shows and in movies is a highly sought after part of the music industry. Some musicians make their entire income off of it.

Ari Herstand / Singer-songwriter/Blogger at Ari's Take

If you get your song placed in a film, commercial, or TV show, they need to pay a licensing fee. In fact, they need to pay 2 licensing fees.

One is a “Master Use” licensing fee for the use of the recording. The other is a “Synchronization” or “Sync” licensing fee for the songwriter(s) & publisher(s).

These fees can vary. It all depends on the budget for the project, and how much they want your song.

👍 Upside
- Can be a significant source of income.

👎 Downside
- Not easy to find placements for songs.

Resources

How to Get Songs Placed on TV and in Movies via Ari's Take
#17 YouTube

When music is used in a video that is running ads, YouTube pays part of that ad money to the rights holder of the song.

This of course includes ads displayed on your music videos on your own YouTube channel. But it also includes ads displayed on videos using your music that are not on your YouTube channel.

Digital distributors can collect that money from YouTube on your behalf. This can be eye-opening, as they search YouTube for any uses of your music. So you might collect money from videos that you didn't even know about!

👍 Upside

- Collect money from ads placed on any videos that use your music

👎 Downside

- Payouts tend to be small
- You only get paid if ads are being displayed on videos

Resources

Collect money from your sound recordings on YouTube: TuneCore’s YouTube Sound Recording Revenue Collection

For tips on how to make money on YouTube, check out: How to make money from your music on YouTube
#18 Sponsorships

If you've built up a fanbase, local businesses, music companies, and even major brands could sponsor you to reach those fans. You can offer valuable visibility with your live shows, on your website, social media, and through your mailing list.

Sponsorships are sometimes paid in cash, but it's more likely that it would be in the form of free products, services, and gear. This would help you cut costs, which still has value. Every dollar counts when it comes to running your music career as a business!

👍 Upside
- Additional income to help pay for your expenses
- Free products & services can help save you money

👎 Downside
- You must have a solid fan base/draw for companies to be interested
- Can be time consuming to finalize sponsorship deals

Resources

For tips on approaching sponsors, check out: Musicians: How to Get Sponsored

And for a detailed look at putting together a sponsorship proposal: How To Get Sponsored Part 2: Building a Proposal
#19 Session Work

Another way to make some extra money is to put yourself out there as a session musician. A report published by Berklee College of Music found that session musicians can make up to $100,000 a year.

As a singer or instrumentalist you could do session work in studio for other musical projects. Or if you have a flexible schedule, you can look to get hired to go on tour with other bands.

To find gigs, talk to other bands and let local studios know that you’re available for hire. Be sure to also use your social networks to get the word out!

👍 Upside
- Get paid to play your instrument
- Make connections with other musicians, bands, studios, and venues

👎 Downside
- Challenging to find consistent work
- Can take time away from your own project

👋 Resources

For tips on finding work as a session musician, check out: How to Get Hired as a Session Musician
#20 Songwriting/Composing

If you’re a songwriter, you could look to write songs for other musicians, as well as co-write songs with other artists.

You could also look to compose music for film and television. This type of work can generate significant revenues in licensing fees and royalties.

👍 Upside
- Get paid for songs you’ve written
- Collect royalties on the songs you’ve written
- Grow your network of musicians, songwriters, and producers

👎 Downside
- Can take time to find artists to work with
- Can take time away from your own project
- Fierce competition for film & television projects

_resources
Songwriting Inspiration Tips
How to Get Songs Placed on TV and in Movies via Ari’s Take
#21 Music Lessons

One way to generate revenue for your career is to teach your instrument to others. This can be a nice way to supplement your income, and allows you to hone your craft at the same time.

You could offer music lessons in-person, online via Skype or Google Hangouts. You could even sell video lessons through your website!

👍 Upside
- Get paid to play your instrument & hone your craft
- Students and their parents can become fans of your music

👎 Downside
- Can take time away from your own projects

Resources

How to Build a Music Teacher Website

10 Ways to Make More Money Selling Music Lessons on Your Website
#22 VIP Fan Experiences

"Superfans. These are some of the most interesting men and women in the music industry right now and they're particularly important to artists.

Benji Rogers / Founder, PledgeMusic

You should of course offer VIP fan experiences during your crowdfunding campaigns. But it doesn't have to stop there.

For any gig you play, try offering your superfans a little something extra. A meet & greet after the show. VIP seating with drinks included. Maybe even a pre-show dinner with the band.

In the age of digital music, scarcity is valuable. So you'll be able to charge extra for these unique experiences. This will generate more revenue, and also further strengthen your connection to your superfans.

👍 Upside

- More income for live shows
- Creates strong connection with your superfans

👎 Downside

- There's a limited amount of experiences you can offer at each show
- Can be time consuming to plan/organize/execute

Resources

PledgeMusic

Your own website to sell the VIP experiences.

👍 Make more money as a musician!

Keep 100% of your revenues when you sell music, merch, tickets, and VIP experiences through your website. Start your free trial
#23 Subscription/Patronage

One of the newest revenue models for artists is the subscription or patronage model. This is where fans pay a monthly recurring fee for access to your content.

This content could be your entire discography plus any new music. Or exclusive access to new music and videos and other behind-the-scenes content. If you’re especially prolific, this can be an excellent way to generate recurring revenue.

👍 Upside
- Recurring income
- Creates strong connection with superfans

👎 Downside
- Challenge of creating enough content
- Could potentially conflict with crowdfunding campaigns and other music sales

Resources

Patreon is a platform that focuses on recurring funding for artists.

Create your own subscription service using Bandcamp
Data: The New Currency for Musicians

“If you own the data, the money will always follow.”
Derek Webb / Artist & Founder of NoiseTrade

There were many revenue streams outlined in this eBook. But, there is a new kind of currency in the music industry that you should pay attention to: data. Access to data, and ownership of that data, should be a top priority in your career.

What is data?
Data gives you insight into who your fans are, where they live, and what content they’re consuming. Things like:

- Where are your website visitors from?
- What site(s) brought them there?
- Where do your mailing list members live?
- Which of your songs are being streamed/downloaded the most?
- Where are those streams/downloads happening?
- What types of merch are selling best for you?

And much more. Data can help you choose which song to release a video for, where you should tour, and what merchandise to sell.

How do you get access to this kind of data? Facebook, Twitter, and YouTube offer data to give you insight into your fans on those platforms. Even music streaming services like Pandora and Spotify have opened up data to musicians.

But, you don’t own the data on those platforms. While you should definitely make use of it, any service can change that access, or take it away.

So what’s the best way to own your data? With the two most essential tools for marketing your music: your website and your email list.
Website: Your Online Hub

“A good website will change someone’s perception of who you are and what you do. It’s one of the best marketing moves you will ever make.”

Joy Ike / Singer-songwriter & Founder of Grassrooty

In the age of free social media sites, some musicians ask whether they even need a website anymore. It might be more important than ever to have your own website, and here’s why:

1. You own the address
   First, with your own domain, you’re guaranteed to own that little slice of the Internet. As long as you renew it, it will always point to your website. Even if you switch hosting companies, you can transfer your domain so your fans will always be able to find you.

2. You own the experience
   With your website you also own the experience. You can control what your fans see, when they see it. This means you 100% control how you want fans to discover and engage with your music. No sudden changes, no ads or distractions, no design limits.

3. You can sell direct-to-fans & keep more money
   If you’re selling music or merch, your own website is even more critical. You get to keep more of the revenue [100% with Bandzoogle!] by selling direct.

   Plus, your fans can join your mailing list when shopping from your online store. You can then let them know about new albums, tours, crowdfunding campaigns, and more.
4. You own your data

With your website you get detailed data on your fans, which you own. And remember, that data can help you book shows, decide what merchandise to sell, and more.

But more than data, you also own your fan list. There's no “export fan list” from social networking sites, because they own that database. Remember, your list of fan emails is gold. It allows you to always stay in touch with your fans.
Mailing List: The Most Important Marketing Tool

“

If email is not the biggest part of your social strategy, then you are giving the power of communication with your fans to companies who will gladly take them and whose advertisers will thank you to no end for providing them with eyeballs.

Benji Rogers / Founder of PledgeMusic

Email lists might sound outdated, but they’re still one of the best tools to market your music. This is because:

1. You own the list

As we mentioned before, owning your data and your fan list is essential. With a mailing list, you own that database of fans for life. No matter which email service you use, you can always download that database and take it with you.

2. It’s the ultimate permission marketing

An email list is the ultimate in permission marketing. Once a fan gives you their email address, they’re telling you that they want to hear about your career! So be sure to tell them about your latest album, your next show, your new merchandise, etc.

“ An email list is an artist’s retirement plan."

Emily White of Whitesmith Entertainment
3. **Email is the most effective way to sell music & march**

When it comes to sales, mailing lists still get the best results. And this is true both inside and outside of the music industry. So for selling your music and merch, email is still the best way to turn fans into paying customers.

💡 **Did you know that email marketing is 40 times as effective as Facebook and Twitter, combined?**

4. **Email is the best way to stay in touch with fans long-term**

Social media sites come and go, but people rarely change their email address. So a mailing list is the best way to stay in touch with your fans over the long-term.
Conclusion

Focus on the music and the show, the rest is secondary.

Bob Lefsetz

We hope you found this eBook helpful in sparking some ideas for how to generate more revenue for your career!

But even with all the advice contained in this eBook, it will fall short without great songs and a great live show. So remember to practice, rehearse, and hone your craft first, then worry about making money.

Be sure to follow us on our blog, on Facebook, and on Twitter to keep up to date with future tips and advice.

The Bandzoogle Team

bandzoogle.com
facebook.com/Bandzoogle
twitter.com/Bandzoogle
instagram.com/Bandzoogle
About Bandzoogle

From the beginning, we've had a simple goal: to empower musicians to build effective websites for their music.

It all started in 1999, with a single band website, built by Bandzoogle's founder Chris Vinson for his alt-rock band, Rubberman. Grassroots promotion, plus the online community that the website created helped the band get a record deal.

In between tours, Chris worked at the record label, building websites for multi-platinum selling artists. To save time, he built a "control panel" to let managers and artists make the changes themselves. Realizing this could also help independent bands and musicians build and update their own websites, Chris launched Bandzoogle in late 2003.

Now, more than a decade later, tens of thousands of artists around the world use Bandzoogle every day to power their website and promote their music online.
Build a stunning music website and store.

Join over 25,000 musicians using Bandzoogle as their all-in-one website platform.

- Choose from 100s of mobile-ready website themes
- Create a unique website in minutes with no coding
- Customize your site with flexible design tools
- Sell music, merch & tickets directly to fans, commission-free
- Grow your fan base with built-in marketing tools

Start your free trial

Get hands-on advice with a free 16-Point Music Website Review when you sign up using promo code: MakeMoney