



**Have you realized that while it's easier than ever to record and distribute your music to a worldwide audience, it's also harder than ever to get people to take notice?**

Today, many musicians are in this frustrating situation. You've put the personal energy into creating the sound you want, but you soon realize that gaining new fans to enjoy and buy your music is a job in itself. Maybe you've asked yourself if making music is still worth your time? Do you stop playing? Do you pack up your gear and sell it on eBay? Oh course not! You're passionate about what you do and you enjoy it. Plus your listeners enjoy it too, you just need more of them... and that's where we want to help.

Altered State of Reverb offers surf bands like yours an innovative approach to music distribution and social media promotion that addresses the issues of the modern music business. As consumers, we are presented with messages every day, so it's easy to understand the value and potential gain from well organized approach to promoting your band.

I'm sure you this idea good in theory, but you need to see it in practice. The following sections will explain everything in detail.



## Why Release on a Label?

Professional Designs

Instagram Promotion

Easy Digital Distribution

Vinyl Production

Surf Music Community



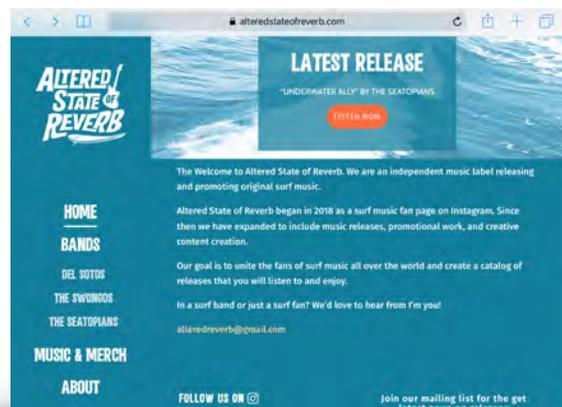
## Why Release on a Label?

For starters, it sounds better, doesn't it?! But not just to you, being on a label, even an independent one, makes your band look more legitimate. It shows that more people like your music than just friends and family. In contrast, you could not have any label affiliation and go it alone, but we already discussed the dilemma in that.

So here's exactly what being on Altered State of Reverb music label will mean for your band:

You'll be part of our music group. Your releases will be under us and will list us as your label (ie iTunes and physical media). You will be recognized as such and be included in many of our own brand promoting. Plus it works both ways... brag about being on our label all you want, we love it!

Your band will also get a featured section on our website that can serve as a quick link to people that want to get a sense of who you are, as well as buy your music! It will have a bio, photo gallery, YouTube videos, and link info.



[Click here to see an live example](#)

Your music will be streamed by all the online services (more on that later). We'll carry your physical merch online too. We'll manage inventory, do any customer service, and ship orders.



In addition to growing your fan base, we're always trying to grow ours... and you'll be along for the ride. We have our own expanding line of merch we promote on social media and sell on our website. If people are browsing our goods, they'll be presented with your music and merchandise as well. Our online store, our brand and label are consistently promoted, advertised, and spread through word of mouth to drive online traffic to us all.

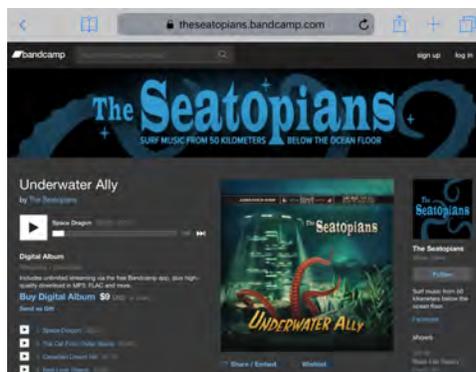
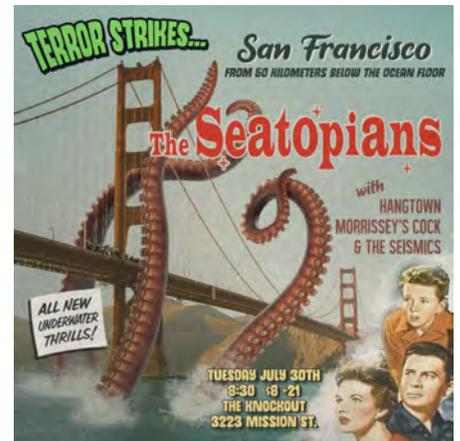
By releasing with a label, you'll share in the combined strength in numbers with things like buying powers, merch price negotiations, and more.

We love the DIY approach many bands have taken up to now, but we want to help you take it a step further by coordinating look and message partnered with a 'bigger sound system'. Major media companies do this every single day. Why can smaller entities do the same and benefit as well?



## Professional Designs

I love surf music and anything vintage style. So I love using my years of professional media design experience to create compelling social media content. I want to get your band noticed by more followers and fans that will support you at shows, streaming sites, and the merchandise table.



My design philosophy is simple, in a digital world over saturated by flash, we want viewers to at least pause and absorb our basic message.

There nothing you can do to stop the wave of endless scrolling, but if we

work together to pop our head up for a powerful second, the message will stick.

I offer a wide array of creative digital and physical creations including animated posts and stories for Instagram, custom Facebook and Bandcamp banners, album art and show flyers. Browse our Instagram fees for examples and ideas!



## Instagram Promotion

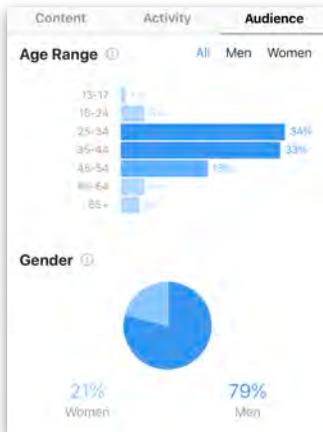


Most independent music labels were established before digital sales and social media were so crucial. They had a catalog of music, but at some point they had to start devoting a tremendous amount of effort and resources into boosting their social media presence.



Altered State of Reverb's key advantage is that we established a social media following first, then branched out and became a music label component.

Our fast growing audience is made up of 1200+ dedicated Surf Music followers. The



majority fall into the 25-45 age range. This follows the normal demographic of the average surf music fan.

Statistics show that this group have established careers and are willing to spend money to spend on

their hobbies they are passionate about.

How many followers could we get you access to right now?

[Click here to check](#)



## Easy Digital Distribution

When your album, EP, or single is ready, just send it along and I'll take care of getting it out for the world to hear. Why do it this way and not on your own? Because having us do it will save time and money. Let me explain...

Running this label is my place in the surf music community, so I've purchased the label level plan from Distrokid. The number one reason, they collect 0% of digital sales! You could go directly through them yourself, but my label plan has more perks than the musician level plan and you would be enjoying them too.

- There are no fees for listing a single, an EP, or album.
- There's no annual charge and no fees for continued distribution.
- Cover song licensing and rights management is also included with my distribution plan so having to buy licensing on your own.

Bottom line, the cost for having your music distributed digitally is part of the deal!



## Vinyl Production

Anyone can put their music online nowadays, but to have an actual vinyl record to sell and show off, definitely sets your band apart. Is it your dream to hold a record in your hands and say it's yours?



We like that dream too, and we're working to make that happen. Altered State of Reverb is in the process of getting bids from vinyl manufacturers and is prepared to begin producing and selling vinyl releases in 2020. The more bands and releases we have, the better the deals we can get from vendors.

Currently, there are two business approaches to producing vinyl with a label. Plan one has the artist and label spitting the cost of production along with the product to sell respectively. Plan two has the label covering the cost of production, selling units themselves and back to the the artist as needed at a reduced cost. More details of this feature will be available later in 2019.



## Surf Music Community

Altered State of Reverb is on a mission to connect surf music fans around the world. Those that enjoy surf music are a friendly, welcoming, and fun cross section of people.

We consider this when communicating with this audience. We don't want to be a pushy marketing agency that annoys people with ads. Instead we just want to be like that guy at a surf show that tells you about a new band to listen to.

I leave you with a quick list of ways we might start working together if this is a fit for your band.

- *T-Shirt Trade; You wear my label shirt and I'll wear band shirt. Interesting designs are always a good conversation starter.*
- *Use our QR code for an instant face to face promotion. Tell people what we're all working together to do!*
- *Do you know someone that has a platform to do write ups, articles, or reviews? Send it along to us and we'd be happy to contact them as your label and see what can be arranged.*
- *We are building a master list of reputable venues for all our participating bands to share in. Share your venue info, then when you tour, you may find a new place to play on the list.*
- *Join our ASOR band chat group. There's always surf music discussion and fun.*

I look forward to talking with you to discuss this further.  
Please feel free to contact me with any questions you may still have about Altered State of Reverb.

Sincerely,  
Joshua Graham



**570-709-8841**

**[alteredreverb@gmail.com](mailto:alteredreverb@gmail.com)**

**[instagram.com/alteredsateofreverb](https://www.instagram.com/alteredsateofreverb)**

**[alteredstateofreverb.com](http://alteredstateofreverb.com)**

