

LIVE Streaming Strategy & Pricing Guide

Upping Your Game - Upping Your Career

By Mike Castronovo

PRICING UPDATE - July 18, 2020

As much of the world is heading into a second round of quarantine, we want to make it easy for you to try our platform and deliver the best possible experience for your fans.

NO Set-Up Fee.

You keep 100% of the Ticket Price.

Read on for further details!

**YOU DON'T GIVE AWAY WHAT YOU CAN SELL
MAKE IT SPECIAL - MAKE IT GREAT - MAKE IT VALUABLE**

Your time is valuable, so let's dive right in.

HONESTY.

I'm going to warn you upfront, I am going to be brutally honest with you, and I'm going to ask that you be brutally honest with yourself.

A lifelong mentor of mine has been Tony Robbins. For years I've repeated his phrase, "If you want better answers, you've got to ask better questions"... and that includes asking better questions of yourself.

Let's start upfront. **WHY** are you here in the first place? Whether you've been at it for years, or whether you're just starting out... **You want a successful music career.**



You want to touch people's lives. You want to impact people. You want to move people. Others are just upfront in saying, "*I want fame and fortune*".

There's nothing wrong with any of that. Nobody here is going to judge your

motivations for pursuing a full time career in music.

But even if you're just the most purely altruistic person in the history of music, and you could care less if you ever make a dime, you just want to reach people with your music in a way that touches their soul...

Fact is... you need fame & fortune. You need at least enough fortune to produce high quality versions of your music, and you need enough fame so that word of you and your music spreads so that it reaches enough people.

Let's spend a moment on "Fame" and "Celebrity" status. It's just human nature. People like to be around famous people, popular people, celebrity people. Whether it's music, television and movies, sports figures, political leaders, business or religious leaders. I guarantee, there is someone out there that if they walked into the room, you would be excited to have a chance to meet them. Maybe get an autograph or better yet, a selfie. I've seen the coolest, most confident people I know, get excited and flustered in the presence of a celebrity.

Again, no shame in that. Not judging. It's just a fact of life. And if you want people to follow you and your music... be honest... that requires a bit of fame. Whether you're an Artist playing Madison Square Garden, or just starting out in the local coffee shop. You need people to show up that want to experience YOU and your music... AND come back to experience it again... and again. That requires fame.

Maybe you prefer the more comfortable term... "Building Your Brand". Or maybe just "Growing Your Following". Either way, it's all the same. It's Fame. And part of that "Brand Building" is building your persona, but most of it, hopefully, is just saying, ***"MY MUSIC HAS VALUE... and I believe if you give me and my music a chance, in some small way (and hopefully in big way), it might enhance your life."***

Getting people to take notice. Getting people to tell others about you and your music, takes fans. It takes "making a personal connection", where your fans feel they are in some small way a part of your personal journey towards success in music.

The Internet and Social Media are powerful tools for you as an Artist, but you have to realize that there's a fine line between giving people enough of the "behind the scenes look at you and your life", and creating that sense of connection and intimacy... and becoming **"ordinary"**.

Remember the Wizard of Oz? The Emerald City is this magical place, and everybody wants a chance to meet the Wizard. "The great and mighty OZ has spoken!". Scared the crap out of me the first time I saw it as a kid, just like it scared Dorothy and her friends. But what happens when Toto pulls back the curtain



and reveals the true nature of the Wizard? All of the sudden, he's not so special any more.

You can see where I'm going with this, so let's move on.

COVID caught most people off guard. They didn't see it coming. They didn't realize how long the effect would be. Many Artists made well intended decisions without considering long term ramifications. If this had lasted a few weeks, it might have been different, but even then...

Again - and let's be brutally honest - what's the difference between the person on FB LIVE or Instagram LIVE, with low quality audio, and sometimes glitchy video, and holding up a sign asking people to Venmo donations... What's the difference between that, and the guy who looks homeless, playing his guitar on the street corner with his guitar case open and hoping you'll drop some change in?

Let's be honest... there is absolutely NO difference. Whether you're just starting out with a handful of family and friends who support you, or whether you're Garth Brooks or Keith Urban, if you're giving it away for free, YOU, and you alone, have set the price.

If you're asking for donations rather than setting a price on your value, you're no different than the guy on the corner. Now a lot of big Artists, if they feel they must do something, are at least smart enough to do it for charity, where sponsors combined with viewer donations is the reason for the Artist to give of themselves freely in exchange.

But the ones who just straight up do it for FREE...??? I'm sorry, but again, being brutally honest, that's just plain **SELFISH**.

"How can you say that Mike? They're just trying to provide some joy to their fans during a difficult time". I get that, and it's not that they're intentionally being selfish or egotistical... but the fact is, while THEY might not need the money themselves... they are DESTROYING the market for tens of thousands of their fellow artists who NEEDED their income from their touring or gigs, no matter how big or small, to pay their bills.

It's no different than the smaller artists who followed the big name artists in giving away their music for peanuts on streaming services, playing the game of "Let's just gain listeners who will then spend hundreds on concert tickets". With Live Streaming, those Artists who needed to make money from their live shows, saw the "big name" artists doing Free Live Streams, and felt the need to follow suit.

FORTUNATELY... on June 14th, the K-Pop band BTS did a Live Stream PAID Concert and made \$18 Million in an Hour and a Half. That was the equivalent of



selling out 15 stadiums, each with 50,000 seats.

Here's how they did it... and here's how YOU can start making money right away too.

1. **VALUE** - much of this will seem like commonsense, because it is. You're going to have a hard time getting people to value your music, if you're not willing to place a value on it yourself. **STOP GIVING IT AWAY FOR FREE.** You're NOT a bum on the street corner, so STOP acting like it.

Strategy Advice:

- If you've been giving it away up until now... there's no time like the present to make a change. If I hear one more Artist say, "But I don't want to ask my fans to pay during these difficult times..." I'm gonna puke! These are difficult times for YOU. For the majority of your fans, they're either still employed, or receiving unemployment benefits. Most School Teachers I know are passionate about teaching their students. Does anyone expect them to go to work for free? Your CPA, your Auto Mechanic, your Uber Driver, the person bagging your groceries at the store... Are you somehow BETTER than them? Are they all showing up to serve you for free? Do you think they really believe you OWE them your music for free? Of course they don't. Even Mother Theresa had the church providing for her food, clothing and shelter. So stop feeling the need to play the martyr.
- You need to be honest with your fans. "This is my career. This is how I make my living. I'm going to start doing actual LIVE Virtual Concerts, and I want you to come enjoy my music, invite others to join you, and help me spread the word." Trust me, your fans won't run. They'll actually respect you.
- You need to shift your mindset to this new paradigm. You used to invite people to your Live Shows and expect them to pay (or at least buy food and drinks from the venue that was paying you). YOU are now your own venue operator. This is where you need to invite your fans for the foreseeable future to come experience you and your music. You could pre-record and perfectly edit a show, but people sense, and like, LIVE. You need a platform like Crowd Music where you can interact in real time with fans.
- Then, UP YOUR GAME (more on that in a moment). You can (and should) continue to use social media for staying connected. Talk to your fans. Talk about the things we're all going through. But DON'T give away your music. The exception would be small snippets of songs, particularly new songs, as a teaser,

“Come join me for my Live Virtual Concert this Thursday night to hear the whole song!”

- If you're making the change from **Free** to **Paid**, you may need to get a little creative at the beginning of your transition. “I'll be giving away free T-Shirts to 3 lucky viewers”. Maybe for the first event you say, “I'm giving 100% of the proceeds to _____ charity.” Maybe you partner up with another Artist or Two to gain additional exposure, and combine forces to get a better turnout.
2. **QUALITY** - this is where you need to UP YOUR GAME. You just simply cannot deliver high quality content on a platform that is anything less than HD Video and HI-DEF Audio. This is also where CROWD MUSIC can help you shine! You're also going to want to think about the venue, backdrop, lighting, etc.... Are you still in an area with COVID restrictions where it has to be from home (or a friend's venue or place that they can open to you privately as a cool backdrop in exchange for a little promotion)?

Maybe it's just a cool framed shot in your living room with a dozen candles going in the background. Think through the added things you can do to give your show the feeling you want. Remember, on the Crowd Music platform, they can stream it directly to their TV and Sound System (assuming they have the Apple TV, Chromecast, a SmartTV, etc...). If it's a full band, perform as though it's a sold out venue and every viewer is sitting in the front row. If you're a solo-acoustic act, perform as though you're sitting right there in their home along with them.

3. **A PAYWALL** - the ability to restrict access to only those who are willing to pay.

Strategy Ideas:

- You need to START EARLY in promoting your event, ESPECIALLY if you are switching from Free to Paid performances going forward.
- If your engagement is high on Facebook or Instagram, where you get a big turnout when you “go live”... you can still leverage that. It may take an extra person to have a second camera phone going, without a direct sound feed, not the same shot as your Main Feed. In fact, you can have your FB Live camera set up behind your Main Camera. Let them see something else is going on, and that there is a link showing how to get it.
- Consider starting anywhere from 10 to 30 minutes early on FB (talking, not playing). Be excited to let your followers know what's coming and how they can get it. You should have the same excitement level as you would inviting them to a Live Show in their town. Instead of, “Hey, I'll be playing at this venue tonight, come on out and bring your friends!”, you say, “I'll be playing right here tonight,

and I'd love to join you right there in your Living Room, or wherever you are. Plus, you can invite as many others as you want to join you, at no additional cost!". Depending on how tech-savvy you believe your followers are, starting early will give them enough time to get their ticket and navigate their way into the event the first time. (Like anything new, some people will take time to figure out something new. Good news is that even the least tech-savvy people we've seen, have no problem whatsoever when they come back to watch your next show).

- Crowd Music's platform also allows "Tip or Donation" buttons if you choose.
4. **PRICE** - this is probably the area people struggle the most. I've heard many artists say, "Wow, looking at all the viewers on Facebook, if I could just get everyone to give me a dollar...". Problem one: If you asked, most of them still wouldn't. They're there (popping in and out at random, without thought or consequence) because there's no barrier to entry, and therefore they treat it for what it is... nothing special. Problem two: Again, what's the difference between that and the homeless person begging for change? At Crowd Music, we actually have a huge heart for helping the homeless, and have committed 10% of our profits towards supporting those in need. However, you are NOT homeless. You have something of value to offer.

You could charge \$5 for a one hour show. Maybe that's not bad if you're just starting out with a small fanbase. You have to do your best to gauge your audience acceptance rate, and how they will value your performance. Is your performance worth the price of a single drink at Starbucks? Is it worth the price of going out to dinner? Remember, multiple people can watch in one location for the price of one ticket.

What is your music, and your performance, worth? What do you want it to be worth, and what are you willing to do to "up your game" to make it worthwhile for your fans who pay?

Think about it if YOU were the person being asked to buy a ticket to watch a Pay-per-View Event. If Ed Sheeran was asking his fans to watch him this Saturday night for "An Intimate Performance Right There In Your Living Room" (where you can interact in real time chat, and he might respond to your song request, question, birthday shout out to a friend, etc...) and he told you the price to join him was \$120 vs \$2, which show (if price was not an issue for you) would you want to see? Obviously the \$120, because you EXPECT that it will deliver a higher value. We've already agreed that you are going to "up your game", so what are you worth?

We've seen a HUGE tendency for "walk ups". Artists have always struggled with the \$20 in advance, \$25 at the door, model. You want to make it appealing enough for them to commit ahead of time. When they have to plan on driving to an event, there is an added incentive to plan in advance. One of the challenges of Live Streaming is that people can wait until the very

last minute before buying their ticket. So consider a two tier price (In Advance Price vs. Day of Event Price).

HOW MUCH CAN YOU MAKE?

If you expect 20,000 or more viewers per show, please contact us directly at Info@CrowdMusic.com or 615-800-7488 for customized pricing.

The following applies to those with expected ticket sales from 1 to 19,999.

Hopefully you make \$18mm or more in one night, just like BTS. It really comes down to **you and your marketing efforts.**

We have Artists using our platform who have millions of fans, and the playing field is level for those Artists who are just starting out, and want the same high quality delivery.

Setting up and helping you deliver your show on a high quality platform obviously takes time and cost on our end. We've learned that it goes best for all of us when you have some skin in the game too. Too many smaller Artists were scheduling shows, and then never creating a marketing strategy to promote themselves.

PRICING UPDATE - July 18, 2020

As much of the world is heading into a second round of quarantine, we want to make it easy for you to try our platform and deliver the best possible experience for your fans.

1. We are **WAIVING** the Set-Up Fee (*normally \$449*)
 - **NOTE:** We do strongly encourage you to purchase a TEST KEY, as least for your first show on Crowd Music. [CLICK HERE](#)
2. **You keep 100% of the Ticket Price.**
 - You are "Broadcaster & Artist.
3. Minimum Ticket Price is **\$4.99** for up to 60 minutes of LIVE Broadcast Time, and a minimum of \$4.99 for each additional block of up to 60 minutes.
4. Crowd Music will add a small Service Fee at checkout (as low 15%, based on price of ticket), as well as a pass through of the credit card processing fees.

EXAMPLE:

- Ticket Price - 90 minute show \$9.99

- Live Stream/Service Fee \$2.99
 - Credit Card Processing Fee \$0.59
- TOTAL: \$13.57**

NOTE:

- We do have the ability to provide a Tip Jar and/or Donate Button.
- LIVE Chat with your Fans is included.
- Ask for a full list of available features and upgrades.

Our System accepts Visa, MasterCard, Discover & American Express. We can work with local ticketing companies in your country when necessary. Pricing is subject to change without notice. Once you schedule your show and purchase your Show Streaming Key on the CrowdMusicGroup.com website, your pricing is locked in.

To get started on setting up your first LIVE Stream on Crowd Music and start making money, [CLICK HERE.](#)

