

10 Little-Known Things Every Musician Should Know About Guerrilla Music Marketing

Presented by Bob Baker (www.TheBuzzFactor.com) with special guest Brian Thompson of Thorny Bleeder and The DIY Daily (www.thediydaily.com).

1) Guerrilla marketing does not have to be _____, _____, or _____ .

2) Practice reverse _____ .

3) Think reverse _____ marketing.

4) One of the most powerful things you can do every day is _____ .

5) Understand the power of _____ .

6) Exceed _____ . Being _____ wins.

7) _____ favors the _____ mind.

8) The 3 A's of Success: _____, _____ and _____ .

9) It's a world of _____ . Your audience has an _____ .

10) Put an end to digital _____ .

Questions answered during the call:

What are the best free ways to get local media coverage?

Notes: _____

What are some little-known ways to make money from your songs?

Notes: _____

What marketing activities can best be delegated to others?

Notes: _____

Is promoting music without performing live a viable business model?

Notes: _____

How do you choose the right cover song to perform in a YouTube video?

Notes: _____

How do you properly tag YouTube videos for top search rankings?

Notes: _____

Other questions and notes:

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