



MAKE IT ON MYSPACE

*the ultimate
resource to help
you promote your
music on myspace*

[Make It In Music](#)

...the ultimate resource to help you SUCCEED in the Music Business...

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About Us - Who are Make It In Music?

Make It In Music ('MiiM') is a Music Industry Resource Company set up by Ian Clifford, ably assisted by Amanda McGowan. Between them they have 30 years of frontline global Music Industry experience.

After working tirelessly to find, develop and hone young talent for many years, it became glaringly obvious to them that the young hopefuls always had the same questions and always made the same mistakes in their quest for fame and fortune.

That quest has only become harder in the last few years with the turmoil caused by the extended death throes of the long-serving Artist and Record Company model. Nobody knows quite how the explosion of the digital age in the Music Industry (downloading, social networking, the death of the CD etc) will play out. There are theories and there are potential new models, but for now, the future is clouded. We have seen and learnt a lot already about how MySpace and other Web 2.0 sites can help in your route to the top. It's all in this Guide.

It was always difficult, in any age, to get a band together, learn to write and play, and then attract enough attention to get a shot at success. It's even harder now that the record companies have less money and even less room for manoeuvre. But....there are now some truly feasible alternative ways to reach your future fans and even ways to financially sustain yourself outside of the record company model. MySpace is part of that and it now needs to be a core part of your strategy.

It's the lessons that the founders can impart to help in that quest that led to the creation of MiiM. Having worked as a music lawyer, artist and producer/songwriter manager, record label owner, music publisher, promoter and more, there are few things that Ian hasn't seen in the Music Business. With No.1 records on both sides of the Atlantic and first hand experience in Rock, Pop, Indie, Hip-Hop and Dance (and even a little folk!) that knowledge can be transcribed to any artist in any genre. From a technical legal starting point, through the creative process, making the record and ultimately marketing it and the band to the public, they can share their knowledge of all of it.

Amanda has more than one degree in Psychology – an immensely helpful training both in dealing with artists and also in understanding what makes people become fans. Years of on-the-road touring and street team marketing, both in the moshpit and at the front edge of the digital frontier, make the value of her insight to any emerging artist incalculable.

The aim of Make It In Music is to bring you all the information, resources and help that you need to succeed in the Music Business – and they can walk the walk, not just talk the talk.

This is our first guide, all about using the power of MySpace to promote your music. Read it all – there is a lot of very good information in here that we have learnt over years of hard work. You will benefit from it.

To your success!

1.Introduction

So, you have a band, you think you're amazing and you're looking for ways to increase your profile, and maybe get a record deal, without spending huge amounts of cash. Is this possible? The short answer is yes...if you know how to go about it properly. Most aspiring musicians believe that the only way to success is getting a record contract with a major label, but times have changed, and are continuing to do so. There is now a healthy do-it-yourself music scene that, if you haven't joined already, you should be part of. There are several things you can do in order to help you along the way, and social networking sites are probably the best place to start.

Unless you have had your head stuck in the ground the past couple of years you will have noticed that there are now a multitude of sites on the Internet that allow you to make friends and influence people. These social networking sites provide you with the ability to create a network of online friends (potential fans if you're a musician!), allow you to customize profiles and create a constant web presence, and do not restrict you in who you can communicate with. In fact, in as little as a couple of hours you could have fans all over the world!

Establishing a web presence is now, by far, the most important way to generate interest in your music, and creating a profile on one of these sites is the easiest way to do this. There are a multitude of social networking sites for you to choose from depending on the types of audiences, and fans, you are searching for, and ideally you need to be promoting your music on as many of them as possible. You will find that this is a time consuming job but unfortunately it is now necessary due to the fact that so many musicians have taken advantage of them. There are no quick fixes in the music industry and getting recognized for your work is becoming increasingly difficult.

If you are not familiar with social networking then this whole thing may seem particularly daunting, especially if you are just starting out with your band, so below is a list of the most popular social networking sites for you to have a look at and start with:

[MySpace](#)
[Facebook](#)
[YouTube](#)
[Last FM](#)
[Twitter](#)
[Friendster](#)
[Squidoo](#)
[Bebo](#)

There are more links available in the resources section at the back of this book if you would like a more comprehensive list.

You should make sure that you have an active profile on as many of these sites as possible. Later guides in this series will tell you how to use each of these to your best advantage but for now we are going to concentrate solely on MySpace. MySpace has over 65 million users and receives more daily hits than Google. It is therefore an ***absolute necessity*** for any musician to have a MySpace profile ***as it is still the first place that people look to for new music.***

The MySpace Myth

As a quick aside before we get into the details of using MySpace, you will no doubt be aware of the stories surrounding MySpace and their musical 'Success Stories'. The most famous recent examples of these being The Arctic Monkeys and Lily Allen. Both of these acts from the UK have been credited with using MySpace as the sole or main agent in their musical success, although case studies have shown that this is not the whole truth.

The Arctic Monkeys

Despite being seen as something of an overnight phenomenon, The Arctic Monkeys have worked hard to get where they are today. They practiced hard and after they had a few live performances under their belt they recorded a handful of demos to burn onto CDs to give away at gigs. As they were not making any money, these CDs were limited in number to what they could afford and as such the people who did have a copy took to uploading the demos onto the internet for their friends to download. The band were fine with this as, like all good musicians, they wanted their music to be available to the public and for people to be able to hear it rather than not. These demos were quickly distributed across the internet. The main reasons being that they were good songs, and the band had talent. Two very important ingredients for success. As a result, future shows were packed out with everyone in the crowd knowing the words and being able to sing along, something which made for better shows and meant that the music industry had to sit up and take notice!

The band themselves took no responsibility for the distribution of their music in this way and have readily admitted that they didn't have a clue as to how to get their songs on the internet. When asked about their MySpace in a magazine interview the band admitted that they'd never even heard of MySpace let alone used it. Instead the MySpace page for The Arctic Monkeys had originally been created by one of their fans with absolutely no input by the band.

Even though the band's songs were available on the MySpace, the main way they were distributed was through file sharing, before their MySpace profile was even set up, and none of this would have happened if the band hadn't been any good. A combination of good songs, talent and a few web savvy fans created the Arctic Monkeys phenomenon, and while MySpace may have been a part of the phenomenon, it was by no means the reason behind it – just part of the puzzle.

Lily Allen

Lily Allen began posting demos of her songs on her MySpace in November 2005. At this point she had already signed a deal with a subsidiary label of EMI Records and was working on her debut album, but had not released anything yet. Using her MySpace blog and keeping her page fresh and interesting she started to accumulate fans, and through this she piqued the interest of The Observer Music Monthly. In March 2006 they published an article about her success through MySpace, which was followed up by a cover story two months later, before she had performed a single gig.

A cover story about an artist yet to release anything was an unprecedented move, rumoured to be set up due to the fact that Lily's dad, actor/comedian Keith Allen, happened to be mates with

journalist Miranda Sawyer who was a contributor to the OMM. However, set-up or not, and it hasn't been proved, this interest convinced her label to allow her more creative control over her album and to use some of her own songs rather than the results of attempts to work with mainstream producers, and her album was finished two weeks later.

Allen is however still in charge of her own MySpace, and even though her page was not directly responsible for her success, the way that she continues to use it is contributing to it. Through her frequent blog posts she seems easily accessible to the thousands of fans on her page, and they in turn feel that they are closer to her and therefore special. You need to give your fans this sense of inclusion to ensure their loyalty and make sure they stick with you.

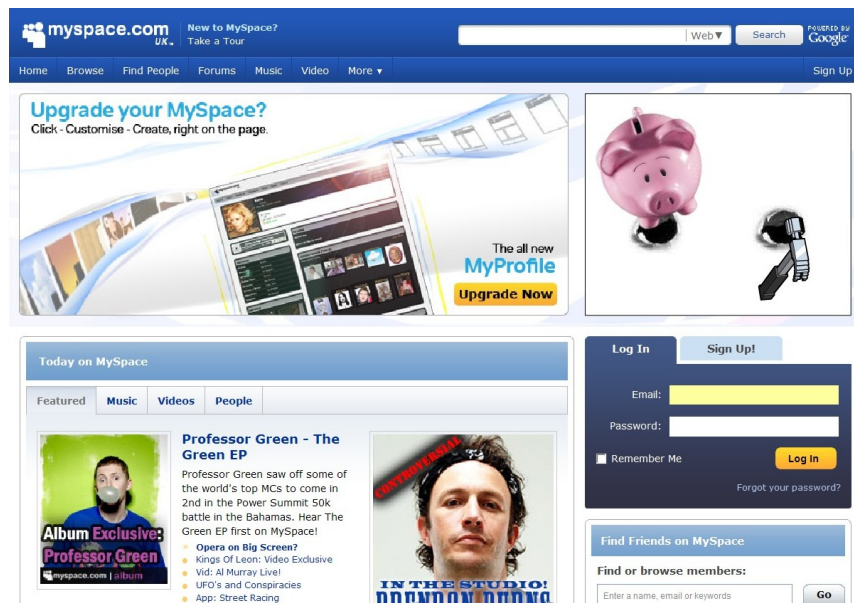
So, as you should be able to see, MySpace is not a quick fix. You will not get famous as soon as you set up your page, and you will not make fans unless you actually have talent and are prepared to work. Popularity of bands and music requires more than just social networking. Instead you need to use your social networking abilities, i.e. MySpace, to ensure that those people you are connecting with are in turn going to talk to other people about you.

With all of this in mind, before we go any further, collect together any materials you've produced for your band so far, including artwork, flyers, photos, videos, biographies, and most importantly, your music. The more materials you have the easier it will be to produce a MySpace page to get yourselves noticed and get people talking. So let's get started! Here goes...

2. MySpace Basics

Throughout this guide we are going to tell you how to use MySpace both from a technical point of view and from a marketing point of view. It is likely that you already know how to use MySpace as you probably already have a personal profile but recent changes in the way that music works on MySpace necessitate these explanations. So here goes...

Joining MySpace is easy. Go to www.myspace.com. You will see a screen like this:



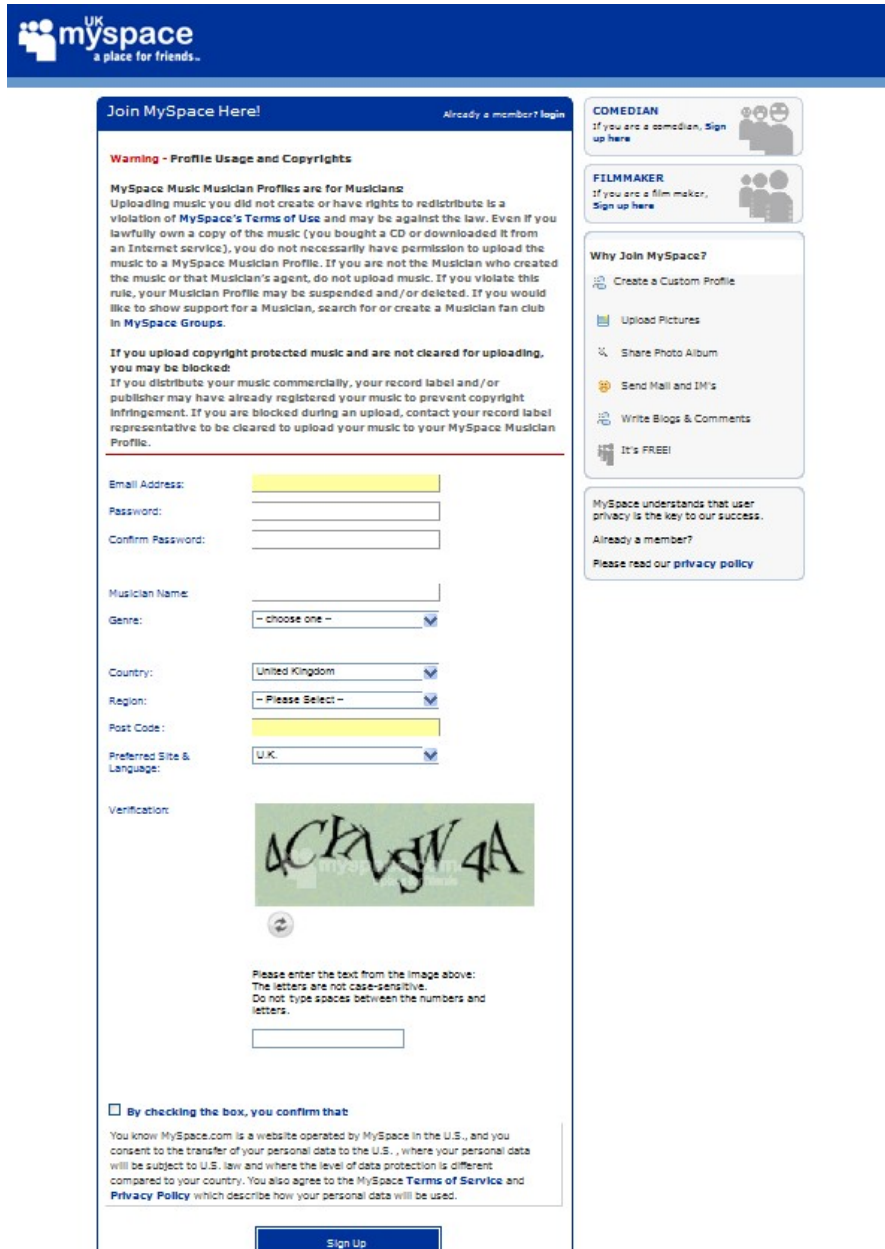
On the top right hand side of the screen, and at the top of sign in box, there are links that say 'Sign Up' - click onto one of these. On the next screen you then need to click the box that says 'Band or Musician' in the top right hand side of the page. This page looks like this:

A screenshot of the MySpace sign-up page. The top header says 'UK myspace a place for friends'. Below the header, there's a 'Join MySpace Here!' section with a 'login' link for existing members. The sign-up form includes fields for Email Address, Password, Confirm Password, Display Name, First Name, Last Name, Country (set to United Kingdom), Region (set to Please Select), Post Code, Date Of Birth (with Day, Month, and Year dropdowns), Gender (Female and Male radio buttons), and Preferred Site & Language (set to U.K.). To the right of the form, there's a 'Musician' section with a 'Sign up here' link, a 'COMEDIAN' section with a 'Sign up here' link, and a 'FILMMAKER' section with a 'Sign up here' link. Below these sections is a 'Why Join MySpace?' section with a list of features: Create a Custom Profile, Upload Pictures, Share Photo Album, Send Mail and IM's, Write Blogs & Comments, and It's FREE! At the bottom, there's a small box stating 'MySpace understands that user privacy is the key to our success.'

This will bring you to a sign up form, which should be self explanatory, but which we will quickly go through to make sure there are no mistakes.

Sign Up Form

The Musician sign up page looks like this:



The screenshot shows the MySpace UK sign-up page for musicians. The header features the MySpace logo and the tagline 'a place for friends.'. Below the header, there's a 'Join MySpace Here!' section with a warning about profile usage and copyrights. The form fields include: Email Address, Password, Confirm Password, Musician Name, Genre (dropdown), Country (dropdown), Region (dropdown), Post Code, Preferred Site & Language (dropdown), and a CAPTCHA verification image. To the right of the form, there are links for 'COMEDIAN' and 'FILMMAKER' sign-up, a 'Why Join MySpace?' section with benefits like 'Create a Custom Profile', 'Upload Pictures', 'Share Photo Album', 'Send Mail and IM's', 'Write Blogs & Comments', and 'It's FREE!', and a privacy policy link. At the bottom of the form, there's a checkbox for terms and conditions and a 'Sign Up' button.

Email address: Put in the mail address you want to associate with this account. MySpace will send you a verification email in order to make sure that it is you who wants to set up an account. The email address you put here is where the verification email and any future alerts will be sent; so don't use a fake address. If you do you won't be able to access your account.

Band Name: This is the name of your band. Make sure you double check that you have spelt it properly as this is what the site search engines will use when users are searching for your band. This will also appear in your profile and the MySpace music directory listings.

Password: You will need to use a password with over six characters that includes both letters and numbers to increase security and make sure that no one can hack into your account and abuse it, but make it memorable.

Genre: This is the style of music you make. It also allows users to search for your band via a genre. If you place yourself in the wrong genre, you're going to be listed in the wrong search engine results. All major genres are listed, along with many others that will have nothing to do with the type of music you make so make sure that you describe yourselves properly. It may seem funny to give yourself a comedy genre but that won't do you any favours when people are searching for your band. The selection you choose will also be displayed in your profile, so make the right choice.

Country: This is where you currently live, or if you prefer, where you're from.

Preferred site & Language: This applies to your personal browsing experience when using MySpace. There are several versions and depending on which you use, different content will be served to you. For example, choosing the UK based site will display bands from the UK in the music section headlines. This will not stop you from checking out other versions of the site though, and people from other sites will still be able to find you, so don't worry about that.

Terms and Conditions: You must select this box agreeing to the terms and conditions before MySpace will allow you to join. We have made the terms and conditions available for you to read in full in the resources section at the back of this book. When you have checked this box, click 'Sign Up'. Next you'll have to enter image verification keys. They're a necessary precaution to prevent robots spamming on MySpace. You will then be taken to the next screen, which looks like this:

The screenshot shows the MySpace registration form. At the top is the UK MySpace logo with the tagline 'a place for friends..'. Below the logo are three tabs: '1. Music', '2. Upload Photo', and '3. Add Friends'. The '1. Music' tab is selected. The main heading is 'Please complete your registration!'. The form contains the following fields:

- Your MySpace URL:** A text input field with 'myspace.com/' pre-filled. A yellow tooltip on the right says: 'Your MySpace URL: Please enter MySpace URL between 2 to 50 characters'. Below the input is a small note: '(e.g. http://www.myspace.com/yourbandname)'.
- Genre 1:** A dropdown menu with 'Anime Song' selected.
- Genre 2:** A dropdown menu with '-- choose one --' selected.
- Genre 3:** A dropdown menu with '-- choose one --' selected.
- Website:** An empty text input field.
- Current Record Label:** A text input field with 'Unsigned' pre-filled.
- Label Type:** A dropdown menu with '-- choose one --' selected.
- Update:** A blue button at the bottom right of the form.

MySpace URL: You will be asked to choose a URL in the next stage of your sign up. For those who are not sure what this is, this is the web address of your profile, i.e. the address you will give to people when they're looking for your band. We're sure you don't need us to tell you that this is

very important, so please give yourself a representative URL and not an obscure one or else you could be putting yourself at a disadvantage before you've even started.

The best way to make sure your URL is representative is by choosing this format: myspace.com/myband, where myband is the name of your band. However, you may find that this is already taken, so if you can't get this then it might be worth your while to try one of the following:

Mybandofficial
Officialmyband
Mybandspace
Mybandmusic

However, if you have something more specific which you think will work then fire away!

In this section you'll also be given the chance to select two sub genres. You should take advantage of this, as it's an opportunity to get your music listed in more directories.

Be as accurate as possible with these genre descriptions for the reasons outlined above, but if this isn't entirely possible then try to go for less popular genre choices. That way, if you're not appealing to the right potential fans you are still more likely to get noticed thanks to a reduction in the amount of competition you will face.

Record label: If you are signed to a record label then this is the place to tell people the label you are signed to.

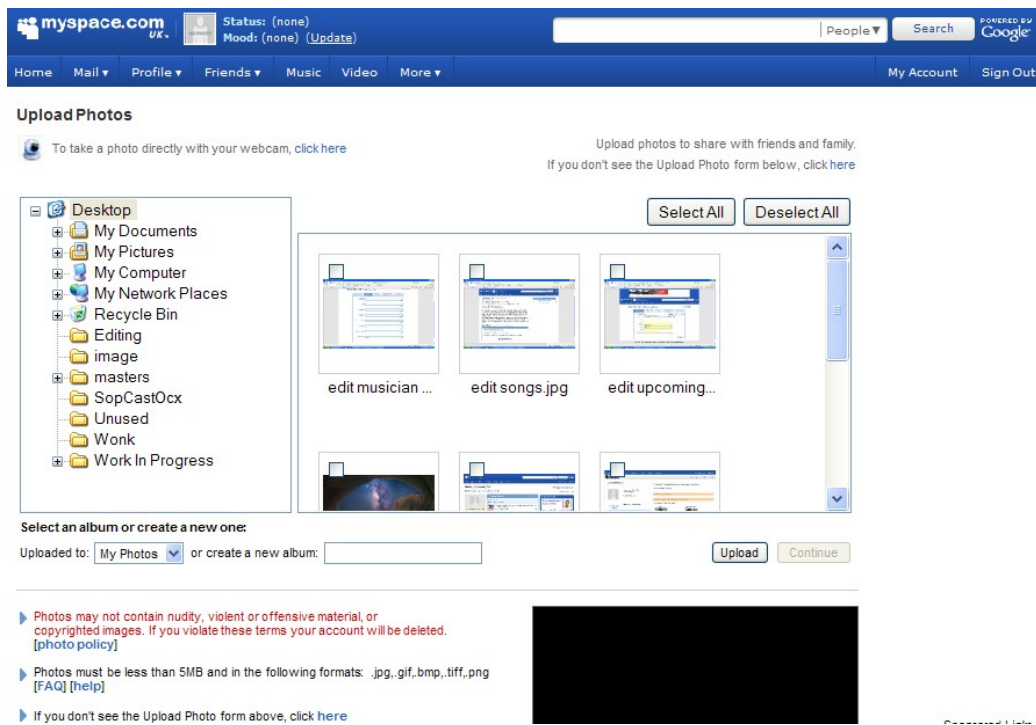
The final box 'Label Type' has three choices

Major: If you're signed to a major label then this is the option for you

Indie: If you're signed to an indie label then choose this.

Unsigned: If you have no label and are looking for one then this is the option you want. Do not under any circumstances fake this, as it tells record companies whether you are available or not, and you do want a record deal don't you? Even if you don't you should still let labels chase after you.

Once this information has been submitted you will have the option to upload images of your band. You can do this straight away or, if you don't have any suitable images or artwork yet, you can go back to it later. To upload images use the upload function to add a photo or picture to your profile. These will also show up in the MySpace site search listings. The upload screen looks like this:



You can add more than one picture, but the one you choose as your default will show up pretty much everywhere that your name appears on the site, so try and make it a good representation of you or your band.

Just a few quick tips here to help you get the most out of your pictures. Firstly your photo should be of you or your band so people can see what you look like, and it may seem shallow, but your most attractive member should be front centre of the picture. Close ups are better than wide shots. A tight shot on members' faces is far more appealing than a wide-angle view, and if you're a solo artist then a close up view is a must. Keep the photos simple and let the band fill up the frame. Backgrounds should also be kept simple, as the emphasis on your photo should be on the artist. Picking a location that has atmosphere and texture is fine as long as you make sure that you and your band members stand out against it.

You should also try to dress and pose your band, with attitudes and facial expressions to match, so that all members look like they're in the same band, and if you have any interesting selling points in the band, i.e. odd instruments, you should try and get these into the picture if at all possible.

I'd also recommend having some pictures of each member of the band on their own – even going to the extent of having an album for each member in the photo section. Without doing it cheesily you can get across some of the personality of each member as well as making it clear what instrument they play. Want to go one step further? Make some kind of avatar or icon for each member of the band to inject some humour. I've also seen this done and then flags of each icon appearing at gigs, or even appearing as a tattoo on a fan – that's real dedication!

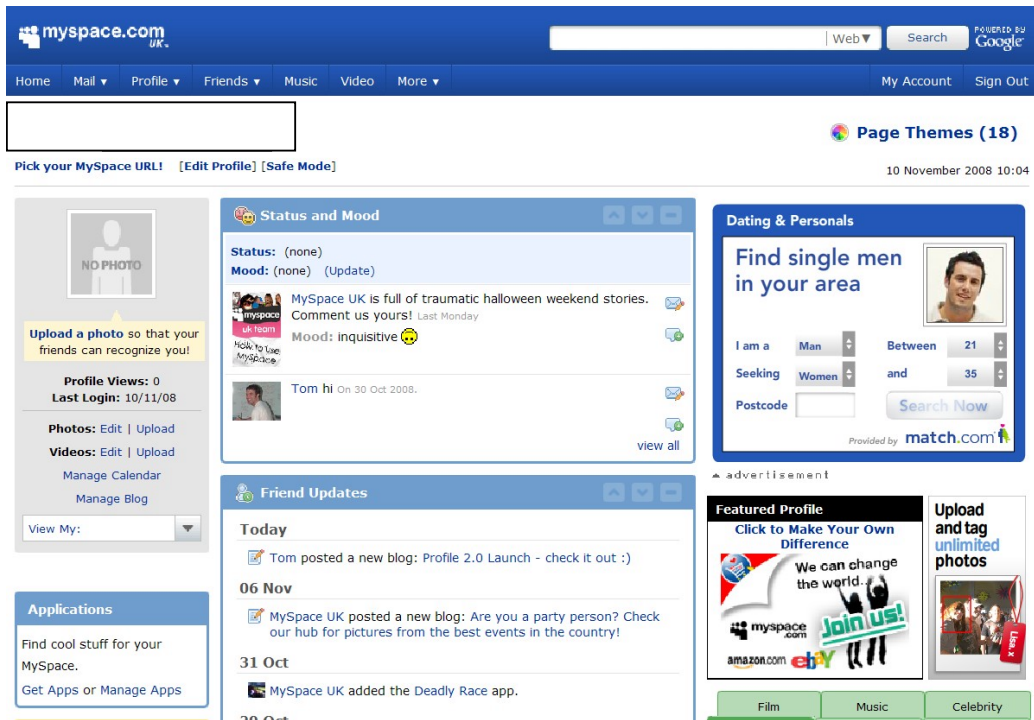
Finally you need to avoid straight lines and dull arrangements. Try staggering the positions of the band, or getting them to sit or lie down. Ask your photographer to shoot from a high or low angle or play with special effects lenses (as long as your faces are not blurred). Under no circumstances

should you post a picture of you lined up in front of a brick wall. It's been done to death, shows no imagination, and frankly is really boring and you don't want that.

It's also a good idea to have your logo loaded up here as an image for future use.

Managing Your Account

Your account management page is the page you get when you first log in. It looks like this:



Here is a quick rundown of the things you can do from this page, all of which will be discussed later.

Edit Profile: This takes you to the profile editing screen, where all the major customisation takes place. It is here that you can change layout and colours.

Safe Mode: If anything goes wrong with your page or you encounter problems with your profile you can enter safe mode and fix the HTML without additional formatting.

Account settings: This controls the essentials of your MySpace account. In here you can change your privacy settings, your current email, and anything else that lets you customise your browsing experience.

Upload / Change photos: This is where you can add photos to your gallery, change the default profile image and add photos for your fans to rank and comment on.

Add / Change videos: If you want to add videos to your MySpace then this menu allows you to change and upload new files.

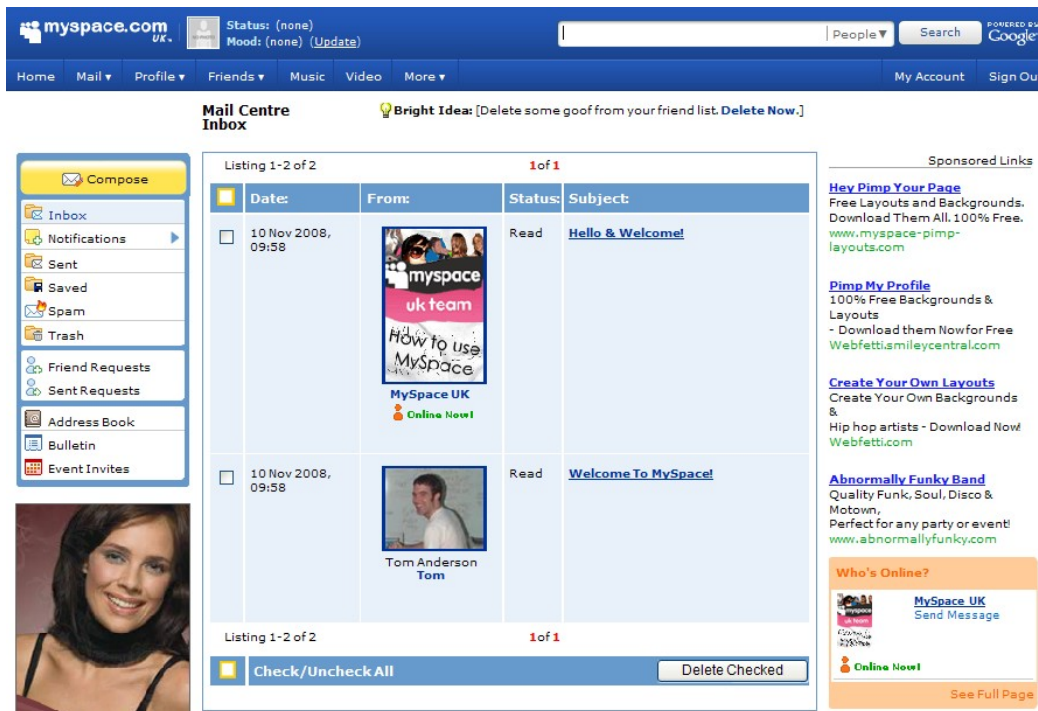
Edit Comments: It is possible that you could be abused or spammed through your comments. Here it is possible to delete those comments. Negative publicity isn't particularly desirable, although if you're enjoying a successful period, any negativity can help boost support from your fans. It is also possible to make it so that all comments have to be approved by you before they can be posted which means that you can remove all negative comments before they get seen. We will tell you how to do this later.

Manage Calendar: This lets you keep track of what you have planned. It can also be used to alert you to important dates in the future.

Manage blog: This is where you can control your profile blog and who can see it.

Manage address book: This lets you keep track of the people that you've contacted.

Mailbox



Inbox: Click here to read any messages in your inbox. When you receive new messages you will see a red alert box on your navigation page when you log in, and this also provides you with a link to go straight to your inbox to read them.

Comment approvals: If you configure your settings so that you have to approve all comments before they are posted, this is where you will receive alerts indicating that you have new approvals.

Friend requests: If somebody tries to add you as a friend, you'll receive notification and this link will take you to the request management screen. You can either approve or decline friendship.

Sent: This folder contains all your sent items. It will also state whether the mail has been read. 'Sent' means that the user hasn't opened it. 'Read' means that they have. 'Replied' means that they've read and replied to it.

Post Bulletin: This link takes you to the bulletin creation page.

Validating and confirming Your Account

Having registered your MySpace account, you'll notice an alert on the homepage with a message stating 'Verify your email address'. Click the alert and select the verify email option. This is a necessary step in order to access the full array of MySpace features. To validate your account, simply log in to your email and open the mail titled 'MySpace account confirmation'. Inside you'll find a link to verify that the account belongs to you. Click this link then log in with the details you've already provided. Now your account has been activated and you're ready to use MySpace.

3. Using Your MySpace

The main reason that musicians use social networking sites is to increase their exposure and fan base. In order to do this through MySpace you first need to use the tools that the site has already made available to you, and use them to your advantage. The first thing you need to do is get your profile set up properly so you can start marketing yourself.

Editing Your Profile

To modify your profile, select the 'edit profile' link from the account management screen. This is where you can customise the information displayed to the public. This covers several areas:

Headline: Your headline is one of the first things the user will notice, as it's positioned directly next to your picture, so you need it to make an impact! Where possible use a strong headline as research has shown that bold, attention getting headlines get the most responses. As such, it is very important and can serve several purposes. For example:

- Promotion of a new album or tour - Use the headline to promote your upcoming work. If you're planning on releasing a single for download, put it up in your headline with a release date. This will instantly let the reader know what you're up to, and is likely to result in them checking the rest of your profile for further information.
- A catchy slogan that fits in with the genre you're appealing to. This can be a useful marketing mechanism. Having a catchphrase or gimmick can help establish your brand as it can be used on your merchandise and other web pages, bringing everything together.
- A simple description of the band and its sound – provide a short soundbite of what you're about and you'll be amazed how many people pick up on it.

Keep in mind that 5 times as many people read a headline as anything else. Therefore you should always use your headline and make sure it speaks directly to your fans and carries impact.

Bio: This field allows you to write a short history of your band or act. Most people have a short attention span, especially on the Internet where there's so much competition, so if you make this section too long then people will avoid it. If you can, limit your bio to a couple of paragraphs of short and snappy text to intrigue whoever visits your page and then you can leave a link to an extended version if you must. One of the most important things to do with your bio is make sure that it gives a story! You shouldn't have a boring bio along the lines of 'we met at x and did y' as that will stop people from reading it. Instead try to make it interesting, elaborate on any quirky facts, or make something up! You want to get people talking, and provide a selling point for your band, and this is probably one of the best ways to do it.

Members: If you're a band, list each member, and what they do in the band.

Influences: Here you should put down as many bands and artists that have inspired and influenced you as possible. It might seem pointless but it can be very helpful to anyone who visits your profile. For example, if one artist is inspired by Oasis and another is inspired by Girls Aloud,

more often than not you can get a pretty good idea of how their music is likely to sound. This section is not here to show how cool and obscure you are; it's to provide information to potential fans, so be as honest as you can. Users can search for new bands to discover based just on this, so don't waste it.

Sounds Like: This box lets you state what you think your music resembles most. You should try to make an accurate comparison because, as above, people will search out new acts based on what they sound like. There is no point in lying about your sound or pretending to be something that you're not as you will quickly be found out. Look out for other lesser-known artists who make similar music to you, and don't be afraid to compare yourselves to them. It's likely that fans of these artists are going to be more open minded about listening to your work and are more likely to be loyal to you if they like you.

Website: If you have an official website, and if you don't already have one you should, place the address here. If you are still to make your own website then we would recommend you take a look at [Hostgator](#).

Record label: Another opportunity to promote your record label, or lack of one.

Label type: Once again you'll be able to choose between Major, Indie and Unsigned.

Layout

It might not look brilliant, but the default MySpace profile is perfect as a starting point for your page. It looks like this:

The screenshot shows a MySpace profile for a user named '///werd///'. The header includes the MySpace UK logo, a search bar, and navigation links like Home, Mail, Profile, Friends, Music, Video, and More. Below the header, the profile information is displayed, including a placeholder for a photo, location (London and South East United Kingdom), profile views (4), and a status of 'Online Now!'. The 'Contacting' section lists various actions like Send Message, Add to Friends, and Add to Group. The 'General Info' section shows the member since date (10/11/2008) and label type (Unsigned). The 'About' section is highlighted in orange, and the 'Friend Space (Top 2)' section shows a friend named Tom. The layout is typical of the early 2000s MySpace design.

The general information is clearly marked and you don't have to worry about bad colour schemes getting in the way of essential information.

Despite this, it's always nice to stand out from the crowd and in this regard there are many people who will be only too happy to help you.

MySpace themselves provide you with their own tools which allow you to customise your own profile through your account management page. Using these you can customise the basics of your profile and change the default look. Items you can change on your profile page include Background colour and image, font, table colours, styles, size and colours of the page border, style of the scrollbar, display order (i.e. whether to have your display picture on the right or left hand side) and opacity.

If however you can't get what you are looking for through the MySpace tools then there are several other sites and bits of software that have been created that allow you to customise, enhance and personalise your profile. Some websites offer coding, whereas others offer full MySpace layouts. A list of the most popular profile generators are below. You will find that these are all free to use:

[MyGen](#)
[Pimpbuilder](#)
[MySpace Layouts](#)
[MySpace Profiles](#)
[Wiseguys](#)
[Nuclear Century](#)
[Free Code Source](#)
[Taming The Beast](#)
[Ultimate MySpace](#)
[Pimp My Profile](#)
[All Flashy](#)
[Code Generator](#)
[Profile Tweaks](#)
[Thomas' MySpace Editor](#)
[MySpace Editor](#)
[Profile Guy](#)
[MySpace Master](#)
[MySpace Alive](#)
[Bigoo](#)
[MyBannerMaker](#)
[MySpace or Yours](#) (this last one being a major cut above the average)

In return for their help with your profile, many of these third party generators will usually only ask that you include a return link to their site on your profile page. You won't even have to do anything to enable this to happen as when you generate the code for your profile through your chosen site, the host web site will automatically place this link. You probably won't be able to see it in the original code, but when your profile loads, there will normally be a link from the website where you generated the code. This is usually something along the lines of 'This profile was designed by... get your own today'. Bear this in mind when you are customising your profile as

this may be fine for typical MySpace users, but for musicians trying to look professional it may detract from your image depending on how it looks.

You will also need to be aware of the fact that if you decide you want to use one of these pre-generated profiles then the chances are that you will be sharing the same profile layout with other people as generally choices are limited through these sites. As a musician, trying to set yourself out from the crowd, you need to ask yourself, do you want to be sharing code with someone else?

Whatever you decide to do, the options are many, and the best part is that you don't have to know a single line of code. The generator tools enable you to see how your profile will look as you build it. Once you're happy, simply copy and paste the pre-generated code somewhere in your profile – usually the bio or about me field. If you think that you would like to have a go at designing your profile yourself, we have provided some basic HTML codes and MySpace codes in the resources section for you to have a look at and play around with.

If for any reason you feel that you are not up to the task of designing your own MySpace page it is possible for you to hire a designer to do it for you. The best, and cheapest, way to go about this is to have a look at some freelance auction websites for page building and design. Examples of these are below:

www.getafreelancer.com

www.guru.com

www.elance.com

Here you can find people who bid to undertake work for you, meaning you get the best possible deal and they get to do something they enjoy and get paid! Everyone's a winner.

Lastly on that front, the very best MySpace layout designers (no question – they do all the big artist pages that you see) are [BandSpaces](#). Don't expect any change from a minimum of \$1000 though so they aren't for everyone! (Although we can get you a \$100 discount – email us at support@makeitmusic.com if you want us to arrange for you.)

A Few Things To Take Note Of...

When designing your profile page you need to be cautious, as it is very easy to get carried away. A few changes are all you need to differentiate yourself from others and if you add too many colours, fonts, and other visual devices, you will distract from the music you are promoting. There is such a thing as too much decoration, and unfortunately, many MySpace users do not know when to stop, therefore when customising your profile page, keep in mind the following:

- Remember why you registered in the first place and don't lose sight of your goals.
- As a musician the point of your profile should always be your music, and anything that takes away from this is wasting your time.
- Put yourself in the shoes of the web user who's viewing your profile. Are they that interested in fancy images and colours, or are they there to listen to some music?
- Try to steer away from using background images. Sometimes they look cool but mostly they don't and the most important thing to consider when presenting your content is that

people can read your text and see what to click on. Bearing this in mind it will be much easier to read black text on a white background than pink text on a green background. A background image against which text disappears or is difficult to read is a problem. Also, using a patterned background is always guaranteed to confuse a reader, and you want your profile to be as straightforward as possible.

- Try not to have anything animated on your page if at all possible. Flying text, moving pixels and flashing bits and bobs detract from the message rather than adding to it, and may make your page difficult to access for some users as these things generally take a lot longer to load up. It may even stop people being able to access your page at all, and that's not what you are aiming for.
- Try to keep your colour scheme fairly neutral with only a handful of different colours, nothing too bright as loud colours are often a distraction. Add some well placed opacity tricks and you will find that keeping things simple is the best design strategy to do wonders for your profile.

If however, after all of this you've decided that you'd like to keep things extra simple and not mess with your profile too much then here are some tips on improving your site without altering any code:

- Use a picture that is taller rather than wider. This will make your profile stand out more when you are added to a friends list.
- Adding a logo is a good way to create name recognition on MySpace
- Link your MySpace page to your web site and vice versa. This will help increase your web exposure.
- Add high rating Google pages to your MySpace friends in order to improve your own web ranking. Google ratings show how important the page is on the web. It assumes that if one page links to another, it is endorsing the other site. To find the highest-ranking profiles you need to use the 'Advanced Search' feature on Google. Enter the search term 'MySpace profiles' and for the domain, enter 'myspace.com' so it will narrow your search to only those profiles on MySpace with the highest rankings. Then simply send a friend request to those users with the highest rankings and when approved send them a comment. Try and do this once a week to make sure you are keeping an association with the most popular profiles.
- If you want to add more friends to your friends list, placing an 'add me' button in a comment on a popular profile with a large friends list is a powerful way to get a large amount of new friends. You can use any picture you want to draw attention, and when a new friend clicks on it they will be asked to accept you as a friend. The code for this is given in the resources section.
- Podcasting from your blog or MySpace page is a good way to increase your fan base. A podcast is exactly the same concept as a blog, but with audio. To create a podcast you need to upload your songs or other audio content to your website or you can host your podcast for free at one of several sites, including [Podomatic](#). You can then add your podcast to your MySpace blog or page by pasting in your podcast address.

If you get to know your target audience and work out what they like, you should be able to design a profile page that is eye catching, easy to use and works in your best interests. To do this you need to have a clear idea of who your ideal fan is. Knowing precisely who your fans are dictates

what avenues you use to reach them and how to communicate your message once you do reach them.

If you're not sure who your fans are, where they hang out and what they're interested in then look at the types of people who are fans of similar artists, or just describe the type of person you want as a fan of yours. Doing so will help you get to them faster, and means that you will be more able to effectively promote your talents.

Build a Mailing List

Finally, your profile page should have a mailing list sign up form on it. You should ***do your utmost*** to encourage anyone who is added as a friend to your profile to add his or her email address to your mailing list. This list is important as it means that you can then contact your fans outside of MySpace, avoiding the blizzard of bulletins and messages that they receive there. We would recommend getting your fans to join your mailing list as soon as they become your friend on MySpace. A list of sites that will allow you to build a mailing list are given in the resources section, but our favourite is [Aweber](#). We talk about why this is our favourite mailing list application in our free eBook guide '10 Key Steps you Must take to Succeed in the Music Business'. If you haven't already got it, you can get it for free from the front page of [Our Blog](#). The short version of the reasons that you need it is that it allows you to build a list of verified emails and so you know that they are people who have a serious level of interest in receiving information from you. An email list that you control is essential for your future success. It's a very cool piece of web-hosted software (and there are others like it – we just prefer [Aweber](#)), and it allows you to drop a sign-up box for your list on to MySpace and pretty much anywhere that you have a web presence. All the sign-ups go back to one list (although this can be divided into as many as you like).

When you are asking fans to give you their email address on your MySpace page or in a message, you should give them good reason to do so. Maybe a free download or a few, maybe a pin badge (if you can get their street address too!) or anything that you can creatively come up with. Always remember that millions of bands are trying to build their fanbase on MySpace, so you need to come up with ideas that stand out. Just another free download might not be enough! Try to turn it into a game with a really valuable prize. Maybe something like every month one person on the list gets to hang out with the band or they get a signed CD of never before heard demos or something. Work on it and do something special – those emails are *crucial* to your future success.

Search Engine Optimisation

Another way to make your MySpace more popular is to optimise it for Internet search engines. If you run a search on Google, the top ten or twelve sites will be returned on the first page, while others will be buried under hundreds of results. A search engine algorithm determines these rankings. One of the most important factors in this is keyword usage. By designing a MySpace profile with optimised content, i.e. strategic keyword usage, it is possible to dramatically improve your search engine listings because most people seek out their favourite bands by making use of the search function.

The easiest, and possibly the quickest, way to use the profile fields on your page to optimise the likelihood of your profile address being returned on search pages is to do a cover version. If you

record a song from an artist who is popular in the genre that you're focusing on then it's likely that you'll get a lot of interest from those fans that will want to know whether you've done a good job of the song. If they like it there's a good chance they'll listen to some of your own material. The cover version will also be returned in searches for the original version, and not only will it affect your MySpace search listings, but it will improve your search rankings on sites such as Google, Yahoo and MSN too. This is one way many artists get coverage on MySpace.

If however you don't want to record a cover version just yet and you still want to try and optimise your site then you will need to use keywords. Think about what words you would use to describe your music and what words other people would use to search for your music and then use a keyword research tool such as [Wordtracker](#), [Keyword Discovery](#) or the [Google Keyword Tool](#) to see if the words that you have identified are correct. Pick a handful of the best words and you will use these to optimise your site.

In order to make the most out of this you will need to use keywords in the following places:

Title tag: This is the title of your site that usually appears in the actual search engine results. Search engine spiders often look at the title tag first to understand what the site is about, and it is one of the best ways to appeal to both potential visitors and search engines at the same time. Optimising your title tag is almost impossible to do in your MySpace unless you plan well ahead. This is because when you set up your profile you were asked to provide a URL for it, and when you enter this is it automatically becomes your title tag. Unfortunately, after this stage, you can't change your title tag on MySpace, so we need to re-iterate the fact that the URL you pick needs to make sense and contain your name if possible.

Headline and Subhead: If you put your main keywords in your headline and subheads and wrap them in <h> tags, you're telling the search engines that the site's content reflects what's in the heads and subheads and your visitors will be able to see that they've come to the right place as soon as they land on your page. MySpace do this automatically on the default page, although their headings are generic and don't tell you much. Therefore this is something to bear in mind if you decide to get into using code to customise your site.

Content: This is the actual wording in your profile. Because search engines 'crawl' your site looking for information about how to categorise your site, and also check to see how relevant your content is, you want to make sure you include your keywords in it. But don't get carried away! Search engines can tell when you're cramming your site full of words just to get better rankings, and will penalise you for it.

Meta tags: This is another thing you need to worry about if you are going to play around with coding. Your description Meta tag normally contains the 'blurb' that appears with the link to your site on the search results. Your keyword Meta tag contains your strongest keywords relevant to each page. Neither of these, on their own, will be enough to improve your site's rankings, but when done properly, they help give the search engines a more accurate 'snapshot' of what your site is about.

Image (alt) tags: And here's another coding thing to bear in mind. Search engines can't 'read' images, but they can read the text you use to describe the images. This descriptive text, called an 'alt' tag, is one more way to add multiple strong keywords to your profile, for example, if you are

uploading a picture of your band playing live, don't call it '1786xgig' instead call it something like 'jayguitarNYCgigDec08'.

You should try to optimise your profile for 2-3 keywords maximum. In your actual content try to make sure that you have a keyword at least once in your first paragraph of content (two or three times if possible) and at least once in your last paragraph of content (again two or three times would be better) with a few more mentions in the rest of the profile if you can get away with it.

You should also keep your page up to date. You may need to monitor your keywords and make changes to your page if necessary. For example, if you have a single out, you may need to change one of your keywords to the name of your single. You should be setting aside time every week to make sure that you're still optimised for the best keywords. If your page isn't optimised for your top performing keywords, then you'll only get a fraction of the visitors that you should be getting.

Finally, it's the words on your page that give you the overall competitive edge when it comes to your search engine rankings, so resist the urge to jazz up your page by using flash, tons of graphics, or other unnecessary elements.

MySpace Music Player

Before we start here, if you haven't converted your music to a digital format then now is the time. Be sure to convert your tracks to the best quality available, because the audio is likely to be compressed (i.e. quality reduced) further down the road.

The MySpace music player is very, very important if you are marketing your band - as you would expect! Here's how to get your tunes onto your profile.

Adding a song

Log into your account and select 'Edit Profile'. You'll now see the basic profile menus along with a tab marked 'Manage Songs'. Click on this and you'll find yourself viewing another menu. Three options apply to the settings of your songs.

The first option gives fans the option of adding songs to their profile. This is recommended as when a fan of yours adds one of your songs to their page, every time the song is played on their page it counts towards your total song plays. This in turn means you will be higher in the MySpace charts and drives traffic from their page to yours.

The next option is to Auto-play first song when someone views my profile. Enabling this means that the user doesn't have to press the play button for your music to be heard. This is also a way to get visitors to stop and listen to your music, if they are not impressed by your visual images. If you get people interested in your music right away they are more likely to stay and listen to the rest of your songs. In order to make the most of this you must make sure you choose a song that is representative of your music, as this will give people a good idea of what you're about.

However, there are arguments for and against auto-play. The argument for not enabling this is that people tend to browse multiple pages simultaneously and have several tabs open at once. If more than one thing is making noise, things get closed without getting looked at. Instead you

could give users the choice and let them see everything first, get a sense of what you're trying to do from the picture and the bio and then let them press the play button. Some people therefore prefer not to force sound on visitors to their profile, rather letting them decide if they want to play their songs. In that scenario it's argued that they are far more likely to listen to more than one song that way.

Finally you have the option to randomise the song that will play in your profile (if you have more than one). If you have a single coming out, or one song in particular that you think defines you then this is definitely best left unchecked. However, if all of your songs are representative of what you do then feel free. Once you're happy, click 'update settings'.

Our preference is to *ensure* that your best song (the one that really defines you and that you would be releasing as a single with the big video etc if you were signed to a Major Label – you know, the hit!) is the first on the list. This only changes if you have something else coming out as a single. *And* set the auto-play to play this when somebody lands on your MySpace page. You might lose a few people with clashing multiple pages open, but, if your song is really great, you are going to catch them and draw them in. To us, it's worth the risk.

Also recommended is making a version of this song available for free download (see below as well). Maybe a demo version or an acoustic one. If the song is that good, you need to protect the final version that will or would be your single. But that doesn't mean that you can't give away a version of it so that your fans fall in love with the song and pass it around to their friends – and so increasing your fanbase!

To reach the menu for adding new songs, go to your account management page, click 'edit profile' and then 'manage songs'. Above the next menu shown you'll find a link titled 'add songs'. Click this. You will then be shown to the add song page. Here's how it should be filled in:

Song name: The title of the song you're about to add

Album name: The album that the song comes from, if any

Album year: The release year for the album, not the current date

Record Label: The record label that the song was released on, if any

Lyrics: If you choose to provide lyrics, they'll be visible to users from the relevant link in the music player. They can be used as a way to get people to stay and listen to your songs. Reading the lyrics as they are listening to your songs can serve as reinforcement and cause them to remember your band ahead of others.

Allow users to rank this song: This does exactly what it says and should be allowed. User ratings are recorded and used to determine positions in the MySpace charts, so you should allow your songs to be rated on any social networking site you belong to. Ratings influence your overall popularity on the site and are useful feedback. A high position in the charts equates to a much greater likelihood of your page making it to the front page of MySpace.

Allow users to download this song: There are pro's and cons to this. If you want to build up a fan base then allowing people to download your songs will help. It is true that the best word in marketing is 'free'. However, it is better never to make finished versions of your songs available, as record labels will not sign you if you have given your best songs away for free. Instead give away cover versions of songs that have influenced you, or acoustic or demo versions of your own songs. If you can rotate these so you're giving away a different one every couple of weeks it will

work wonders for your profile, increase your fanbase and make sure that your current fans remain interested. Balance this with losing your play count as we discuss below.

Once you've filled in your details, click 'update'. Once this is done, select your song file and wait for it to upload to the site. Once it is uploaded you will receive a confirmation message and you're done. Repeat again if you want to add any more songs.

In addition to all of this the music player also allows users to comment on your song, post lyrics and even gives an option for users to add your song to their own MySpace page. This function is unique to MySpace. Every user can add a single song to their profile (this is set to increase soon under the current revamp). By clicking the add link, the song is automatically placed on the users page.

The more you encourage people to add your song to their profile, the greater the exposure you will receive, as your name will be circulated through the MySpace community. If your song is on a fan's page, it's obviously getting that visibility, but, more importantly, it's a direct link through to your page. So a friend or casual visitor to you fan's own page, hears the song, and can click through to your page. This can clearly get you loads more traffic to your page and hopefully convert those people to fans. Wholeheartedly try and get your fans to feature your song on their own page – it's a must!

One of the downsides of MySpace (or possibly a benefit depending on how you look at it) is the fact that, at the moment, there are only 6 spaces available to you for your songs. However, it is possible to use third party music players / applets which allow you to upload more songs and replace the original player. These allow you to upload and host your music away from MySpace and then embed the player within the page using HTML code. You need to be warned though that many of these players are now becoming impossible to use with current improvements in the MySpace set up and you need to think about whether the use of one of these would really be beneficial to you anyway.

If you decide that you do want to use a third party player then here are two examples of the kind of thing that you would be working with.

[My Flash Fetish](#)
[Reverb Nation Music Player](#)

If you decide to stick with the original player then the fact that you only have six spaces available means that you have to be ruthless when thinking about what songs to put up. You need to make sure that any tracks you make available to listen to are representative of you and your band and are of decent quality. If you have four good songs and two not so good songs then don't feel that you have to put up the inferior songs just so that you can fill all six spaces. Instead just put up the four and leave your fans wanting more.

It's worth remembering that if you change the songs on your MySpace player, the play count will go back down to zero for any that are removed or changed and later put back on. The play count is in many ways more important than the number of friends that you have. People looking at your page – Music Industry people looking to sign bands or book them for shows, but potential fans too – naturally look at the number of friends to make an instant judgement about your popularity

and success so far. But, they also look at the play count on your songs – again to make a judgement. I always go for the most played song first if I am looking to check a band out. But, I am impressed if a band has a bunch of songs that have a significant number of plays. This increases my curiosity even more if the number of friends isn't vast, but the plays are – it implies real fans repeatedly coming back to listen to songs, or having those songs on their own profiles. As a very rough guide, I'm looking at numbers of friends over 10,000 and then total plays of over 100,000 to tell me something interesting may be happening. That's assuming the train is out of the station by the time I find out about it. It could be less than 1000 friends and less than 10,000 plays if I come across something early.

What we are looking at here is the fact that as MySpace has developed, the importance of plays has begun to outweigh the importance of friend numbers, for both the Industry professional and the casual fan. They both know, to a certain extent, that there are pieces of software out there that add friends (see later) but not so much that they exist for increasing plays. Even if they do, the psychology of seeing loads of plays is the one that grabs them and makes them listen. If you want to add more plays using a 'bot' then you can check the Resources section at the end of the guide, but our current preference is for [MyMp3Plays](#). It works and it's sensibly priced. There are other services which don't rely on a bot and instead use a network of real people to click on your page and add plays – these are great but have a recurring cost and end up being much more expensive.

So as not to mess up your play count, get the choice of songs right at the start of your MySpace journey. Delete and add new songs only when you are sure that new versions or new songs will attract more attention. Having 4 permanent songs and 2 spaces available to rotate new songs in would give a good balance. Clearly label the songs as you put them in the spaces you use for rotation so that viewers understand that they are only there for a short time – e.g. 'January Only Song – the title' or something like that. You can also refer to what you are doing in your About Me section.

A final tip would be to make up a medley of your best bits of your best songs. Sometimes this will deal with the fact that perhaps a song has a great hook in the chorus but takes a while to get to it. Chop that bit out and put it at the front of a medley. That will hook a listener instantly. Subject to what you have depends on how to do this, but generally, make it the length of a normal song of yours, label it *clearly* as a medley (otherwise it will weird people out), mix or fade the edits between songs well so that it doesn't jar the listener, and, lastly, make it available as a download. You're not giving away a whole song, so who cares. It can be a great calling card for fans to pass around.

Blogging

MySpace allows all of its users to blog through its interface.

Make It On MySpace – the complete guide for the Web 2.0 Artist

Blog Control Centre

[View My Blog](#)

[Sponsored Links](#)

Pimp My Profile (Free)

Layouts, Backgrounds, & Graphics: Download Them All Now - (100% Free)

www.Free-Myspace-Graphics.net

As a musician you need to be very careful with this. Remember that this is not your actual personal blog; it's the band's blog. Blog entries for musicians on MySpace are very important and are generally used for news updates for the casual visitor. However, when using the blog function you need to make sure that you have compelling headings, as these are all that will show up on your profile. Your visitors will need to click through to actually read your content. Make sure that your blogs are interesting and try and link every post back to your website (if you have one).

Here it is possible to use outside software. Many people use a Wordpress plug-in called [MySpace Crossposter](#) that reposts anything you post on your Wordpress blog to your MySpace blog. It's a great way to get more exposure for your blog without doing any extra work. It is possible for your friends to subscribe to your blog on MySpace, which means that whenever you post a blog it will be announced in the friends' updates section for anyone who is subscribed to you.

What should you be blogging about? Anything that your fans will really find interesting! Updates on the road (a tour diary), important news about releases and tours, lyrics to your songs and how you wrote them, any great press cuttings that you have had – basically anything that a real fan would like to know about if they came to check on your profile. Be creative!

Top Friends

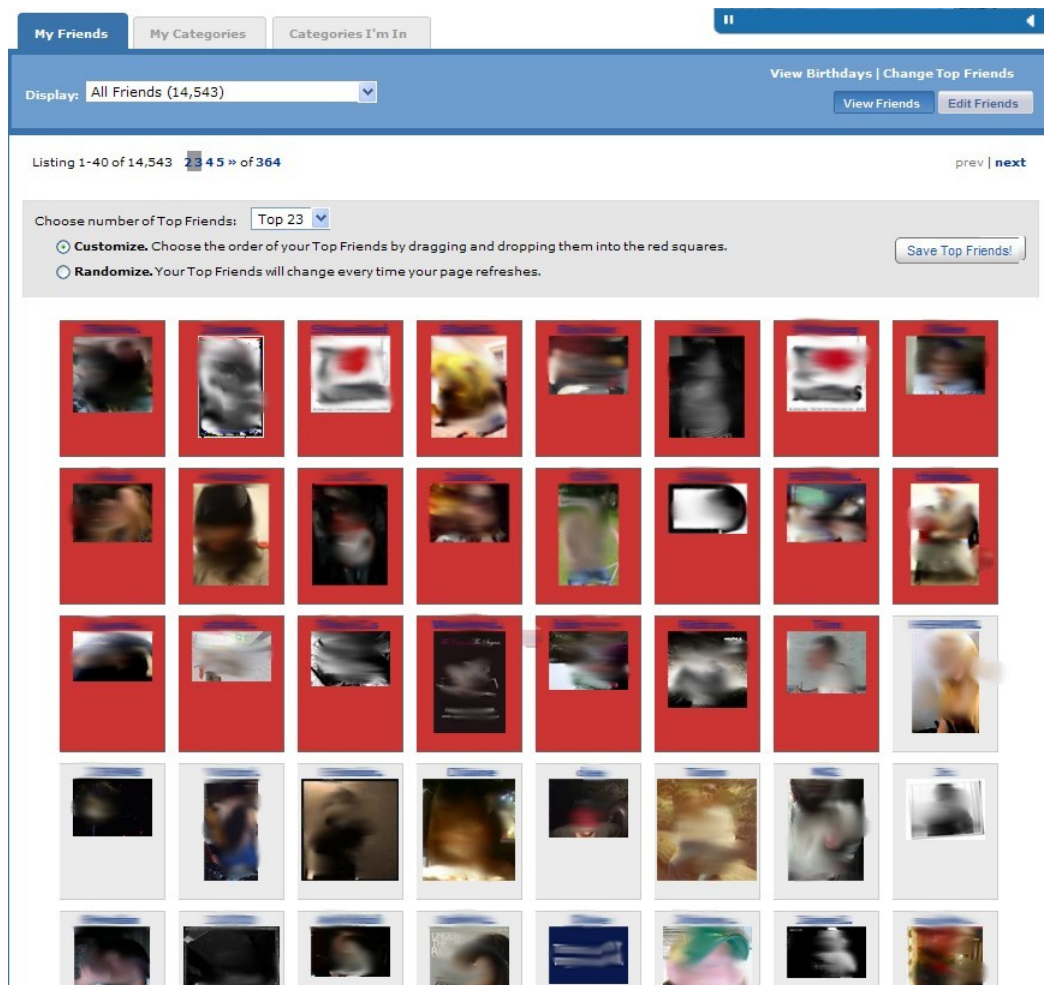


It may seem like there's nothing you can do with your top friends, but it can be used in a subtle way. After you have got your page up and running, try and make friends with as many of your influences, and 'sounds like', artists that you mentioned in your information. Then make these your top friends. A casual browser who sees their favourite band in your top friends is more likely to stop and have a listen because you have a mutual interest, and they don't even have to read any of your profile content as the top friends has done your work for you, only visually.

You can also add the personal profiles of your band members to your top friends. The fact that fans can have a look at these and contact individual members directly will make them feel more valued, and more like a friend of each member rather than just a fan, which will ultimately create loyalty within them.

Another way to use your top friends to your advantage is to run competitions amongst your fans. For example, the first 10 of your fans to recruit 5 of their friends to your mailing list get to be in your top friends, or the top comment posters in any given month get to be in your top friends. Be creative with your competitions and you'll keep your fans interested and your top friends fresh!

In case you're not sure how to change your top friends, on your main account management page you should be able to see your current top friends in the bottom right hand corner of the screen. At the bottom of this there is a link saying 'Change Top Friends'. Click on this and you will be taken to a grid screen of your first page of friends with your current top friends highlighted. From here you can drag and drop friends into the highlighted section to create a new line up. You can have anywhere up to 24 Top Friends so lots of room for change!



Videos

Video shares a lot of rules with audio. If you haven't done already you're going to want to convert any performance or promotional videos you've shot into a digital format.

If you've taken the time to record a standard music video for one of your songs then it should be uploaded and added to your profile. Also, live performances and footage from gigs, acoustic versions of songs and even interviews and behind the scenes footage can be used. You could also upload videos in instalments and let people know when the next instalment will air. You can use your MySpace calendar to specify dates and times so people will know when to check your page.

To upload your videos go to the main account management screen. From the home page, select the 'edit/upload video' link. From here select the 'upload' tab and you'll be taken to the video upload screen. Here's how to fill it in:

The screenshot shows the MySpace 'Upload Videos' interface. At the top, there's a navigation bar with links like Home, Mail, Profile, Friends, Music, Video, and More. Below this is a search bar and a 'Powered by Google' logo. The main content area is titled 'Upload Videos' and contains several form fields: 'Title' (64 characters), 'Description' (3000 characters), 'Tags' (keywords), 'Music Genres' (dropdown), 'Categories' (dropdown), 'Language' (dropdown), and 'Visibility' (radio buttons for Public, Private, Friends Only). There are also checkboxes for 'Allow Comments' and a 'Terms & Conditions' agreement box. At the bottom, there are buttons for 'Upload a video' and 'Record a Video'. A sidebar on the right says 'With unlimited downloads as standard'.

Title: This can be a maximum of 64 characters

Description: You need to use this. Use keywords, as you would to optimise your page, so your video will be featured in search engines, not just MySpace, but Google as well. If you have a website, include the address as well so people can find it easier.

Tags: These operate as search terms for your video. They're important for searching if you want to be found, so make sure that they're not too obscure. Use words that are relevant to your genre and as a lot of people search for funny videos, wise use of 'comedy' and 'humour' tags are also recommended.

Music Genres: Select the genres that match your music, like how you did when you signed up to MySpace.

Categories: You can pick up to three categories for your video. It will be listed under each category so choosing the right ones is important, in much the same way as it was choosing your music genre when you signed up. Check the boxes that apply to your video.

Visibility: Always set your video access levels to 'public'. Allowing public access means that you'll be listed in the search results, and also in the categories of your choice.

Allow Comments: Here you have three choices. You can allow anyone to comment on your video, only your friends, or not allow anyone to comment at all. It's probably best if you allow anyone to comment on your video to make people feel included, unless you have a valid reason to tick one of the other boxes.

Once all of these have been filled in, agree to the terms and conditions by checking the box, click the continue button and you will be taken to the upload form. Select your video file and upload. This takes a while, anywhere up to 30 minutes, and you will be sent a confirmation message when it is complete.

Once you've got your videos uploaded and categorised in the video section, this is accessible to users who click through the link under the messaging interface. To allow people to see them running on your profile page (or anywhere on the web, in fact), you can grab html code from the

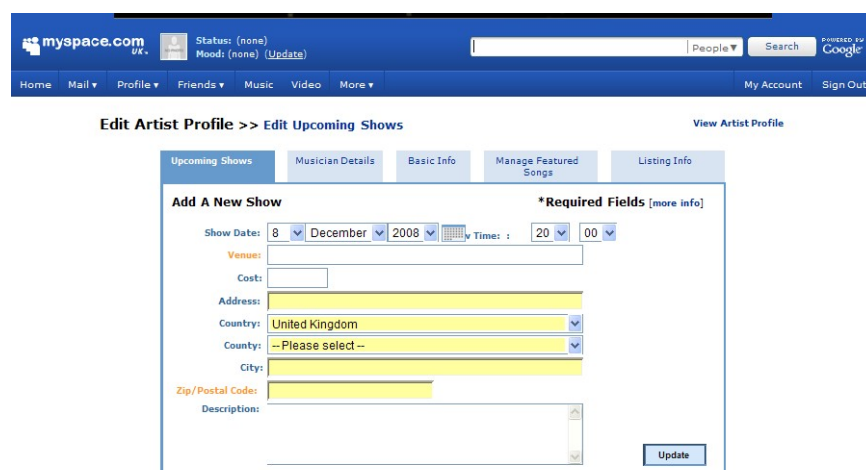
video section and paste it in to your profile. The video will then be embedded in whatever section of your profile you have chosen. Obviously if you have some good quality video, it ought to be on your profile, not just lurking in your video section where it will only be seen by the most committed searcher!

One thing you need to be aware of here, if you decide to feature videos on your profile that you have hosted off MySpace, on YouTube for example, then your profile will almost certainly never be chosen to be on the front page of MySpace music. They do not make a habit of featuring profiles that have video links off their site. So if you have a video it is better to upload it directly to MySpace for your profile and use YouTube to host your video for elsewhere.

I'd recommend masses and masses of video! Look at the recent ascent to imminent stardom of UK artist Little Boots – Google her if you haven't heard of her yet! As it happens, video is massively search engine friendly, so not only is it great to get your fans to connect with you, but simply posting it on MySpace (and other sites) gets you lots of Google attention and that in itself drives people to your MySpace page. I'm sure that's not why Little Boots shot loads of video but it's another reason for doing it. Obviously if you get a professional (or not so professional!) video made for a track, that should be definitely on there. But, as well as that, there are loads of things you can shoot. Little Boots had a new cover filmed every week, picked from recommendations through her fans at MySpace. Done in a basic style on a single camera. Nothing flash. But people loved it as it brought them close to her and her talent.

I suggest filming live rehearsals, live shows, backstage, tour diaries (get these edited by a geek on a Mac and they can look great), acoustic sessions (do them in the bath, round a log fire, up a tree – whatever it takes to make them unusual), covers played basically or with a full band set-up, you and the band playing football.....pretty much anything that catches on will do! Soulja Boy, of course, made up a dance to his big hit and then had people videoing themselves doing it and posting that. Great idea.

Adding an Upcoming Show

The image shows a screenshot of the MySpace website's 'Edit Artist Profile' page, specifically the 'Add A New Show' form. The form is titled 'Add A New Show' and includes a link for '*Required Fields [more info]'. The fields are: 'Show Dates' (set to 8 December 2008, 20:00), 'Venue:' (text input), 'Cost:' (text input), 'Address:' (text input), 'Country:' (dropdown menu showing 'United Kingdom'), 'County:' (dropdown menu showing '--Please select--'), 'City:' (text input), 'Zip/Postal Code:' (text input), and 'Description:' (text area). An 'Update' button is at the bottom right of the form. The page header shows 'myspace.com UK' and navigation links like Home, Mail, Profile, Friends, Music, Video, and More. The page title is 'Edit Artist Profile >> Edit Upcoming Shows'.

If you have gig dates coming up, it is essential to show these to your MySpace friends. In fact, you should be getting your MySpace fans to help you out – reposting the news about a forthcoming gig and rallying their friends to come along too.

MySpace provides you with a feature that automates the process of ordering and presenting your upcoming shows. If you go to your account management screen and click 'edit profile', the page should open with a menu already tabbed to the correct screen. It will say 'add a new show'.

As you can see, the show menu is designed to simplify the process of organising a list of shows. It orders the events by date and presents them in a table. The shows will be accessible to MySpace users so they will know everything regarding your current activities.

Details of the form are self-explanatory but remember to provide as much detail as possible on how tickets can be purchased (presuming they're available), along with any other relevant details that might be of use to your fans. When people have all the information available to them they're much more likely to respond positively, i.e. buy a ticket, than ignore you. You are able to have a link in the gig detail screen to an online purchase method for your fans to get tickets for the show. Where you are playing for a promoter, the venue should be able to give you that link, and, if you're lucky, it should be unique for your act so the promoter knows which band is bringing in the crowd. There is a phenomenal system that allows you to offer your own ticketing at [Stubmatic](#). It's ideal if you get to the stage of running your own club night or event and we've been very impressed by it.

4. Building and Interacting with Your Fanbase

MySpace is a social networking web site and as such you should be marketing yourself, by any means possible, so your music will stand out from the rest. However, people are strange creatures and you will find that if you already have a bunch of actual friends added to your MySpace before you start to actively seek out new friends, then you are more likely to get new people agreeing to be your friend. No one wants to stick their neck out and be first; everyone wants to know that their decision to accept you as a friend is validated, and this is usually achieved by showing that other people like you. Every user you get on your friends list will show others that your page is worth exploring, no matter what type of person they are. The best way to do this is by adding as many of your real life friends as possible to your site before you start adding new people. This will not only add to the activity that you receive but will boost your reputation immediately. MySpace has a feature that allows you to do this as soon as you have your profile set up.

myspace.com Status: (none) Mood: (none) [Update](#) People [Search](#) POWERED BY Google

[Home](#) [Mail](#) [Profile](#) [Friends](#) [Music](#) [Video](#) [More](#) [My Account](#) [Sign Out](#)

Find & Invite your Friends to MySpace

[Find Your Friends on MySpace](#) [Invite Your Friends to MySpace](#) [View Sent Invitations](#)

Check your email address books to see who's already on MySpace.
If your friends are already here, send them a friend request. If they're not, you can easily invite them to join.

1. Select your email address book

[Gmail](#) [Yahoo! Mail](#) [AOL](#) [Windows Live Hotmail](#)
[Windows Live Messenger](#) [tiscali](#)

2. Login to your email account

email: @ [gmail.com](#)

Gmail password:

[Find Friends](#)

MySpace will not store your email login information.

MySpace uses the emails you enter on this form only to invite your friends and acquaintances to join MySpace on your behalf. MySpace will never spam, rent, or sell any email addresses you enter for invitations. You may not use this email form for any purpose except inviting people you know to join MySpace.

Get Aunty Janet

Make It On MySpace – the complete guide for the Web 2.0 Artist

myspace.com UK. Status: (none) Mood: (none) (Update) People Search

Home Mail Profile Friends Music Video More My Account Sign Out

Find & Invite your Friends to MySpace

Find Your Friends on MySpace **Invite Your Friends to MySpace** View Sent Invitations

Invite Your Friends to MySpace

Invite your friends to become your MySpace friends

Your friend will automatically be added to your friends list when they join!

Enter email addresses:

Subject: [User] invites you to MySpace

From: [User]

To: enter email addresses
(Separate multiple emails with comma)

☒ Show my full name in this invitation: [User]

Send Invitation

OR

Send a Custom Invitation Link

Send friends your custom invitation link by copy and pasting it into your own email application. When your friend joins, you will automatically be connected:

<http://www.myspace.com/reloc.cfm?c=2&d=f9c58542-b07a-4dc0-be2f-5d9a2c7565c8>

myspace.com UK. Status: (none) Mood: (none) (Update) People Search

Home Mail Profile **MySpace a place for friends** More My Account Sign Out

Find & Invite your Friends to MySpace

Find Your Friends on MySpace Invite Your Friends to MySpace **View Sent Invitations**

Invite History

Show: Not Joined (0) | Joined (0)

Date	Invitations Sent	Email	Status
------	------------------	-------	--------

MySpace uses the emails you enter on this form only to invite your friends and acquaintances to join MySpace on your behalf. MySpace will never spam, rent, or sell any email addresses you enter for invitations. You may not use this email form for any purpose except inviting people you know to join MySpace.

Please read our privacy policy for more information.

WIN a pair of UGG australia boots!

click here

From the main navigation bar, go to the 'friends' tab and select 'invite friends' from the drop down menu. You will then be shown a page that allows you to log into your email and invite everyone you have in your email address book to be your friend. The second tab on this page allows you to manually add in your friends email addresses to send them an invite, and provides you with a custom link that you can add to your personal emails to enable any of your friends that you might have missed to automatically connect to you by clicking on the link at the bottom of your email. The third tab on this page allows you to see who you've invited and what the status of your invitation is, i.e. accepted, pending or rejected.

An interesting little tip, touched on above, that has nothing to do with the functionality of MySpace but can massively increase your fanbase is to use your normal email signature to promote your MySpace page. What I mean is that whenever you, or any member of the band, or anyone on 'the team' send an email (whether it's to do with the band, or not) they add a signature at the bottom of the mail. This refers to the MySpace page of the band in some way – as before, the clever the better. The basic idea would be to have something like, 'Check out our band at myspace.com/yourband. Voted best New Rock Act 2009 New York Times. On tour in your area now' – or something like that, as long as it's true and attracts attention. Don't forget that so-called 'social proof' is very powerful, so if you have a tit bit of enticing info from a magazine, newspaper, blog or whatever that bigs you up – put it in the sig. file. It will entice people to click through and maybe add you as a friend.

You can get the specific link for this from the section 'Invite Friends' either at the outset of adding friends (as we mentioned above), or at any time, by going to that tab and grabbing the code. Either way – with the specific code, or just a link to your profile page, will work fine.

You can take this idea even further and ask your fans to do the same thing in their personal emails to friends. Same idea with a twist – they can put a sig. file that says something like 'BTW, check out myspace.com/yourband. I've just discovered them and love their songs. I'm going to see them when they come and play in our town – want to come along?' If you can get your existing friends to do this you should again offer them some kind of incentive and reward. You could see your friend count soar.

Remember though, you're not simply trying to amass the most friends; you're building your audience one fan at a time. Building your fanbase in this way is particularly important as social networking and user-generated content has given musicians the ability to create their own fanbase without having to rely on the traditional methods of generating exposure such as television, radio, magazines and word of mouth. Until now, word of mouth was only valid if someone bought your album or went to one of your gigs. However with social networking sites word of mouth can spread quickly by uploading one song for people to hear. Word of mouth is the biggest marketing tool you can use. If you have people openly praising your music, it carries more weight than other forms of advertising, so if you have a fan base that are genuine then your word of mouth marketing will increase.

Using the messaging interface

Adding friends is just the start. Once they have been added you can't forget about them. You need to keep in touch with them and keep them updated and this includes sending them messages.

I'd always recommend sending a message immediately after sending a Friend Request. The friend request itself has space for a 150 character message. It's OK to just use this but you are restricted in what you can fit in. It's going to look more like a generic 'add me' request pretty much no matter what you do.

If you send a message at the same time, you have the space to say whatever you want and you should find something personal to say that fits with what you can find out about the person from

their profile. A mutual interest (not just music related) or something that ties you together. There are endless possibilities. As we say elsewhere, just avoid saying – ‘you might like us’! Another bonus of this is that, in our experience, people have a tendency to look at and then pen messages with a more open mind than when just glancing down a list of Friend Requests in their Inbox on MySpace. It’s easier to dismiss yet another band Friend Request that hasn’t tried that little bit harder than it is to ignore a more personalised message.

There are many other reasons why you may want to message another user. This includes as part of a promotional campaign or used to make friends with people that might be of use to you in the future.

MySpace is set up by default so that you’ll receive an email alert when a new message is received. This is ideal for building a fan base as it means that you can answer questions quickly, when they arrive, instead of letting them pile up over time.

Your mailbox includes:

Inbox: Here, any new messages you have received will be flagged with a status of ‘unread’. Once you’ve opened a message it’ll turn to ‘read’ and if you send a reply, the status will change to ‘replied’.

Saved: Any messages that you want to save can be stored in this folder. These will be easy to find, as they’re accessible via a link in the navigation.

Sent: When you send a message, a copy will be stored in this folder along with the status, which means that you can check to see whether the message has been read. If you’re operating a messaging marketing campaign, the status can be a good indicator of how successful your pitch is. Messages that are read and not replied to could potentially be revised.

Trash: for all the messages you don’t want to keep.

Bulletins: The messaging system is closely linked with the bulletin system as they both make use of the messaging interface. Clicking the bulletin link will take you to any bulletins that your friends have recently posted.

Address Book: If you want to keep track of your contacts, they can be added to the address book for future reference. If you’re marketing to a large number of users and receiving lots of replies, it’s a good idea to keep track of who is who so you can send a unique response.

One way to separate your band from everyone else is by adding personal touches to your marketing campaigns. Sending generic messages to multiple inboxes is likely to result in your message being trashed. Taking note of and then storing the addresses of your friends who have a lot of friends on their own profile page is a great way to reach more people when sending out bulletins.

Friend Requests: When users send you a friend request, you’ll receive an approval message in this particular folder. You can accept or deny their request.

Pending requests: Any unanswered friends requests submitted through your own account will be stored here.

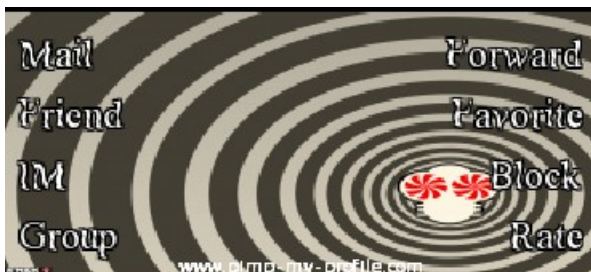
Event Invites: Finally if you receive any invitations to special events, they’ll be listed here along with an option to mark yourself as in or out.

Sending Messages

To send a message to another user, go to their profile and select the 'send message' option from the user panel.



Some users decide to skin their profiles using confusing colours and images, so remember that sometimes the 'send message' link may be hidden or in the form of a strange icon. If this is the case then you can find it by holding your mouse over the icons until the relevant caption pops up. Some examples of these are below:



As we have discussed before in profile design, as a musician trying to promote your music, you should not hide any functions by overcomplicating the design of your profile page. If people have to search on your profile for too long, they will leave and you will miss out on marketing opportunities.

Once you click on the 'send message' link you will reach a standard message screen. Here you'll see the username of the recipient along with their display picture. What you write in the subject line will determine whether your message will be opened or not. Make sure that you don't use overtly professional titles that a user flags as spam before they've even opened them, and mention your band in the subject line so people will know you are a MySpace user and not an autoresponder.

You may be able to get away with 'Hi' or 'Hey' in your subject headers for a while, although many spammers are now using these greetings to get people to open up their messages. The idea of disguising yourself as a friend so that users open your mail is good as long as you let people know who you are. If you have time to sift through their details, refer to them by name. While you want to appear friendly, you also want your messages to be opened and read by many people.

The body of the mail is where you can put your message. Most users accept HTML in their mail, however, making your messages too complicated can leave the user under the impression that they're a recipient of a mass marketing campaign, so again make sure you personalise your correspondence in some way. Ways in which you can do this include asking how their day is going, and being specific about local concert dates and other information to them. End your message with a goodbye that you would normally use.

Make use of humour whenever you can in order to make sure they read your entire message. It is very important to make it seem as if you're interested in what they have to say so they will want to visit your profile page, add you as a friend, or accept your invite to be part of your friends list. Ideally you would like them to reply to your messages too, and the best way to make this happen is to ask questions. Just asking the user how they are doing will often catch them off guard. If they're feeling chatty, they'll reply.

Remember that even though you might be sending many messages at a time, it's unlikely that the recipients will be receiving a flood of other messages. You are the focus of their attention for those few seconds when they open your mail. Make sure you draw them into an exchange as soon as possible.

Other tips to follow to make the most of your messages:

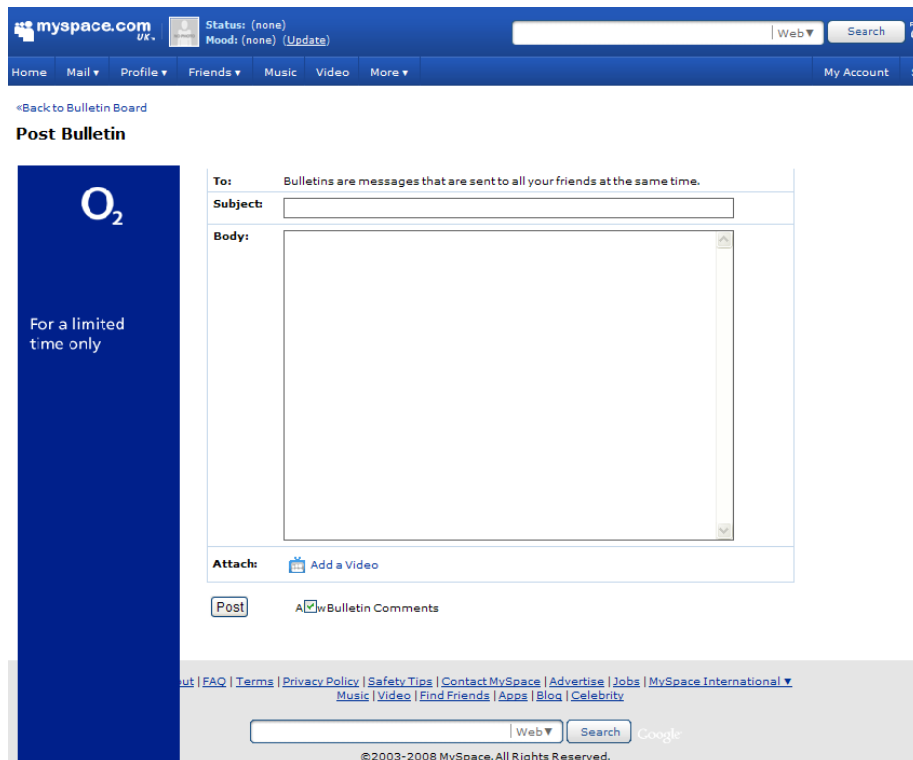
- Ask your questions before you try to promote your band. Make it seem as if you're interested in getting to know them, before serving your own purposes.
- Keep an eye on the wording of your messages. It's often a good idea to word your messages slightly differently depending on the gender of the recipient, and you might want to consider different lines of questions depending on this.
- Try to add some humour and self-deprecation. It makes the recipient slightly more willing to give your work a listen.
- Nobody likes an ego, so make sure the message isn't only about you. Focus on other topics in order to keep people interested in what you have to say.
- Remember that you're asking for a favour.
- Always remember to thank them, whether or not they decide to give their attention to your work. It's a good idea to add a small disclaimer apologising in the event that you've wasted any of their time. Online etiquette is important.

Bulletins

Sending bulletins is an ideal way of keeping your existing friends aware of any developments in your work. Every user has a bulletin update area on their account management screen. Whenever a friend posts a bulletin, the subject will appear in this section. The downside is that every user will be receiving many bulletins every day and you have to fight harder to get their attention than you do when sending a message.

Posting Bulletins

To access the screen to post new bulletins, go to your account management page. In the 'my mail' box, select the 'post bulletin' option. The way that this works is almost identical to sending messages. The only thing that changes is the recipient, which is no longer required as when you post a bulletin it will go out to the bulletin boxes of everybody in your friend's list. It's like a shared inbox.

The screenshot shows the MySpace website interface for posting a bulletin. At the top, the MySpace logo and navigation links are visible. Below the navigation bar, there's a section titled "Post Bulletin". On the left, there's a blue sidebar with the text "O2" and "For a limited time only". The main form area has fields for "To:" (with a note that bulletins are sent to all friends), "Subject:", and "Body:". Below the body field is an "Attach:" section with a link to "Add a Video". At the bottom of the form, there's a "Post" button and a checkbox for "Allow Bulletin Comments". The footer of the page contains various links like "FAQ", "Terms", "Privacy Policy", etc., and a copyright notice for MySpace.

However, there are no alerts to the fact that you have just posted a bulletin in your users' mail boxes, unlike messages, so as with headlines you need to make sure that you head all your bulletins with catchy titles to ensure that they are noticed and entice people to open them and read further. The bulletin panel displays five links at a time. That leaves you with five times as much competition for the user's attention. Use titles that are suggestive, but not quite revealing. If you can perk the user's interest, you're free to be as creative as you want. Just remember that the title is the only thing that will appear in your users' bulletin boxes.

If you're struggling to think of reasons why you might want to use the bulletin system, here are a few to consider:

- To let people know you've uploaded a new song
- To announce a release date for new work or reveal cover art
- Provide details to upcoming events and reminders as the date draws near
- Announce that you've uploaded new photos
- Showcase a new blog, podcast or Vlog (video blog)
- Announce a new video

These are also some things that you should never post if you want to be seen as professional. These include:

- Desperate pleas for comments. People will leave them if they want to. Don't ask for them
- Constant reminders that tickets are still available for a show. If you make it sound like nobody is interested, you're not likely to get much of a response.
- Useless surveys and quizzes
- Requests to add other users as friends. No matter how much people are willing to pay you, don't let yourself stoop to the level of promoting random strangers.



Finally, as a general rule, unless there are exceptional circumstances, if you're posting more than one bulletin in any given day then you're posting too many.

Commenting Other Users

You will have noticed by now that it's possible for other users to post comments about you on your profile page. Some of these comments you will be happy with, and maybe there will be some that you are not so happy with. You can control your comment settings through your account management options. In order for you to check the comments before they are posted it's possible to require that all comments be approved before reaching your profile. If you choose to activate this, an extra section called 'comment approvals' will appear in your mailbox when you log in if people have chosen to leave you a comment.

From here you can have a look at the comments and choose whether to accept them and allow them onto your page, deny them and remove them from your profile altogether, or choose to think about it and decide later. In order to do this go to 'My Account' on your account management page and then go into 'Spam'. Under communications settings you will see a box that says 'require approval before comments are posted'. Tick this and save changes and you will have to approve anything that is posted to your profile.

Spam Presets

Overall Level:  

Low Medium High Custom

[Save All Changes](#)

Communications Settings

Messages: ☒ Allow non-friends to send me messages
☐ Require CAPTCHA [\[?\]](#) for non-friends to send me messages

Friend Requests: ☐ Require last name or email address
☐ Require CAPTCHA [\[?\]](#)
☒ Allow bands to send friend requests
☒ Allow filmmakers to send friend requests
☒ Allow comedians to send friend requests

Comments: ☐ Require approval before comments are posted
☐ Require CAPTCHA [\[?\]](#) to add comments
☐ Only friends can add comments to my blog

Group Invitations: ☐ Allow anyone to send me invitations
☐ No one can send me invitations
☒ Allow only my friends and:
☐ Regular MySpace Users
☐ Bands
☐ Filmmakers
☐ Comedians

Event Invitations: ☐ Allow anyone to send me invitations
☐ No one can send me invitations
☒ Allow only my friends and:
☐ Regular MySpace Users
☐ Bands
☐ Filmmakers
☐ Comedians

IM Invitations: ☒ Allow anyone to send me invitations

[Save All Changes](#)

Leaving comments is a good way of staying in touch with your friends and it usually results in a returned comment. Instead of being 100% professional in all your MySpace dealings, as far as comments are concerned try to keep things casual and personal. Your friends will not take too kindly to their profiles being used as one of your marketing tools. However, that's not to say that you can't get away with a bit of covert promotion...

The main purpose of a comment is to get the user to click on your name and view your profile. So, in order to make this more likely, if you're going to leave a comment for someone then try and include a simple question in it that invites the recipient to return the gesture and access your page. When they come back to your profile, it's more likely that they'll listen to your music and spend a little longer than they originally intended.

Also, try and leave plenty of comments on the profile pages of similar artists to yourself, preferably those with a larger fanbase than you, as this will help you find more people who are

interested in your music. This works simply because the more places you have posted a comment, the more places there are that people can click through to your page and see if they want to add you. A great way to work this is to get some kind of interaction with a band whose fanbase you want to attract, probably because you have a similar sound and likely fan, but maybe because you are local to each other. So, if you have that connection – maybe if you come from Dublin, you regularly comment U2's page with a tag line something like 'Dublin's other world beating rock monster!' – you find ways to keep going back to the profile page of that band and add comments. In the U2 case, maybe you post a comment when you record a demo at a studio they used to use, or when you play at a venue they played at when they started out. Or maybe you went to the same school. Just keep going back and make each comment have a genuine reason for being there – don't make it a one-time thing. Eventually some of their fans are going to associate you with them and you are going to get some of that fanbase.

One way to do this with a band at a similar level to you would be to message the band seeing if they want to do a cover-swap. Suggest that you cover a song of theirs and post it on your page and they cover one of yours and do the same. During the process you can blog on MySpace about how it's going, when it'll be ready and stuff, but you can also leave comments on each other's pages about it, genuinely bringing your fans and theirs together.

And finally, when someone adds you to their friend list, place a comment on their page thanking them and inviting them to check back often for new songs, gigs, pictures and videos. As ever, try to make this personal with a reference to something that you have noted on their profile. I know that this isn't always possible but a little empathy goes a long way to forging real and valuable relationships.

The comment process is good for getting your band name out there and keeping it there. By placing a comment on other profiles, you are subtly inviting anyone that sees it to visit your profile as well. Doing so is a great way to expand visibility and it's better to be pro-active and encourage communication than to sit and wait for fans to come to you. With such high levels of competition, it's likely that you could be waiting for a long time unless you actively participate on the website.

Other means of Communicating with your Fans on MySpace

The forum is another marketing tool to take advantage of. The boards can be a great way of interacting with music fans and if you happen to be knowledgeable in your field (which you should be, you're a musician!), it's possible to earn a lot of respect by contributing valuable points to discussions. If people appreciate your opinions, and you're not just there to cause arguments then they're more inclined to visit your page. To use the forums, simply click the 'forum' link from the main MySpace navigation bar.

MySpace FORUMS

Saved TopicsMy TopicsSettings

Choose MySpace Forum

Language: English

Forums	Last Post	Topics	Posts
Automotive Domestics, European, General, Imports, Racing	(Chat Room) Toyota Tacoma - Pros and... by Dunkel Mann (Big Man Jo... 10 Dec 2008 10:10	65,192	1,027,476
Business & Entrepreneurs Business, General, Money, Stocks	(Chat Room) are we in real danger of... by Bryan 10 Dec 2008 09:13	27,843	65,657
Campus Life General, GradSchool, HighSchool, Undergrad	(Chat Room) lol wut by SODASTARR 10 Dec 2008 10:06	58,052	1,364,111
Career Center General	(Chat Room) Police Officer / Law enfo... by ~Jess 10 Dec 2008 08:59	20,117	107,652
Comedy Comedian	(Chat Room) Whats the first thing tha... by where am i? 10 Dec 2008 10:14	24,872	1,209,236
Computers & Technology Computers, Electronics, Gadgets, General	(Chat Room) Having a hard time gettin... by He Who Never Was - 'Sha... 10 Dec 2008 09:57	64,744	462,749
Culture, Arts & Literature Arts, CulturalEvents, General, Literature	(Chat Room) QUESTION & ANSWER GAME (Q... by benevolent serendipity 10 Dec 2008 10:13	52,481	1,015,226
Fashion General, Latest MySpace Fashion News	(Chat Room) For prosperity of love, g... by Denis Selivanov 10 Dec 2008 08:36	1,095	31,791
Filmmakers General	(Chat Room) Animated music video in A... by Dark Water 10 Dec 2008 10:10	33,148	178,066
Food & Drink	(Chat Room) Food Related Last Word Ga... by Winner	18,872	327,335

[UK Chat Rooms](#)
Chat Live with
in Your Area (N
Free)
[www.ChatRoc](#)

[UK Singles D](#)
Browse Thou:
Profiles
& Photos Onli
Free!
[www.dateline](#)

[Chat Rooms](#)
Chat with Sing
Postcode.
Enter Free UK
Now!
[ChatSinglesF](#)

One thing to beware of when it comes to forums though is that recently they have been open to abuse from 'Street Teams'. These are groups of people, working for labels or PR companies, who are given the task of talking up bands on Internet forums. Some of these people may not even have posted on the forum before. As such, if you go in straight away promoting your music you are likely to be immediately dismissed by the other forum users and you will be ignored or not taken seriously. Therefore if you decide to take this route then please make sure that you make yourself known to your other forum members before you start to press your music onto them.

Having said that, the people hanging out in forums are likely to be very big music fans and generally they love to find things first and run around bragging about it. Get in there and post useful info about music other than your own and slowly introduce you as an artist. There are 100's of thousands of threads that you can jump on and being active in there is going to bring people to your page.

Finally it may also be worth your while to have a look in the chat rooms. If you find a discussion or people in there that you think you could use to your advantage then that is something that you should definitely use. However, chat rooms are a bit hit and miss so make sure you are not going to waste your time.

Making the most of your Interaction Time

Marketing on MySpace can be very time consuming. If you take a hands-on approach to marketing your band you will find that you can spend hours and hours sending messages, friend requests, and following up comments. For that reason alone it's important that you learn how to make the most out of the time that you have. Efficiency is probably the most important attribute to your campaign.

Even if you have as little as 30 minutes to spend marketing, it's possible to make an impression. You just have to use that time wisely. Send your messages and friend requests to the people that are most likely to enjoy your music. It's no good contacting heavy metal fans if you're a pop artist now is it?

The obvious way of ensuring this is to take advantage of similar bands friends' lists. This means visiting their profiles and marking down the most active contributors, then contacting them with a message and friend request. However, make sure that you're only contacting those people who are most likely to find an interest in your work. The more popular you get the more time restraints you are going to have so it's essential that you use your time effectively. Remember to keep your messages friendly and make sure that they're personalised. The number of times I have had messages from bands sent through to me saying 'Hi, I see you're a fan of... so are we, so we thought you'd be into us' makes me really angry. It's just lazy; you can see that all the band has done is quickly scan what I like and pick up on something. Usually I see this and ignore the message, and if I'm like that then you can guarantee that other people are going to be like that too. So make an effort, customise your messages and remember what we've said about headlines; if you put something snappy and intriguing in the subject line then people will open your message, and that's half the battle won!

When I am looking to add a large number of fans of a band similar to our band, I start with the fans who are active and leaving comments on their page. These are the people that you really want as your friends for a very obvious reason – if they get behind a band they get out and spread the word. In fact, when looking to add any large group of people from any source on MySpace, I'll first look to add the people who actively comment.

Who to Add?

But when you've added all your real world friends and had a little cruise around picking up random people here and there, what strategy should you be applying and who should you be trying to add? Well we have touched on it elsewhere, but let's do some specifics.

Firstly, we're after fans. Always start with various methods of getting local support. And, as above, start with active fans of other local bands. Go to the profile page of the bands in your locality and go down their comments adding the people who comment and the people in their Top Friends. These should be active local music fans. Once you've done that for all the local bands (I'd say in your city or town, or within 20 miles or so), just start browsing randomly by postcode for people of the right demographic. Go to 'Friends' and then 'Browse' and then 'Advanced' to bring up the most definable of all the search methods. Try and target your search as much as possible by age range and postal / Zip code as well as any other applicable factors. There are so many people out there and you are looking for people likely to commit to being an

active fan. When using this method, remember that you are at this stage just trying to ensure that you have a healthy local fanbase. In larger cities, cut it to local postcodes and be ruthless so that you are getting the right kind of people. These are your core start out fans that will need to be encouraged to come to a lot of gigs.

After that, the next step is to build up fans from the rest of your county, state and country and I recommend again doing that by using a combination of the advanced search and by seeking out people who are fans of similar bands. The more that you know you are getting the right kind of people, the more that you know you are getting the best out of your time spent on MySpace. As we look at below, the automated adders can help you add these targeted people very quickly and effectively. Obviously if you are heading out on tour, apply this same logic to the places that you are going to be playing so that you have a ready audience before you get there.

You can extend the demographic thinking in other creative ways. It might be that your kind of music attracts a sort of person who is into some particular film, TV show, pastime or hobby. Search around and find either pages set up as fan pages or groups dedicated to a particular thing that your sort of fan would identify with. Then do the same thing – get in there and start adding those people and messaging them to keep it all personal.

Next up after pure fans, you need to hook up with as many other artists as possible. You will find that bands tend to stick together on a regional basis, and as such will share fans and help each other along the way. So find out who in your area is making the same kind of music as you and get in touch, both with them and their local loyal fans! There is a great deal to be done on a communal basis that will help you and other bands in your situation out if you work together. Again, start out with creating a network of local bands – think about setting up another MySpace page or group just for that. Maybe for you that'll be 'Hard Rock Bands in Illinois' and you can use that to get to know each other, swap information and contacts, even share gear for gigs. If you can round up a bunch of quality acts in your locality you can think about putting on your own event or night and creating more local exposure for all of you. At the very least, it makes it easier to hook in new fans of all the bands in that group. Extend this across your country and find people that you can work with to help putting a tour together. If you do enough of it you'll find the guy in another state who knows the right promoter and the right venue where you would go down a storm – so many people only go halfway with this. If you ask a guy in another band to help you out just as a tactic when adding him you are missing a trick. Really use his local info and give him something in return.

If you spend some time looking around the Music section of MySpace you'll find how remarkably specific you can start making searches on artists and bands. Most aspiring musicians never really get to grips with this and miss out on the really targeted marketing opportunities that arise from becoming friends of other like sounding bands, and in turn their fans. Once in the 'Music' section, just type the name of a band in the search box. When it returns a result, it will also give you a filter option. From that you can search for acts by location, and whether they have said they 'sound like' or are 'influenced by' the band you have compared them to. You can also narrow that down so that it shows results by location (within a specified distance of a place or postal code) and even order them in order of number of plays. For example, should I want to find acts within 10 kilometres of London that say they sound like Eminem, it's easy to do. And then, I can go and add all their friends!

Naturally following on from that is seeking out and adding, promoters and venues. Obviously work outwards as usual from your hometown building as you go. Where these searches intertwine with the sort of fan that you are looking for or like-minded artists, add them too!

This is where it really does become a social network – keep going. Add agents, radio stations, music magazines, the local music reporter, photographers and video directors and anyone else connected to the music business locally, nationally and globally. As you go down this latter path become selective and hyper focused and do *not* send bland friend requests and blanket messages. The more significant someone's position in the local and national Music Business, the more careful you need to be in your approach. For example, if it's an agent, make sure he books your type of act (by looking at his roster on his company's website) and don't rush in telling him how great you are. Just let him know you like his acts and would appreciate it if he'd check you out and give you some feedback. Even better, see if you can engineer it to get another of your friends to tip him off to you if at all possible. Whether that becomes a reality or not, these people's friends are another supply of people that it is worthwhile for you to add.

Another tactic involves browsing the group categories. Look for communities and groups that like music similar to your own and have a look through the registered members. You might not have a lot of time to do this, but the time that you do have will be spent contacting people with an expressed interest in your kind of music. You can always start more groups as we suggested above on wider topics that interlink with what you do as an artist. This might be something about your genre, something about great albums by similar artists (a top 100 or something). Whatever it is, it puts you in a position of authority in your scene and will attract more fans that you can then pass on to your own band page.

So, at this point you should be happily building up your network of fans, accepting more friend requests by the day and are actively looking for new people to talk to. What else do you need to do? Well, even if you're in this purely for promotional reasons, you have to remember that MySpace is a social networking site and as such is about being social. Remember to keep the friends that you already have happy. Update your site with a weekly blog post, send out bulletins for general band news, and make sure your gig list is up to date. Try to rotate the music available on the page too, so instead of uploading as much of your catalogue as possible in the first instance, you make tracks available in smaller bunches. This is another reason why you should stick with the MySpace player rather than using a third party player. Regularly changing profile pictures, as long as they stick to the rules, can also help re-capture attention. If you keep your site content moving you will keep your friends entertained and interested.

If the band is going through a slow period in terms of performances, and you don't really have a lot of things going on, then you can still broadcast other shows or events that the band may be attending. This is particularly useful if you have integrated yourself into your local scene as this can be helpful for fellow bands, who should return the favour in the future. It also allows you to remind fans that you exist even when you're not performing. Just make sure that whatever you are posting does not become too much like spam. If you flood your friends with content then people will stop taking notice of you. Make sure that all your updates are relevant, punchy, and consistent with the personality of the band. Other things you can do to keep things fresh are to record alternative versions of your songs and make them available, make some new videos of the band doing things (i.e. behind the scenes stuff, band day out, interviews etc), or start polls for

your fans to take part in such as choose which cover version we should do next, or pick our new single etc.

Nobody is loyal to a band they find online. Most people respond to hype instead. We explore suggestions from our friends, we try not to get left out of a trend, and we like to help 'real people' try to make it. So by understanding what your fans want and making sure that that is what they get, you are giving your fanbase a way to hype you and to introduce their friends to your music. Don't forget to tell them how much you love them and how grateful you are for their support. By considering what they would want and putting in the effort, you can do that for all of them at once and you'll quickly build a huge group who feel personally connected to you and your music.

Let's not forget that all of these methods to go out and seek more friends to add and convert to fans is only part of the process. If you are implementing what we have talked about elsewhere in this guide – regular updating, adding good songs and videos, blogging interestingly, nurturing the friends you already have with real personal interaction – then at the right time you should be able to slow down on the search for new friends / fans and instead focus on the unification of them into a solid avid fanbase. At some point in the process you will have generated enough momentum and have enough people talking about you that new fans will come to you to be added.

The last thing that I'd recommend before moving on is that you explore setting up 'Categories' for your friends as they start to build up. You can specify what the categories are and whether they are viewable just by you (as the administrator of your profile) or by the members of that category only or by all viewers of your profile. This is mainly an administration tool that will help you break your fanbase into manageable chunks as it gets larger. As you can use MySpace tools to search and browse within your friends only, it's worth doing this in a timely fashion. You might choose to break categories down into physical areas so that you can message and bulletin people about shows just in their areas – obviously targeting your marketing and also not upsetting those that are too far away to attend an event. Or you might want to use it to record who actually turns out for your shows – clearly important for you to know. But, in truth, you can do whatever works for you but it's often overlooked by inexperienced users. By the way, there is nothing to stop one of your friends belonging in multiple categories – so a friend who lives within 10 km of you and who turns out to gigs regularly can be in both those categories.

Automating Your MySpace

If you are worried that you won't have the time to market your music or promote your band the way you want, there are alternatives that can help reduce the amount of time you spend. Automated marketing can save hours of hard work by using software to automate the process of communicating with the rest of MySpace, although, this isn't a tactic well received by them. In order to be successful with this you have to know how to disguise yourself and work stealthily. If you barge straight in or get over enthusiastic then MySpace will delete or block your profile. And after months of carefully planned promotion and building up your fanbase this could be a disaster for you, therefore it is important to be respectful of MySpace policy and not spam.

The reality is that many people use automating software and bots successfully, and if used properly, the benefits are huge. If you are busy working full time, running your own website or store, and trying to find time to perform and write songs, you may want to use one or two of these programs to automate the routine tasks, and free up your time to push things forward.

There are several options available to you on MySpace. Third party developers have caught on to the fact that marketing on MySpace is time consuming and as such there are a growing number of pieces of software that can handle everything from accepting friend requests, to sending out hundreds of messages at a time. There is also software to increase your MySpace song plays and views. The most appealing use comes from the software's ability to run for hours on end without you even being at your computer.

If you put 'MySpace Bot' into Google or some other search engine then you are likely to find that your result is the return of a large number of programs, all with generally pretty competitive prices. You will find that some of this software is free, but you'll rarely find a free one that offers a full array of features, and if you're going to go with one of these programs then the very least that you will want it do is to handle messaging, comments, bulletins and friend requests, as you will find that these are the things that take up the most of your time. It is also possible to find bits of software that actually target the fans of bands that you sound like! If you look at it from the perspective of how much exposure you're going to get for your money then you'll find that the price you pay is worth it, as you will get much more done than you would without it.

How do these programs work?

Most of this software is easy to use once you understand the functions and you'll normally have to register it before it's activated and ready to use. It's also worth noting that most of these programs are installed on your computer's operating system which means that MySpace will be accessed within the program but the software itself is downloaded to your local computer, so you can only use it on one system, although there's usually no limit to the number of accounts that the program can be used on. However, as with all things there are some exceptions to this.

Once you have downloaded the program that you have chosen, open it up and you'll usually find a window to log into your account, and another sidebar for account options. As each piece of software is different, some programs, such as the ones increasing your song plays, do not need to be logged into your account.

You will be asked to provide details for your account if the software needs to log into your account. This is to automate the process of logging in. Next you can pick your account from the pre-set and login. The program will now do this for you based on the information you provided earlier. You will not have to enter your details every time. Once you're logged in you'll receive confirmation.

Some programs work by extracting MySpace ID's. Every user has a unique key assigned to them. The programs extract these ID's from each page and put together a list of them in a temporary database. You can then program an action, such as a message. You input the subject and the body of the message, and when you start the sending process, the program will send the message to every ID that it has extracted.

Programs will automatically scan for user ID's based on search criteria you have entered or a specific user ID that you can input. It makes sense that if you're going to target a specific group of users you should use a search feature. You can also search for other bands similar to yours and then request their friends to become your friends. Choose settings that are likely to return users from your target market, and then press the 'update' button. The results are all members who match the search criteria.

Now you can simply extract the ID's with the use of the software. Click extract or get ID's depending on what application you're running and the program will surf through every last one of the search pages. It won't stop at the first page - the software is designed to detect multiple pages of search results and it will collect every last ID. Stop when you feel like you've collected enough. Now check over your message details and when you're happy press send. The program will go through and send your message to all of the extracted ID's. If you have worded your message correctly none of your recipients should know that you've been sending messages this way, and if you've made it interesting then you should expect a full inbox when you return.

Just remember, there are limits to how many messages you can send in one day (at the moment, approx 300) before MySpace considers your messages abusive or spam. They might also ask you to input a Captcha code after the first 50 messages or friend requests to confirm that you are in fact a human and not a robot. Some bots now have the ability to do this automatically for you, but be careful and don't abuse this.

Automating the bulletin system is slightly different than what you'd expect as it allows more flexibility. Automating the bulletin system means you can write bulletins in advance and have the program send them when the time arrives.

Remember, although automation can be extremely beneficial to you and promoting your music, in this case you need to make sure that avoiding the blacklist is your number one priority. With this in mind, here are a few things to consider:

Currently you can only send a maximum of 400 friend requests in a day. MySpace considers it unreasonable that anybody should be that sociable that they need to send more. If you try to send more than this then you're likely to find yourself at the top of their suspicious list. However, there is a strategy to get around this. Although you can only send 400 requests, that doesn't mean that you can't accept more than 400 requests sent to you. If you create a duplicate account, you can use it to send messages to people with a link in the body. These are messages

not friend requests. The text should act as an invite to add you. You will need to use code to do this but you should code the URL (see the 'add me' code in the resources section) so that when they click the link, they don't add the account that the message came from, they add your real MySpace account instead. This is a brilliant way to add friends to your genuine profile without risking the prospect of landing on the blacklist. The recipients aren't likely to know either. Make sure you use the same display picture, profile and name for your duplicate account. Using this technique with multiple cloned accounts, you can add thousands upon thousands of friends every single day. If MySpace looks in on the sudden growth, they'll only see that members have been adding you. Not the other way round. After all you're inviting users to send a friend request, not initiating the process.

If you're going to send a huge number of messages, make sure the body of your message is friendly and warm. If you come across as a robot, you're likely to get reported in a hurry. It is recommended that you send no more than 100 messages at a time. MySpace will detect if you're sending large batches of messages, and they will block your account. Once your account has been blocked all of your messages will be deleted from the system, even the messages that have already been sent. They'll be replaced with a 'This profile has been deleted' alert.

That said, as you'll be feeling from the amount of information in this guide and the amount of work it means that you need to do, the automated bot is the way to go at the start of your MySpace activities. Not from day one though. Get signed up and settled in – do the local stuff yourself and then move on to a bot when you have a real tangible presence. Be mindful of getting slapped down and even deleted, but this is not common despite what you might hear – although I can't guarantee it, so don't blame me if it does happen!

I would *very strongly suggest* that you regularly export your whole Friends List if you are going to use a bot and save them somewhere safe. To do this, search on Google for 'MySpace Friends List Export' or 'Export MySpace Friend Details' and you'll get a selection of up to date bits of software that will do just that and give you some kind of a file, normally in a CSV format, that you can save somewhere. So, if you did ever lose your profile, OK, you'll lose your plays and comments and all the great SEO linkage, but you'll have a list of your friends and you can at least go and rebuild it.

That said, my preference is the number 1 rated software for this called [Friend Blaster Pro](#) from [addnewfriends.com](#). It's the best of the lower cost bots, it works well and we use it constantly with no problems.

We've also been using the varied services offered by [www.jetbots.com](#). They are more expensive but the different tools they offer are mind-boggling, and they aren't only for MySpace. They also have bots for Facebook, Youtube, Black Planet, Bebo and all sorts of other great automation tools as well. You can't really get serious about Social Network automation without checking their tools out. Very highly recommended.

5. Selling Yourself on MySpace

The ability to sell your music through MySpace is currently in a state of flux with the advent of the new highly anticipated and hugely controversial MySpace music, which was launched in the USA towards the end of last year. MySpace Music UK has now just been launched although there are still some teething problems.

Until recently the main ways to sell your music through MySpace were by setting up your own [Paypal](#) buy link and using their HTML to enable visitors to your page to click through and buy from you, or via [Snocap](#) (at present, only available for US users). MySpace's partnership with Snocap was mainly beneficial to indie labels and unsigned bands and allowed artists to add a "MyStores" sales widget to their artist profiles. This allows you to offer digital downloads for sale direct from and wholly within your profile page. It remains an excellent solution but is now facing competition from my favourite, [SongCast](#), which is available to musicians worldwide, not just in the States. Despite signing content deals with individual artists and larger indie aggregators, sales through Snocap on MySpace proved disappointing. It is currently still available as a solution on MySpace, but the advent of MySpace Music is supposed to put paid to them. Putting your music in the hands of someone like [SongCast](#) and retaining total control is therefore a great option.

Since the launch of MySpace Music in the USA it has become evident that there are problems with this service, the main one being that, unlike the Snocap deal, it doesn't seem to cater for the majority of its musicians, i.e. Independent and Unsigned artists. Instead it is a joint venture between the News Corp. subsidiary and Universal Music Group, Sony BMG Music Entertainment, Warner Music Group, EMI Music and Sony/ATV Music Publishing. These majors have now signed deals opening the door to ad-supported free streaming; digital rights management-free music sales and reduced licensing costs in return for revenue share and/or company equity.

This deal also sees the introduction of four major brand sponsors of free music – McDonald's, Sony Pictures, State Farm, and Toyota. All of whom will enable unlimited ad-supported, full-length audio streaming, letting users create playlists for both personal and public consumption, with the backing of the major labels.

For MySpace, the service represents a significant expansion from a social networking site billed as "a place for friends" to a content-driven service billed as "a place for music," using its core community features as its foundation. But in launching a music service that is meant to rival iTunes, especially one trying to generate advertising revenue based on free music streams and traffic to artist pages, MySpace has opted to focus on the content its members use most, which means major labels. And while major-label acts represent the minority of artists on MySpace, they account for the majority of content the company's broader membership seeks out, in terms of music streamed and artist profiles visited, although MySpace doesn't provide specific figures.

Not surprisingly, indie labels and the digital aggregators that represent them are annoyed that they weren't invited to take part in the joint venture alongside their major-label competitors and as such negotiations between MySpace and other indie labels remain ongoing. Where unsigned artists will stand in this remains to be seen.

If you would like to have a look at the MySpace Music site then follow this link: [MySpace - A Place for Music](#). Here you can have a look at their forums and their FAQ's and get yourself acquainted with how MySpace would like to see it work. As an unsigned artist, quite a bit of what they are trying to achieve currently will not apply to you (until they have worked out what they are going to do about that!), however, you will see that one of the benefits of this service is that you will be able to create playlists of your music. This means that although you will still only have 6 places available for your songs on your player, you can upload many more and your fans are able to choose which 6 songs they want to listen to!

So, as the MySpace Music saga rolls on, those musicians who are currently not able to use the benefits of this new service still have to sell their music. Major label artists are fully catered for but if you are with an Indie or are doing this all by yourself then at the moment your options are as follows:

- Set up a PayPal account to receive payments for direct sales
- Set up a Snocap account or an account with another digital direct service
- Do a deal with someone who can help you distribute your tracks both physically and digitally.
- Deal with each enquiry about music for sale on a one to one basis.
- Set up an on-demand single CD burn and deliver service

Setting up a [Paypal](#) account is very straightforward, as is a [Snocap](#) account and we have provided you with a list of distributors in the resources section for you to have a look at if you have decided that you would rather do a deal with someone else.

If you decide to go it alone and deal with each enquiry on a one to one basis then you have several options along with Paypal. These include [2Checkout](#) and [CCnow](#) for payment solutions and [Create Space](#) and [Kunaki](#) for on-demand manufacture.

These last two sites will allow you to upload music files and artwork to a web hosted platform that will make and deliver by post one-off CD's for your fans. It's not that complicated and you'll end up with a bit of code to drop into your profile for fans to click and buy. If you are going to do more than one at a time in small batches of CD's, these people are too expensive for that. If your run is not enough for traditional manufacture (say 500 CD's at least), then use my favourite company for medium and speedily turned around runs - [Mixonic](#). They do one-off's but cost too much but are perfect for a batch of 100 or so.

You should also definitely check out having any CD's that you want to sell available through [CDBaby](#) and a simple link from your profile to there. You can also tie up one-off manufacture through Kunaki with sales via CDBaby. Nice.

I also recommend that you look at other services that allow you to offer digital sales direct from your MySpace page. As I said above, I like [SongCast](#) because they have the ability to deliver your music to **all** the big digital stores including itunes and Amazon and they have specific code set up to drop into your MySpace page and your own site. It's a great solution, but I'd also look at the ways we covered that you can offer a physical CD – they aren't dead yet!

Also have a look at [e-junkie](#) for digital downloads. This differs from [SongCast](#) in being a self driven solution – by that I mean that you set up the downloads yourself through [e-junkie](#) and add buy buttons to your profile page. So, you don't get to have your tracks automatically sold on the big digital stores. However, you do get all the money and total control. It's a different approach and in my opinion suits the DIY musician who wants to have both methods covered. So, you'd have your material available through someone like [SongCast](#) on all the big digital platforms and have them also available direct from you using something like [e-junkie](#). This really begins to work for you when you have built up a strong fanbase and you have their details on a mailing list. You can mail these people directly and have them buy from you direct while other more casual users can come across you and buy and download from a host of places through your presence on those sites that runs through [SongCast](#).

Lastly, many of the digital aggregators that you can sign up with such as [Beatport](#) and [DJ Download](#) (both very dance music orientated, but there are others with wider remits) have many of the same things to offer as the other services, but also offer on page players cum stores that sit on your profile page. Check them out and see what will work best for you.

The most comprehensive system is [Nimbit](#), a quite amazing company that offer a total solution for the DIY musician; you can sell digital downloads direct from your MySpace page and pretty much anywhere on the web (including itunes etc), sell CD's (which they will make for you), merchandise, tickets and so on. They also do all sorts of promotion that you'll need, track fans and build mailing lists, and deal with parts of the MySpace design. Amazing service and if you are going the DIY route I would give it very major consideration before going anywhere else. The maximum cost for their premium service is \$129 per year and I have to say it is well worth it.

The benefits of doing it yourself (whether with [Nimbit](#) or however) are that you can take orders right from your own profile page (and your own website), you are in charge of the money you make and if you want you can sell other types of merchandise other than your music, such as T-Shirts, caps and anything else you feel will work for you.

A further *essential* tool for doing this is creating an account with [Zazzle](#). It's the same deal as making one-off CD's on demand and having them shipped to your fan, who is now also a buyer! But in this instance, they make merchandise – T-shirts, Hoodies, pin badges, the list is nearly endless. Again, it's super easy to integrate into your page and means you have no money tied up in inventory. *I can't recommend this enough!* An added bonus is that, of course, the band with great design and a range of merchandise really looks like a band going places. Oh, and it brings in money.

No matter who you work with to sell your merchandise you need to make sure that you look over fees and policies carefully. Most charge a per transaction fee plus a percentage of each sale. Paypal has the lowest fees and most flexible access to your money, but look them all over and see what works for you. If you decide to do a deal with someone else, then you could well be looking at a fee per transaction and a royalty so make sure that you compare a handful of companies before deciding what is best for you.

Along with our resources section, for other music sales sources you can also pay a visit to the Google directory at <http://directory.google.com> and follow this path: Shopping> Entertainment > Recordings > Audio > Music > Speciality > Independent Artists.

If you're going to do it by yourself and deal with everything as they come in then to make the most out of CD sales through MySpace as an artist, ideally you should be doing the following:

1. Make sure your profile has a fully up to date show schedule, photos, bio and other content and make sure it has information about available releases with a link to somewhere you can buy them, or a buy me now button embedded into it from Paypal. This button is ridiculously easy to make, you just put in the price you want to sell your merchandise for, a description of it, and then copy the specifically generated HTML code that Paypal give you into the relevant section of your profile. Whenever anyone then buys any of your merchandise you get an email with details of the sale and the buyer for you to send it to them. Make sure you take a note of their email address for your mailing list!
2. You should encourage existing fans to sign up to your mailing list –send regular (i.e. monthly) emails that are interesting and provide exclusive offers, such as free songs and sales offers.
3. Make sure that your best songs are the ones that you have on your MySpace music player. Or if you have a release to plug, songs from that release.

Advertising on MySpace

It is also possible for you to advertise your band and your merchandise for sale through MySpace itself. To do this go to <https://advertise.myspace.com/music/login.html>. The page looks like this:



Click the button that says 'Click here to get started' and you will then be allowed to name your campaign and build your ad. MySpace have taken into account that a lot of people will have had no experience in making advertisements so they have made it as simple as possible for you, with some pre-designed layouts. Pricing depends on what type of ad you want so you have a number of options. Once you have decided on your ad you tell MySpace the types of people you want to see it and they do the rest! This is definitely something to bear in mind if you have the time and money.

6. Using your MySpace to your Best Advantage

Now you have your MySpace profile set-up and everything is running along smoothly you'll need to make sure that you're doing everything you can to get yourself noticed by record labels and other industry people. The good news is, that if you're doing everything we have discussed here then you are doing pretty much everything that you can in terms of your MySpace.

Bear in mind that record label A&R people love to be the ones to break a big act, but they are very unlikely to attach themselves to something that hasn't got some type of buzz around it as they also have to play it safe. It may take a while, but if you have talent, and if you're doing everything properly then sooner or later you'll find them knocking at your door.

Here's a quick re-cap of exactly what you should be doing. If you're missing anything from this list then make sure you rectify it asap:

- ✓ You need to make sure that you have a simply designed, thriving MySpace profile with lots of friends whose numbers you should be increasing by the day, and most importantly, lots of song plays. You can increase both of these either manually or by using software, but make sure you use any software responsibly so you don't undo your hard work, and make sure you interact with your friends on a regular basis.
- ✓ Keep your MySpace fresh, with regular updates and blogs, tour diaries, podcasts if you can find the time to do them, videos and behind the scenes exclusives, and rotate your music, including your acoustic, demo and cover versions, if you have enough tracks to do so.
- ✓ Interact with other artists in your local scene. Make a name for yourself amongst them first and you will find that things become that little bit easier.
- ✓ Make sure that your band/music has an identity. The most successful artists know who they are, know what they stand for and aren't afraid of alienating parts of the population when expressing themselves. You will rub some music fans up the wrong way but the fans that do identify with you will back you all the way. So make sure that you know what you want to be, musicians who try to be all things to all people usually come up short when promoting themselves.
- ✓ Make sure that you're nice to everyone, no matter how tedious this may be. Everything in life basically works on the principal of Customer Service, and if you treat everyone well then they will treat you well. And who knows what that little kid who is really into your first demo is going to be in the future...
- ✓ Whenever you take action to promote your music, you must know exactly what your purpose is and why you're taking the action to begin with. If you don't you will waste a lot of time. The best way to make sure you're going about things in the best way possible is to come up with a plan that makes sense to where you are at and have very focused goals. For example, if you have been practising and are

ready to record, you should be focussing on getting some studio time together and recording your tracks, and not organising a tour. Also, make sure that band members know exactly what they're supposed to be doing so that there are no arguments.

- ✓ Vow that every day you will take some action based on your plan. Even if you think you don't have time or aren't feeling motivated, do at least some small deed every single day. Even if it's simply making one phone call to a media contact, sending one email message to a club owner, responding to one fan message. Do something every day.
- ✓ Make sure you get a website done as soon as possible so that you can direct people from your MySpace to a place where they can get further information about you, your band and your music (we recommend [Hostgator](#) for your website but check the resources section for options). Also, make sure that you have set up a profile for your band on several other social networking sites too.
- ✓ Make sure that you have a section on your profile where people can sign up to your mailing list, and provide special offers to people for signing up on your mailing list (again we recommend [Aweber](#) but check the resources for more options).
- ✓ Create an 'App' and have it hosted on your fans pages. This is a new development on MySpace and needs more research but can massively boost the level of exposure you get to new people through your friends pages. We'll be looking at in more detail on [Our Blog](#).
- ✓ Set up a poll and get your friends to take it and use them to spread it around MySpace in all the viral ways possible.
- ✓ Create banners using your logo and imagery that you host on your sidebars of your profile page inviting your friends to take the code and paste the banner into their profiles. The code for this can easily be found through a search on Google and having it again greatly increases your chances of loads of free traffic to your MySpace page.
- ✓ Make fans compete to be in your top friends by using competitions.
- ✓ When you make a new friend, check their friend list to see if any of their friends would be into you. If you think they would be, add them.
- ✓ Make sure you thank your fans for coming to shows. Remember to say happy birthday to them. You will get birthday alerts on your MySpace so you have no excuse for missing these. Also remember to wish everyone happy holidays when these come around (i.e. Christmas, Easter, Thanksgiving etc.). By doing this your fans will feel that you are a band that cares about them.

- ✓ Target potential fans in towns where you have upcoming shows 1-2 months before you play there, searching for them by postcode. You can also contact local bands in that area too for gig shares (i.e. 'can you help us out, we'll do the same for you in our town'). If you do contact local bands then make sure you target their fans too, and if you already have fans in these towns then get them to help you promote the show.
- ✓ If you have a gig and you have someone from a record company coming down then make sure that you get all your fans to come down. The more people you have there the more likely it is to look like there is a buzz surrounding you and the less likely it is the A&R person will leave without taking notice of you.
- ✓ Use your fans as your street team. Give away tracks and encourage fans to pass them around.
- ✓ Use MySpace to contact other bands in your locality and self-promote your own nights with these bands. Get all of these bands to get all their fans down and you will all increase your fanbase.
- ✓ When you add a friend, add a comment to their page thanking them for adding you and commenting about something on their page. Make sure that any comments you make are personal and relevant, and do not spam!
- ✓ Comment on well known artists pages who sound like you. People will visit you from that comment.
- ✓ Get friends to use your song on their profile. Their friends may like it and come over to your page
- ✓ Check the MySpace classifieds to see if people can help you or you can help them. If you can make beneficial relationships with other MySpace users then your task will be that bit easier.
- ✓ Join Groups. If there are no groups that you can join then start one, i.e. for your local scene, or your genre. Get your fans to make one for your band and promote this on your profile.

If you do all of these things then you should be well on your way to becoming a MySpace success. Send us feedback and let us know how you're getting on! Good luck!

RESOURCES

Mailing List Providers

www.aweber.com - With Aweber you can create and send your newsletters straight away, or schedule them for later and create a whole series; pick from over 103 pre-made templates, use your own, or create messages with the built-in editor; see who clicks your links, who opens your messages, and more and automatically Twitter your email newsletter, all with fast and reliable activity. Prices start from \$19 per month. This is the best and we recommend you think twice before using any other!

www.yourmailinglistprovider.com - Provide mailing lists accessible from any computer using a browser. Everything is hosted by them so you have no installation or maintenance. They have a free version available, with paid plans available from £2.65 per month.

www.aardvarkmailinglist.net - Provide a quick and easy way to add multiple opt-in mailing lists and newsletters to your web site and is completely free.

www.bravenet.com - Provides fully customisable email lists with a double opt-in program, which means that confirmed subscriber lists are safer from spam complaints *and* genuinely interested. Free and paid options are available. Also provides all sorts of other tools such as guestbooks, online calendars, poll widgets. Well worth considering and one we'd also recommend.

www.listpower.com - Allows you to create a daily, weekly or monthly newsletter, or announcements to send out to keep your subscribers in touch with you.

www.yourwebapps.com - This service is fully password protected and customisable. You can determine what your subscribers see at each step - subscribing, confirming or un-subscribing, and RSS Syndication allows you to syndicate your emails and newsletters to news aggregators.

www.fanblast.com - This system provides you with a way to easily manage a mailing list or newsletter for your web site. It has complete online administration and is simple and easy enough to use for anyone.

www.notifylist.com - This is quick and easy to use with signing up taking less than a minute. It provides free one-way mailing lists that you can set up fast and use easily!

www.mailer4u.com - This service provides you with a 'join' button for you to add to your site meaning that people can automatically join your mailing list without you doing anything. It then uses double opt-in technology to ensure they are valid contacts.

www.subscribed.co.uk - Provide accounts that come with no adverts, and provide you with the ability to personalise all messages using plain text and html. Demographics, stats and unlimited technical support all included in the price of £29.99 per year.

www.coollist.com - Coollist is a web-based system for anyone to easily create free mailing lists.

www.biglist.com - Provide several features including Simple web administration, message scheduling, automatic purging of invalid addresses, reports and much more. Full service, security and support is included at competitive prices.

www.mail-list.com - mail-list.com delivers only plain text messages to your mailing list subscribers or membership database from our their servers, using custom software.

www.sparklist.com - Allows you to send anything including text, HTML, multi-part MIME, and AOL-compatible email messages. Fully customised with lightening fast delivery, and full reports.

MySpace Bots and Software

MyGen – www.mygen.co.uk

Pimpbuilder – www.pimpbuilder.com

MySpace Layouts – <http://my-spacelayouts.co.uk>

MySpace Profiles – www.profiles.org.uk

Wiseguys – www.wiseguys.co.uk

Nuclear Century – <http://myspace.nuclearcentury.com/profileeditor.php>

Free Code Source – www.freecodesource.com

Taming The Beast – www.tamingthebeast.net/myspace/layout-generator-myspace.htm

Ultimate MySpace – www.ultimatemyspace.com/gen_editor.php

Pimp My Profile – www.pimp-my-profile.com

All Flashy – www.allflashy.com

Code Generator – www.code-generator.net

Profile Tweaks – www.profiletweaks.com

Thomas' MySpace Editor – www.strikefile.com/myspace/

MySpace Editor – www.myspaceeditor.org

Profile Generator – www.profilegenerator.org

Profile Guy – www.profileguy.com

MySpace Master – www.myspacemaster.net

Bigoo – www.bigoo.ws

My Flash Fetish - www.myflashfetish.com

MySpace or Yours – www.myspaceoryours.net (the best free profiles, no question)

Band Spaces – www.bandspaces.com (\$100 discount if basic profile design ordered through us!)

Yuzio - www.yuzio.com (This is very sophisticated software for tracking activity on your MySpace page – you won't need it until you have 20,000 plus friends.)

So Many MP3's - <http://www.somanymp3s.com/>

MySpace Making - <http://www.myspacemaking.blogspot.com/> (Great layout advice)

Friend Blaster Pro – <http://www.addnewfriends.com>

MySpace Friend Adder – www.massbots.com

Friend Adder – <http://www.myspacebots.net>

Legal Adder – www.legaladder.com

MySpace Friends Pro – www.myspacefriendspro.com

Easy Friend Adder – <http://www.ocommunity.net>

MyMp3Plays – <http://www.mymp3plays.com>

My Friends Manager – www.myfriendsmanager.com

JetBots – www.jetbots.com (A huge range of the **most powerful** bots for MySpace – highly recommended)

This is by no means an exhaustive list. If you put ‘MySpace codes’ or ‘MySpace Bots’ into your search engine then you will be given a whole bunch more!

Other Social Networking Sites

Badoo – www.badoo.com
Bahu – www.bahu.com
Bebo – www.bebo.com
Black Planet – www.blackplanet.com
Buzznet – www.buzznet.com
Capazoo – www.capazoo.com
DontStayIn – www.dontstayin.com
Facebook – www.facebook.com
Flickr – www.flickr.com
Fotolog – www.fotolog.com
GarageBand – www.garageband.com
Habbo – www.habbo.com
Hi5 – www.hi5.com
Hyves – www.hyves.net (Dutch)
Imeem – www.imeem.com
ItsMy – <http://mobile.itsmy.com>
Kaioo – www.kaioo.com
LastFM – www.last.fm
Linked In – www.linkedin.com
Live Journal – www.livejournal.com
MOG – <http://mog.com>
Multiply – <http://multiply.com/>
Netlog – www.netlog.com
SkyRock – <http://skyrock.com> (French Speaking)
Tagged – www.tagged.com
Taltopia – www.taltopia.com
Twitter – www.twitter.com
Windows Live Space – <http://spaces.live.com>
Reverb Nation – www.reverbnation.com

Again this is not an exhaustive list, if you search for ‘Social Networking’ through your search engine you will find more.

Podcasting Links

Here is a selection of Podcasting Guides, Links, Tutorials and Software to help you get set up and enable you to Podcast if you so wish.

[Creating Podcasts On A PC By O'Reilly](#) - This O'Reilly tutorial walks you through how to use the open source (and therefore free) recording software, Audacity, to make a podcast.

[Creating Podcasts on A PC By Zefhemel](#) - Another in-depth tutorial on how to use Audacity to create your podcast.

[Creating Podcasts On A Mac By Apple](#) - A walkthrough of how to make a podcast using Apple's own software, Garageband.

[Audacity Tutorial By Transom](#) - A general tutorial on Audacity suitable for Mac, PC or Linux users.

[www.podcast.com](#) - this provides a basic guide on how to create your own podcast

[Audacity](#) - Fantastic free podcasting software for audio recording

[Doppler Radio](#) - Podcatcher with versions for pocket PCs and smart phones.

[Juice](#) - A simple newsreader and podcatcher. Creates playlists in either iTunes or Windows Media Player from your podcasts.

[iTunes](#) - An integrated podcatcher and media player from Apple suitable for Mac or PC users.

[Nimiq](#) - Simple, Windows-only podcatcher.

[DMusic](#) - Online digital music community.

[Flashkit](#) - Thousands of short sound effects and loops. Originally intended for web designers, these can make a great addition to a podcast.

[Freesound](#) - A collaborative project to compile Creative Commons licensed music.

[Internet Archive's Netlabels](#) - Freely downloadable/stream able catalogues of 'virtual record labels'.

[OpSound](#) - Online community of musicians sharing music through the Creative Commons copyright.

[SoundClick](#) - Thousands of Creative Commons licensed tracks.

[Wikipedia Entry On Podcasting](#) - A good introduction to the topic of podcasting.

[Creative Commons](#) - A variety of publishing licenses, which allow the sharing of content while retaining some rights. Used to avoid the restrictions copyright law places on sharing media and information.

Distributors, General Information and Other Useful Resources...

[25 Records](#) - Want you to send them your demos for possible addition to their next release. Also provides a demo listening service.

[Ariel Publicity](#) – Very forward thinking PR company that also have a range of eBooks and courses that are very well written from an expert. Tips on using Web 2.0 for musicians and, obviously, great stuff about PR. Definitely worth checking out both for the information that they have and also as a company to use when you have a record to promote.

[Artistlog](#) - Digital chart registered stores, fan base management tools via your own e-mail software, Vlogs (video creative journals), Guest Vlogs (for your fans!), Secure Windows Media streaming

[Artistopia](#) - Resource tools include: comprehensive music artist profile, MP3 song uploads, event and gig listings, publish press releases, press kit builder for emailing or printing, receive and approve press kit requests, maintain a fan base, newsletter editor, class ad postings, single communication point for all interaction, extensive directory of music resources, address book, artist development, discussion boards for networking and communicating, and much more available and under development. Artistopia offers a free indie plan to get started or a fully loaded toolbox for the professional indie (\$99 one time fee).

[Audiogalaxy](#) - Offers 25Mb of free webspace to musicians for MP3 files, band images and a webpage plus news, reviews, interviews and compilation CD's.

[Backstage Commerce](#) - Sell Your Music CD's and merchandise online with Secure Mastercard and Visa processing from your own webpage, which they create for you. The cost for signing up is based on the Number of Products that you initially register to sell plus they take 35% of each sale. Complete branded shopping cart and multi artist page system also available.

[BandBuzz](#) - A free artist and band promotion site that lets you or your artists build a loyal fan base. Bands can build their profile and upload their music that will be reviewed, rated and heard by visitors.

[Bandgator](#) - A great sounding service that we've not used yet, but we'll definitely be checking it out – let us know if you do and what your experience is like. It seems to offer a great deal for a sensible fee, covering a MySpace bot friend adder, digital distribution, physical distribution, web hosting, and some promotion services, as well as some useful content. Definitely worth checking out.

[BandMaker Musicians Wanted](#) - Free searchable database of available musicians and bands that can be searched on things like influences, instrument played, location etc., to help new bands get started. Members can upload their details and soundbite for people with the aim of getting bookings. Also buy, sell or exchange your musical instruments.

[Beats365](#) - One of the best sites for Hip Hop and R&B beats. Unlimited beats for a one-off fee. Huge range of styles – people have reputedly made hit records using these beats! Highly recommended if Urban is your thing.

[CastMP3](#) - As an Artist, you can upload and sell music, videos, photos, create a blog, a radio, use calendar event,... No registration fees, upload up to 1Gb, promote and sell your works.

[CDFreedom](#) - Aims to empower artists by encouraging them to run their own record label and

sell their original music via their online service. For \$75.00 plus commission of \$2.00 per CD sale, they provide you with "major label" ordering pick, pack and shipping fulfillment for your products plus UPC Bar Code and website with sound samples of your music plus links to your main site. Artists must sign a non-exclusive distribution contract and after 12 months there is a \$2.50/month maintenance charge billed annually (total \$30/year). Their parent company Artist Development Associates INC, offers independent artists support services ranging from CD duplication to tour promotion to sales support.

[Galaris](#) – Fantastic online database of contacts throughout the US Music Industry. Updated regularly and generally noted to be the best of its type. Very highly recommended if you are active in the USA. 15,000 plus listings across 17 industry categories. A winning tool.

[Hitheads](#) - An online A&R, management & labels directory with a drag and drop upload facility and professional consultation services available free to members

[iSound](#) - Sign up free as an artist to upload your music mp3s, biog, videos, photos to the site. Has some neat features, sell your music downloads and keep all the profits, sell your mp3s as ringtones! Their player can also be used on MySpace and other sites using their copy and paste code.

[Jukeboxalive](#) - Display your images and upload videos and music. Free and paid options available. Services include online gig booking search engine, CD sales and credit card processing if required.

[Learn How to be a DJ](#) - More for the European reader, I suspect. A perfect eBook from a legendary British club DJ, Danny Rampling, in which he reveals everything that he knows about the techniques and art of DJ'ing. It gets a bit heavy on the positivity and self-help angle in parts (but that is an element needed to succeed, to be fair), but you can't argue with his credentials and ability. If you are promoting yourself as a DJ, you need this.

[Motagator](#) - Sell your music, videos, images or use your 'Digital Vault' to sell any other file types. You set the price per item (in Euros) and collect 100% of the sale price (Premium and Extended (subscription) account holders)) or you set the price per item (in Euros) and collect 85% of the sell price (Promotional and Standard (free) account holders). Set the price of promotional items to zero and they appear as 'free giveaways'.

[More Music](#) - Directory of websites for Worldwide Bands. Get your site listed by filling in the online form!

[MP3.com](#) - One of the largest artist promotion sites on the Internet, which encourages unsigned artists by providing new music, downloads & sites to promote and sell your music online. No fees or maintenance payments are required to register and upload your music, create and customize your own site with graphics, biog and music plus sell your CD's online (which MP3.com will manufacture and distribute), you get 50% and they retain 50% of the sale price. They also provide a music licensing scheme for those interested in licensing their music to television, films, commercials etc.

[Musician University](#) – Very well respected online courses in a whole range of subjects that will help in your music career – songwriting, production, recording, DJ'ing, and loads more. Lots of interesting information and free online instrument tuners! If you are open to further learning (which you should be) then you could do worse than checking them out. Very reasonable rates.

[Music Biz Academy](#) – Go and check this site out. Their flagship thing is the site owner David Nevue's book 'How to Promote Your Music Successfully on the Internet'. It is a brilliant book that covers a lot of stuff in great detail and really gives you a blueprint to DIY success on the internet or a path that leads to you getting signed. They also offer a whole range of online courses. Very impressive stuff – Buy the book!

[Music Gorilla](#) - Online artist and band site / music hosting with integrated features that allow their industry professional members to hear or tag your listing and contact you directly. Members may also participate in their live showcases. Well worth posting your music on – you never know who will come across it.

[My Music Source](#) - Online artist/band upload so that your original material is available for TV and Film producers & fans to find - free or paid options.

[Music Submit](#) - Great one-stop service that submits your songs / tracks to a whole host of leading tastemakers including websites, blogs, radio stations, online magazines, directories, podcasts and indie labels. If you have record release coming up it's highly recommended as a cost effective way to get the all important exposure.

[Nimbit](#) – In my opinion, the **best** all-in-one solution for the DIY musician. As I said above, you can sell digital downloads direct from your MySpace page and pretty much anywhere on the web (including itunes etc), sell CD's (which they will make for you), merchandise, tickets and so on. They also do all sorts of promotion that you'll need, track fans and build mailing lists, and deal with parts of the MySpace design. Amazing service. **Very highly recommended.**

[Overplay](#) - Free and paid membership options provide musicians, bands and artists the ability to be seen and sell their music online.

[PostYourMusic](#) – This site is a way to introduce viewers, agents and record companies to you and your music. You can post a single, a CD, even a video demo plus your biography and on the road schedules. They specifically target unknown up and coming talent, and focus on female singers.

[Rawrip](#) - Sell your music and promote your gigs on Social Networking sites from a single platform. Create dynamic profiles, send custom made fan mail, manage royalties, promote your gigs and get news feeds of what your fans are doing. Select prices of your songs and keep 100% of all that you sell. Well worth checking out.

[SellaBand](#) - This site provides artists/bands with the ability to sign up and gain fans, who can 'buy' a share in the band creating an album. When your fans have raised \$50,000 the company then help to arrange a named producer and studio time to record your album. This is made available on CD and via free download from your page! You and the fans that helped to pay for the project can make money from your music and be in control of your music!

[Sound Metro](#) - Free Artist Music Community with Free Member Artist/Band Pages including Free Webspace, Free MP3 Downloads and Song Hosting, Personal Artist Stores, Tour Calendars, Music Charts, Member Forums, Radio Stations, Streaming Audio, Streaming Video, Industry Links, Labels, Promoters etc.

[Sound Sauce](#) - Upload your tracks for free, register and add your music, image and info.

[The Beat](#) - Upload songs and post events, create your own online store, gallery, station, blog with custom web address and ability to add your music to other sites.

[The Indie Band Vault](#) - Features unsigned and signed original alternative rock bands with streaming audio and downloadable mp3. Bit of a mess, but if it's your genre it's worth checking out.

[Singing Success](#) - Legendary singing course for your front person. This doesn't need much introduction. Brett Manning is one of the world's leading vocal coaches and has the credits to prove it having worked with some very big names. It does cost \$199, but every band that we have ever worked with spent way more than that going to vocal coaches privately, and Brett's course is easily as good. This will improve the vocal technique and range of your front person – pretty much guaranteed.

[Singorama](#) – This is another vocal coaching course (you can see that we think this is important!). It doesn't have quite the status of Brett Manning's course above or the proven track record that he has, but it offers pretty much the same content and, in our opinion, is nearly as good. It's half the price of Brett's course, so you make the choice!

[Songwriters Uncut](#) - Songwriters, Singer Songwriters and Unsigned Bands can pitch their best songs to the music industry and get greater exposure. This site is dedicated to serious Songwriters who don't want to get lost in the crowds. The Music Industry and established artists can listen to songs and contact Songwriters directly to negotiate a deal.

[Successful Songs](#) – Our preferred online songwriting course. If you are going to make it on MySpace, you need to have the material to make it. This is a very good course aimed at really getting to grips with the craft of songwriting. If your songs aren't quite up to scratch, take time to learn to be better and this is a really good option. They offer a free lesson for you to see if you think it's for you.

[UK Bands](#) - Online promotion site for unsigned bands from across the UK with forums, classifieds, free webspace and free email.

[UnsignedChart](#) - Register free and upload your music, images and video clips for members to listen, review, comment. Real networking opportunities for unsigned bands and podcasts and live streaming radio.

[UnsignedTalents](#) - This site provides free sign ups for artists/bands to profile themselves and their music with the top ten tracks played on webradio amfmstation.com.

[Urban Voice \(UK\) Ltd](#) - Organisation aimed at providing projects and events for young black and ethnic minorities in music and the arts. Courses, training and seminars are provided along with a 13 track album project and artist development. Members receive various benefits including free music consultation with an industry professional, reduced rates on studio hire and coaching services, access to seminars and courses plus submission of your track/s for consideration of inclusion on their album or for the Princes Trust Festival.

[Bandit newsletter](#) - Informative newsletter letting you know what the record companies want and connecting you with A & R in the UK, Ireland and Worldwide. Well worth getting if you are based in or suitable for the UK market. Get a FREE issue by sending a blank email to bandit.350@aweber.com

[Noma Music](#) - Song pitching company that represents name and indie artists, bands, and songwriters who are seeking placement and licensing of their original music into motion pictures, television and other multimedia.

[TAXI: The Independent A&R Vehicle](#) - Connecting unsigned artists, bands and songwriters with major record labels, publishers, and film & TV music supervisors. View the latest musicians, singers, band and songwriters job listings or sign up for their free newsletter with the latest labels & producers requirements. Read articles on how to get on in the music business, what A&R REALLY look for and more. Great company if you are ready for a deal.

[SongCatalog](#) - Present your work to professional buyers in film, television, advertising and A&R. Promote your catalogue to professional music buyers. Members receive free expert evaluation and productive critical feedback on each of their songs

[The Talent Scout](#) - UK Company acts as a bridge between companies & unsigned artists.

[The Buzz Factor](#) - Useful resources and information in a whole series of eBooks, blog posts and courses. Bob Baker has a lot of very valuable information to share via his site and newsletter. As a minimum, go and sign up for his free newsletter.

[Up All Night Music](#) - Organise regular showcases, open mic nights and jam sessions plus actively promote unsigned artists/bands in several different venues in London.

[Vocalist](#) – Provide a comprehensive list of links to help artists get what they want out of the music industry. Particular focus on singers and vocal training.

[TuneCore.com](#) - This site is an alternative to traditional music distribution sites, TuneCore do not take percentages from their users sales, nor ask for the rights to their users' music. It allows for musicians and other rights holders to put their music up for sale with multiple, digital, music stores including iTunes, Rhapsody, AmazonMP3, eMusic, etc. One time upfront fess. Good option for your digital sales.

[CDBaby](#) – Legendary, and rightly so! For a one time \$35 set up fee, CD Baby scan your CD cover, convert your songs into streaming sound files, and create a unique web page for you on their site. You set your own selling price and they keep \$4 per CD sold and pay you every

week. They also give you every buyer's complete contact info, so you can do follow up promotions and add them to your mailing list and sales and inventory statistics are posted on the site. Contact: CD Baby, 5925 NE 80th Ave, Portland, OR 97218. Phone: (503) 595 3000 Email: cdbaby@cdbaby.com

[Amazon](#) - Sell your CDs alongside major label releases. To be eligible for Amazon's advantage program, each CD you want to enrol must have a barcode printed or stickered on the cover. You must also own the distribution rights for your CD, be located in North America (U.S., Canada, or Mexico) and have an email address and web access. And you must be willing to part with 55% of your retail price.

[The Homegrown Music Network](#) - The Home Grown Music Network helps independent bands reach fans that are seeking fun, interesting and mind-expanding music. The bands they look for are those who are breaking past existing boundaries and creating their own musical genres.' Contact: Leeway's HGMN, P.O. Box 340, Mebane, NC 27302. Phone: (919) 563 4923. Email: leeway@homegrownmusic.net

[Music Design](#) - Music Design is a company that distributes a huge selection of contemporary instrumental New Age, Celtic, Native American, World, Classical, Jazz, Folk and children's music. Music Design's niche is getting its CDs into 'non-traditional music outlets', such as New Age shops, nature stores and gift shops. The company mostly carries releases from established artists and labels, but will consider independent acts that fit into one of the above genres. Contact: Music Design, 4650 North Port Washington Road, Milwaukee, WI 53212. Phone: (414) 961 8380.

[Creative Musicians Coalition](#) and [Music Discoveries](#) - The Creative Musicians Coalition (CMC) is an international organisation dedicated to the advancement of new music and the success of independent musicians. CMC represents more than 500 artists from 22 countries. Music Discoveries is CMC's showcase site that brings music lovers, artists, the media and the industry closer together. The organisations mission is to encourage the exploration and discovery of new music generally hidden from the mainstream. While many of CMC's acts are Electronic and New Age type artists, the coalition is open to all styles of music. Contact: Ronald Wallace, P.O. Box 6205, Peoria, IL 61601. Phone: (309) 685 4843. Email: aimcmc@aol.com

[Amazing CDs](#) - This site is working hard to live up to its name. There is a \$25 set up fee per CD submitted. Here's what you get: scanned cover art, artist page linked to your site, 60 second audio clips, artist profile and contact info. The site keeps a \$3 commission per CD sold. Amazing CDs also has a weekly CD giveaway sweepstakes – participating bands are encouraged to provide free discs for this promotion. Contact: Amazing CDs, 413 187th Street East, Dept 616, Spanaway, WA 98387. Email: info@amazingcds.com

[EFolk Music](#) - If you record and sell folk, Bluegrass, Celtic music and the like, you should take a look at efolk music. For a one time \$50 fee, the site can help you sell CDs, earn cash for single downloads and market your free downloadable music files. The coolest thing about efolk music is that artists get the email address of every fan who downloads their freebie MP3 files. Contact: efolk music, 101 Evans Ct., Carrboro, NC 27510. Phone: (888) 376 3011. Email: info@efolkmusic.org.

[The Orchard](#) - This site describes itself as 'the largest distributor of independent music in the world'. The Orchard allows you to sell your music using the same digital and physical distribution channels used by the major labels, including traditional retail outlets and Internet retail stores. Fees start at \$49 per release. Contact: The Orchard, 133 5th Avenue, 7th Floor, New York, NY 10003. Phone: (212) 529 9109. Email: info@theorchard.com

[IMusic Stage](#) - Independent Online music store. They will stock your music and sell it online. Check the registration details on the site for more details. Contact: CD registrations, unit 4 Crosspost Industrial Park, Cowfold Road, Bolney, West Sussex, RH17 5QU. T: 01444 881300 Email: info@imusicstage.com

[7 Digital Media](#) – Digital Distributor. Generally accessed by other companies that you submit your tracks to and they will have them sold on 7 Digital. Have a look at it though, it's an important UK site for sales. Contact: Unit 1g Zetland House, 5-25 Scrutton Street, London, EC2A 4HJ. T: 020 7099 7777. Email: info@7digital.com

[24-7 Entertainment](#) – Digital Delivery solution – more for the DIY musician building their own store. Contact: 15b Bergham Mews, Blythe Road, London, W14 0HN. T: 020 7602 9922. Email: js@247e.com

[Absolute Marketing and Distribution Ltd](#) - Open to all music genres, although they handle a lot of Dance music. Usually deal with signed artists but are open to receiving well presented and quality independent submissions. Contact: The Old Lampworks, Rodney Place, London, SW19 2LQ. T: 020 8540 4242 Email: info@absolutemarketing.co.uk

[Arabesque](#) - National and international distribution for Dance and Electronic music. Contact: Network House, 29-39 Stirling Road, London, W3 8DJ. T: 020 8992 7732 Email: sales@arab.co.uk

[Art Empire Industries](#) – Contact: 2nd Floor, 36-37 Featherstone Street, London, EC1Y 8QZ. T: 020 7741 0050. Email: info@aeimobile.com

[AStream](#) – Online streaming hosting. Contact: Floor 12-3 Cromwell Tower, Barbican, London, EC2Y 8DD. T: 0845 230 8804. Email: mark@astream.com

[Awal](#) - Digital distributor working with labels and unsigned bands and musicians. Currently represent close to 1000 organisations. Assist in the aggregation, encoding and sale of music and spoken word content through digital providers such as iTunes and Napster. Very useful! Contact: PO Box 183, Sheffield, S2 4WX. T: 0114 2211906 Email: info@awal.co.uk

[Baked Goods Distribution](#) - National and International distribution for everything except mainstream pop. Contact: Unit 201, Ducie House, 37 Ducie Street, Manchester, M1 2JW. T: 0161 236 3233 Email: simon@baked-goods.com

[Blueprint Digital](#) – Contact: Unit 1, 73 Maygrove Road, London, NW6 2EG. T: 020 7209 4224. Email: info@blueprint.net

[Blues Matters Record Distribution](#) - Leading UK Blues magazine, independent Blues Label and distributor. Contact: PO Box 18, Bridgend, Mid Glamorgan, CF33 6YW. T: 01656 745028. Email: info@bluesmatters.com

[Broadchart Limited](#) – Contact: Shelana House, 31-32 Eastcastle Street, London, W1W 8DW. T: 020 7637 8800. Email: info@broadchart.com

[Cadillac Jazz Distribution](#) - Specialist in Jazz, Also home to Cadillac Jazz Records and Ogun Records as well as supporting other independent labels. Contact: 15 Kings Exchange, Tileyard Road, London, N7 9AH. T: 020 7619 9111 Email: john@cadillacjazz.co.uk

[Cadiz Digital Ltd](#) – Digital Distributor. Contact: 2 Greenwich Quay, Clarence Road, London, SE8 3EY. T: 020 8692 3555. Email: info@cadizdigital.net

[Caravan Music](#) – Global radio promotion and both PR and management services. Contact: 11 Heritage Courtyard, Sadler Street, Wells, Somerset, BA5 2RR. T: 01749 677444 Email: caravanmusic@hotmail.com

[Cargo Records](#) - National and International distribution. Contact: 17 Heathmans Road, Parsons Green, London, SW6 4TJ. T: 020 7731 5125 Email: info@cargorecords.co.uk

[Code 7 Music](#) - Code 7 Music are dedicated to working with fresh, new talent from unsigned bands and small independent labels. Email Nick at info@code7music.com or ring him on 01296 631003 giving your details and he will respond with postal address for CD, biog and press pack to follow up.

[Confidential Records](#) - Traditional and Internet distribution. Always interested in new acts. Recording studio available at reduced rates for those that use Confidential to distribute. Up to 90% royalties and 75% of publishing royalties for artists. PRS and MCPS registration. Registered artists get a web page (with MP3 and link to their own site where applicable). Also offer advice on marketing and promotion. Contact: Cadman Lane (off Pontefract Road), Snaith, East Yorkshire, DN14 9JR. T: 01405 869 700. Email: confidential@confidentialrecords.fsnet.co.uk

[Consolidated Independent](#) – Contact: 8-10 Rhoda Street, London, E2 7EF. T: 020 7729 8493 Email: info@ci-info.com

[Copperplate Distribution](#) - Will accept all types of music, but specialise in Folk. National distribution. Contact: 68 Belleville Road, London, SW11 6PP. T: 020 7585 0357, Email: copperplate2000@yahoo.com

[Emusu](#) – Multi-service company offering digital distribution and a host of other services. Contact: Osmond House, 78 Alcester Road, Birmingham, B13 8BB. T: 0121 449 3814. Email: info@darecordings.com

[Digital Stores](#) – For when you hit the big time! Contact: Unit 5, Waldo Works, Waldo Road, London, NW10 6AW. T: 020 8964 9020. Email: firstname+surname.initial@digitalstores.co.uk

[Ditto Music](#) - Provide many services for any established record label, manager, promoter, smaller label, band, artist and anyone that wants to put music out professionally with everything in place for commercial success. Primarily a distributor but will release unsigned artists material under own labels and distribute them throughout their networks. Great track record with unsigned artists. Definitely one to consider if you are a UK act and going for a chart placing with a single release. Contact: 96 Ferncliffe Road, Harbourne, Birmingham, B17 0QH. T: 0121 4557737. Email: info@dittomusic.com

[DX3](#) – Another one for when you have a serious commercial chance. Contact: 3rd Floor, Clydesdale Bank House, 33 Regent Street, London, SW1Y 4ZT. T: 0870 22 55 265 or 020 3105 2800 Email: info@dx3.net

[Empathy Records](#) - National, International physical distribution and digital distribution. Send demos to the address. Empathy also runs a record label and publishing company. Contact: PO Box 3439, Brighton, East Sussex, BN1 4EW. T: 01273 623117 Email: info@empathyrecords.co.uk

[Emu Bands](#) - Emu Bands is a service for unsigned bands offering digital distribution into the leading download services e.g. iTunes, Napster, and online merchandise design and retailing. Open to submissions from any band or musician. Contact: 24a Argyle Court, 1103 Argyle Street, Glasgow, G3 8ND. T: 07931 381 780. Email: info@emubands.com

[Epm Online](#) - Digital distribution service on a global level. The company also carries out music PR, specialising in Electronica, management and legal services. Contact: Unit 204, The Saga Centre, 326 Kensal Road, London, W10 5BZ. T: 020 8964 4900 Email: jonas@electronicpm.co.uk

[Fastrax](#) – Will digitally deliver your single to UK radio – they won't deal with you unless you have a realistic chance of commercial success. Contact: Allan House, 10 John Prince's Street, London, W1G 0JW. T: 020 7468 6888 Email: info@fastrax.co.uk

[Fresh Digital](#) – Contact: PO Box 4075, Pangbourne, Berks, RG8 7FU T: 0118 984 3468 Email: info@freshdigital.co.uk

[Holier Than Thou Distribution](#) - HTT will release and distribute an artist's soundtrack on the condition that the soundtrack is of a commercially viable standard. Also manage bands, provide PR services and run a record label. Heavy-ish Rock. Contact: 46 Rother Street, Stratford Upon Avon, Warwickshire, CV37 6LT. T: 01789 268661 Email: david@httmusic.co.uk

[Indiestore.com](#) – The DIY arm of 7 Digital, so a heavyweight digital delivery solution. Worth looking at as a way to get your mp3's on sale. Contact: Unit 1g, Zetland House, 5-25 Scrutton Street, London, EC2A 4HJ. T: 020 7099 7777 Email: info@indiestore.com

[Ioda](#) – Quality digital distribution and online marketing company. Contact: 10 Allied Way, London, W3 0RQ. T: 020 8600 9207 Email: info@iodalliance.com

[Key Production Digital Services](#) – Manufacturer of CD's and vinyl and digital distribution assistance. Contact: 8 Jeffrey's Place, Camden, London, NW1 9PP. T: 020 7284 8831 Email: mail@keyproduction.co.uk

[Kerascene Music](#) - Distribution into largest Internet stores such as iTunes, Napster, Rhapsody, eMusic, Sony Connect and MusicNet, giving artists access to potential revenue source with no commission on sales. Artists should sign up on the website. Also run a record label, offer MySpace marketing and more. Email: musicdistribution@kerascene.com

[Keynote Unsigned](#) – Interesting new site set to provide an online stage for you to promote your act. Not live at the time of writing. Contact: 6 Beckside, Norwich, Norfolk, NR10 3SY. T: 07828 594232. Email: info@keynoteunsigned.co.uk

[Kudos Records Digital](#) – Simple and effective digital distribution with good contacts to all the major online mp3 stores. Contact: 77 Fortess Road, Kentish Town, London, NW5 1AG. T: 020 7482 4555. Email: info@kudos-digital.co.uk

[Radio Magnetic](#) – Internet radio station – send them some stuff. Contact: 7B Left Argyle Court, 1103 Argyle Street, Glasgow, G3 8ND. T: 0141 226 8808 Email: dougal@radiomagnetic.com

[Mbop Global Digital](#) – Full on digital record label with all the necessary services you'd expect, as well as their own download store. Contact: 40 Bowling Green Lane, Clerkenwell, London, EC1R 0NE. T: 020 7415 7010. Email: info@megabop.plus.com

[Music Net](#) – Another one for when you've made it! Contact: 109 Talbot Road, #4, London, W11 2AT T: 07940 554981 Email: markm@musicnet.com

[Musoswire](#) - Excellent service with a healthy ethos of respect to the musician's commitment to their art, and enables artists to sell their work online at minimal cost. All genres of music are welcome and artists get continued personal involvement. Offer provisions for large and short run duplication, CD cover design, band photography, web design and hosting. Contact: PO Box 100, Gainsborough, DN21 3XH. T: 01427 629184. Email: info@musoswire.com

[Muzu](#) – Video site dedicated to music where you can create your own channel and earn from ads connected to your videos. Player works in a widget on external sites. FREE studio for unsigned artists! You should be on this site. Contact: 19 South William Street, Dublin 2, Ireland. Email: info@muzu.tv

[New State Digital](#) – Digital Distribution, but they need to want your stuff. Contact: Unit 2a Queens Studios, 121 Salusbury Road, London, NW6 6RG. T: 020 7372 4474 Email: info@newstatedigital.com

[S T Holdings Ltd](#) - Vinyl exports and distribution. Specialise in sourcing and supplying quality independent music worldwide. Supply worldwide network of independent wholesalers, distributors and shops. Unsigned artists or independent labels should send a CD, profile and press pack to the address given. Contact: Unit 2, Old Forge Road, Ferndown Industrial Estate, Wimborne, Dorset, BH21 7RR. T: 01202 890887. Email: aandr@sthholdings.co.uk

[Silverword Distribution](#) - Encourage emerging artists. UK and Internet distribution. Package deals for new bands and artists at reasonable prices. Silverword Music Group also incorporates mastering and duplication, record label, publishing, management and PR services. Contact: 16 Limetrees, Llangattock, Crickhowell, Powys, NP8 1LB. T: 01873 810142. Email: kevinkinggb@aol.com

[Stream UK Ltd](#) – Streaming for the web. Contact: Studio 522, Highgate Studio, 53-79 Highgate Road, London, NW5 1TL. T: 020 7387 6090 Email: enquiries@streamuk.com

[Symbios Group](#) – Mobile Phone content services. Contact: 25 Barnes Wallis Road, Segensworth East, Fareham, PO15 5TT. T: 0870 490 0000 Email: info@symbiosgroup.co.uk

[Vital:Pias Digital](#) – Another Digital Distributor. Large presence in the UK. Contact: 338a Ladbroke Grove, London, W10 5AH. T: 020 8324 2400 Email: firstname.lastname@vitaluk.com

[Xtreme Digital Media Ltd](#) – Also known as ‘Indie Distribution’. Distribution company for all artists, operating both online and directly to retail outlets. Distribute in all formats including CD, MP3, and ringtone to various outlets such as HMV, iTunes, Napster and Amazon. Also distribute physically to a large part of the world. To become a member visit the website for details. Contact: 4 Buckingham Road, Doncaster, DN2 5DE. T: 01302 811631 / 07930 376232. Email: info@xtreme.cd

[Music Contracts 101](#)- A whole bunch of very useful eBooks and courses written from the perspective of the US market. Some great information to be found and some up to date contacts. Useful for self-publishing you or your bands music, online and offline.

[Paypal](#) - Sell your music quickly and easily using Paypal. It's free and a snap to join. Paypal is the #1 credit card processor used by musicians and people in the music industry to sell their music, CD's concert and show tickets, memorabilia and everything else. Get started now and you could be on your way to accepting Visa, MasterCard, American Express, Discover and Checks Online in less than 5 minutes.

[Indie Music](#) - Best place to get indie-music releases, or even better yet, release your music on their website. They offer paid promotion on their site. You can choose from a number of different options for the amount you pay depending on the number of songs you want to promote. They screen your songs, create a profile on the site and promote your band. If it's your genre, it's worth the look if you are pushing a single – they get 5 million hits per month and are very widely respected for their taste in music in that genre. Being highly featured here is a strong endorsement of your band. Contact: PO Box 78036, Indianapolis, IN 46278. Email: indie@indie-music.com.

[CD Universe](#) - Another independent merchant selling music CDs, videos and more.

[Musicians Atlas](#) - A 350 page plus guide that offers more than 15,000 music business contacts (in the USA) in over 25 categories, including press, booking agents, managers and record labels. Listings include current names, phone and fax numbers, e-mail and web site addresses, detailed submission policies and the styles of music preferred. Another great guide. We can

offer a discount of 25% or US\$10 if ordered through our negotiated discount link – here again [Musicians Atlas](#)

[Radio Locator](#) - A comprehensive radio station search engine with links to over 10,000 web pages and audio streams from radio stations around the world.

[News Directory](#) - More than 15,000 links to newspaper and magazine web sites.

[News Link](#) - A great directory of newspapers, radio broadcasters and TV stations.

[Independent Record Store Directory](#) - Here you'll find the best places to sell music across the United States

[Google Music Directories](#)

[Yahoo! Music Web Directories](#)

[Music Dish Genome Project](#)

[Music Business Solutions: Resource Directory](#)

[Rock Source Music Directory](#)

HTML Codes

Bold Text: `Your Text Here`

Italicise Text: `<i>Your Text Here</i>`

Font Size: ` Your Text Here`

Strike through text: `<s>Your Text Here</s>`

Underline Text: `<u>Your Text Here</u>`

Line Space Break: `
Your Text Here</br>`

Standard text link: `Your Link Text`

Standard text link that opens in a new window: `Your Link Subject`

Font Colour: Use an HTML colour code chart (link given at the end of this section) to enter the colour number of your choice
` Your Text Here`

Font Style: ` Your Text Here`

Start A New Paragraph: `<p>Your Text Here</p>`

Centered text alignment: `<center>Your Text Here</center>`

Left Text Alignment: `<div align="left">Your Text Here</div>`

Right Text Alignment: `<div align="right">Your Text Here</div>`

Image and Link HTML Codes

Add an image: ``

Add an image and specify a width and height in pixels: ``

Add image link: `Your URL`

This allows you to have any image you want to use, active as a link, so when someone clicks on it they are taken to your website, blog, order page etc.

Add a image link and set the image height and width: ``

Put a border on an image: Change the “Your HTML colour code” to the colour you want (again, link at the end of this section) and choose one of the “solid/ dashed/ ridge/dotted” border styles.

Make a thumbnail Link:

HTML Codes for MySpace

These are MySpace specific. Go to edit profile and paste the code into the relevant section. You can test your code using bulletins. Unless otherwise stated, the codes below can be inserted into any section on the interests and personality page.

Remove and Add Sections

To hide the ‘Who I’d Like To Meet’ section paste this into the ‘About Me’ section

```
</td></tr></table><table style=’display:none’><tr><td>
```

To add a background paste this into your ‘About Me’ section:

```
<body background=http://www.yourdomain.com/image.gif>
```

To Add a new section into your MySpace you will need to use this code:

```
</TD></TR></TABLE></TD></TR><TABLE><P><TABLE>
```

```
<TR><TD><TABLE>
```

```
<tr><td class=”text” align=”center” align=”left” width=”300” bgcolor=”6699cc” height=”10” wrap=” “ style=”word-wrap:break-word”><span class=”whitetext12”>Write your title of the section here </span></td></tr><tr> align=”top”><td><table bordercolour=”000000” cellpadding=”3” cellspacing=”3” width=”300” align=”center” bgcolor=”ffffff” border=”0”><table border=1 cellpadding=1 cellspacing=1><tr><td>write your text or contents here</td></tr></TABLE>
```

Remember to change the colours and font sizes in this code to match your page.

Automatically Re-size Comments

Add this code to the end of your ‘about me’ form field and the comments will automatically resize so you don’t have comments with huge images.

```
<style type=”text/css”>
```

```
td.text td.text table table table td a img (width:100px;)
```

```
td.text td.text table table table td div img (width:80px;)
```

```
td.text td.text table table td img (width: 260px; max-width:260px; width:auto;)
```

td.text td.text table table td div img (width: 80px;)

- html td.text td.text table table td img (width: 260px;)
- html td.text td.text table table td a img (width: 90px;)
- html td.text td.text table table td div img (width: 80px;)

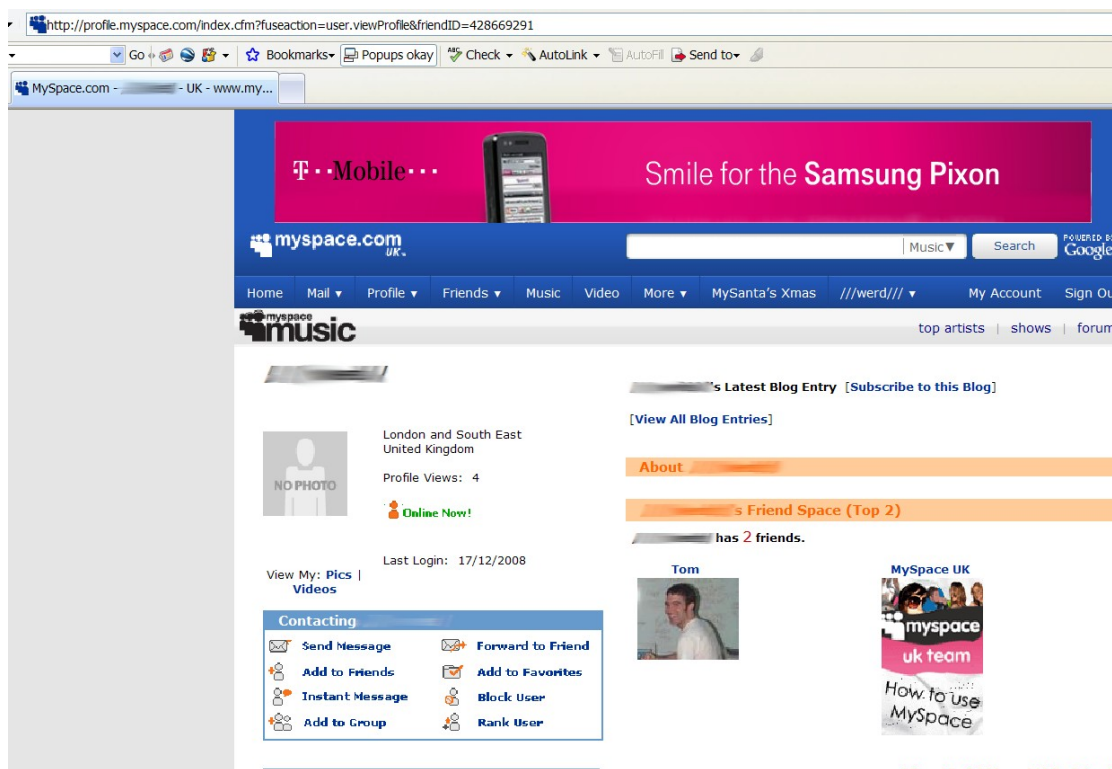
</style>

Find a Friend's ID Number

From any profile page you can find the friend id# by looking at your browser:

<http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendid=XXXXXXXXX>

The number at the end is the unique friend ID number.



Add Me Code

You can use this to make buttons to send out in bulletins and messages or just in your actual page:

```
<a href=http://collect.myspace.com/index.cfm?
fuseaction=invite.addfriend_verify&friendID=YOURFRIENDID"
target="_blank"><imgsrc=http://i.myspace.com/Site/Images/addFriendIcon.gif
```

border="0"/>

Change Your Friend ID to your actual ID, which can be found in the address bar at the top of the screen when you view your page

You can also get some customised add me buttons here: [Add Me Buttons](#)

Colour Codes

[Hexachrome Pantone Codes](#)

[HTML colour Codes](#)

MySpace Terms And Conditions

MySpace.com Terms of Use Agreement

February 28, 2008

MySpace, Inc. ("MySpace" or "we") operates MySpace.com, which is a social networking service that allows Members to create unique personal profiles online in order to find and communicate with old and new friends. The services offered by MySpace include any MySpace-branded URL (the "MySpace Website"), the MySpace instant messaging service, the MySpace application developer service and other features (for example, music and video embedded players), MySpace mobile services, and any other features, content, or applications offered from time to time by MySpace in connection with MySpace's business (collectively, the "MySpace Services"). The MySpace Services are hosted in the United States.

This Terms of Use Agreement ("Agreement") sets forth the legally binding terms for your use of the MySpace Services. By using the MySpace Services, you agree to be bound by this Agreement, whether you are a "Visitor" (which means that you simply browse the MySpace Website, including through a mobile device, or otherwise use the MySpace Services without being registered) or you are a "Member" (which means that you have registered with MySpace). The term "User" refers to a Visitor or a Member. You are only authorized to use the MySpace Services (regardless of whether your access or use is intended) if you agree to abide by all applicable laws and the terms of this Agreement. Please read this Agreement and save it. If you do not agree to be bound by this Agreement and to follow all applicable laws, you should leave the MySpace Website and discontinue use of the MySpace Services immediately. If you wish to become a Member, communicate with other Members and/or make use of the MySpace Services, you must read this Agreement and indicate your acceptance during the registration process.

This Agreement includes MySpace's policy for acceptable use of the MySpace Services and Content (as defined in Section 6.1 below) posted on or through the MySpace Services and your rights, obligations and restrictions regarding your use of the MySpace Services and Content posted on or through the MySpace Services. In order to participate in certain MySpace Services, you may be notified that you are required to download software or content and/or agree to additional terms and conditions from MySpace. Unless otherwise provided by the additional terms and conditions applicable to the MySpace Services in which you choose to participate, those additional terms are hereby incorporated into this Agreement. You may receive a copy of this Agreement by emailing us at: privacy@MySpace.com, Subject: Terms of Use Agreement.

MySpace may modify this Agreement from time to time and such modification shall be effective upon posting by MySpace on the MySpace Website. Your continued use of the MySpace Services after MySpace posts a revised Agreement signifies your acceptance of the revised Agreement. It is therefore important that you review this Agreement regularly to ensure you are updated as to any changes.

Please choose carefully the information you post on or through the MySpace Services and that you provide to other Users. Your MySpace profile may not include any form of Prohibited Content, as outlined in Section 8 below. Despite this prohibition, information, materials, products or services provided by other MySpace Members (for instance, in their profile) may, in whole or in part, be unauthorized, impermissible or otherwise violate this Agreement, and MySpace assumes no responsibility or liability for this material. If you become aware of misuse of the MySpace Services by any person, please click on the "Contact MySpace" or the "Report Abuse" link at the bottom of the MySpace Website pages.

MySpace reserves the right, in its sole discretion, to reject, refuse to post or remove any posting (including private messages) by you, or to deny, restrict, suspend, or terminate your access to all or any part of the MySpace Services at any time, for any or no reason, with or without prior notice or explanation, and without liability. MySpace expressly reserves the right to remove your profile and/or deny, restrict, suspend, or terminate your access to all or any part of the MySpace Services if MySpace determines, in its sole discretion, that you have violated this Agreement or pose a threat to MySpace and/or its Users.

1. **Eligibility.** Use of the MySpace Services and registration to be a Member for the MySpace Services ("Membership") is void where prohibited. By using the MySpace Services, you represent and warrant that (a) all registration information you submit is truthful and accurate; (b) you will maintain the accuracy of such information; (c) you are 13 years of age or older; and (d) your use of the MySpace Services does not violate any applicable law or regulation. Your profile may be deleted and your Membership may be terminated without warning, if we believe that you are under 13 years of age, if we believe that you are under 18 years of age and you represent yourself as 18 or older, or if we believe you are over 18 and represent yourself as under 18.
2. **Term.** This Agreement, and any posted revision to this Agreement, shall remain in full force and effect while you use the MySpace Services or are a Member. You may terminate your Membership at any time, for any reason, by following the instructions on the Member's Account Settings page. MySpace may terminate your Membership at any time, for any or no reason, with or without prior notice or explanation, and without liability. Even after Membership is terminated, this Agreement will remain in effect, including Sections 5-17.
3. **Fees.** You acknowledge that MySpace reserves the right to charge for any portion of the MySpace Services and to change its fees (if any) from time to time in its discretion. If MySpace terminates your Membership because you have breached the Agreement, you shall not be entitled to the refund of any unused portion of fees or payments (if any).
4. **Password.** When you sign up to become a Member, you will also be asked to choose a password. You are entirely responsible for maintaining the confidentiality of your password. You agree not to use the account, username, or password of another Member at any time or to disclose your password to any third party. You agree to notify MySpace immediately if you suspect any unauthorized use of your account or access to your password. You are solely responsible for any and all use of your account.
5. **Use by Members.** The MySpace Services are for the personal use of Members and may be used for promotional purposes as well, but direct commercial endeavors may only be used if

they are specifically endorsed or authorized by MySpace. MySpace reserves the right to remove commercial content in its sole discretion. Illegal and/or unauthorized use of the MySpace Services, including collecting usernames, user id numbers, and/or email addresses of Members by electronic or other means for the purpose of sending unsolicited email or unauthorized framing of or linking to the MySpace Website, or employing third party promotional sites or software to promote profiles for money, is prohibited. Commercial advertisements, affiliate links, and other forms of unauthorized solicitation may be removed from Member profiles without notice or explanation and may result in termination of Membership privileges. MySpace reserves the right to take appropriate legal action for any illegal or unauthorized use of the MySpace Services.

6. Proprietary Rights in Content on MySpace.

6.1 MySpace does not claim any ownership rights in the text, files, images, photos, video, sounds, musical works, works of authorship, applications, or any other materials (collectively, "Content") that you post on or through the MySpace Services. After posting your Content to the MySpace Services, you continue to retain any such rights that you may have in your Content, subject to the limited license herein. By displaying or publishing ("posting") any Content on or through the MySpace Services, you hereby grant to MySpace a limited license to use, modify, delete from, add to, publicly perform, publicly display, reproduce, and distribute such Content solely on or through the MySpace Services, including without limitation distributing part or all of the MySpace Website in any media formats and through any media channels, except Content marked "private" will not be distributed outside the MySpace Website. This limited license does not grant MySpace the right to sell or otherwise distribute your Content outside of the MySpace Services. After you remove your Content from the MySpace Website we will cease distribution as soon as practicable, and at such time when distribution ceases, the license will terminate. If after we have distributed your Content outside the MySpace Website you change the Content's privacy setting to "private," we will cease distribution of such "private" Content outside the MySpace Website as soon as practicable after you make the change.

6.2 The license you grant to MySpace is non-exclusive (meaning you are free to license your Content to anyone else in addition to MySpace), fully-paid and royalty-free (meaning that MySpace is not required to pay you for the use on the MySpace Services of the Content that you post), sublicensable (so that MySpace is able to use its affiliates, subcontractors and other partners such as Internet content delivery networks and wireless carriers to provide the MySpace Services), and worldwide (because the Internet and the MySpace Services are global in reach).

6.3 You represent and warrant that: (i) you own the Content posted by you on or through the MySpace Services or otherwise have the right to grant the license set forth in this Section 6, and (ii) the posting of your Content on or through the MySpace Services does not violate the privacy rights, publicity rights, copyrights, contract rights or any other rights of any person or entity. You agree to pay for all royalties, fees, and any other monies owing any person or entity by reason of any Content posted by you on or through the MySpace Services.

6.4 The MySpace Services contain Content of MySpace ("MySpace Content"). MySpace Content is protected by copyright, trademark, patent, trade secret and other laws, and

MySpace owns and retains all rights in the MySpace Content and the MySpace Services. MySpace hereby grants you a limited, revocable, nonpublicable license to reproduce and display the MySpace Content (excluding any software code) solely for your personal use in connection with viewing the MySpace Website and using the MySpace Services.

6.5 The MySpace Services contain Content of Users and other MySpace licensors. Except as provided within this Agreement, you may not copy, modify, translate, publish, broadcast, transmit, distribute, perform, display, or sell any Content appearing on or through the MySpace Services.

6.6 MySpace performs technical functions necessary to offer the MySpace Services, including but not limited to transcoding and/or reformatting Content to allow its use throughout the MySpace Services.

7. Content Posted.

7.1 MySpace may reject, refuse to post or delete any Content for any or no reason, including Content that in the sole judgment of MySpace violates this Agreement or which may be offensive, illegal or violate the rights of any person or entity, or harm or threaten the safety of any person or entity. MySpace assumes no responsibility for monitoring the MySpace Services for inappropriate Content or conduct. If at any time MySpace chooses, in its sole discretion, to monitor the MySpace Services, MySpace nonetheless assumes no responsibility for the Content, no obligation to modify or remove any inappropriate Content, and no responsibility for the conduct of the User submitting any such Content.

7.2 You are solely responsible for the Content that you post on or through any of the MySpace Services, and any material or information that you transmit to other Members and for your interactions with other Users.

8. **Content/Activity Prohibited.** The following are examples of the kind of Content that is illegal or prohibited to post on or through the MySpace Services. MySpace reserves the right to investigate and take appropriate legal action against anyone who, in MySpace's sole discretion, violates this provision, including without limitation, removing the offending Content from the MySpace Services and terminating the Membership of such violators. Prohibited Content includes, but is not limited to, Content that, in the sole discretion of MySpace:

8.1 is patently offensive and promotes racism, bigotry, hatred or physical harm of any kind against any group or individual;

8.2 harasses or advocates harassment of another person;

8.3 exploits people in a sexual or violent manner;

8.4 contains nudity, excessive violence, or offensive subject matter or contains a link to an adult website;

- 8.5 solicits personal information from anyone under 18;
- 8.6 publicly posts information that poses or creates a privacy or security risk to any person;
- 8.7 constitutes or promotes information that you know is false or misleading or promotes illegal activities or conduct that is abusive, threatening, obscene, defamatory or libelous;
- 8.8 constitutes or promotes an illegal or unauthorized copy of another person's copyrighted work, such as providing pirated computer programs or links to them, providing information to circumvent manufacturer-installed copy-protect devices, or providing pirated music or links to pirated music files;
- 8.9 involves the transmission of "junk mail," "chain letters," or unsolicited mass mailing, instant messaging, "spimming," or "spamming";
- 8.10 contains restricted or password only access pages or hidden pages or images (those not linked to or from another accessible page);
- 8.11 furthers or promotes any criminal activity or enterprise or provides instructional information about illegal activities including, but not limited to making or buying illegal weapons, violating someone's privacy, or providing or creating computer viruses;
- 8.12 solicits passwords or personal identifying information for commercial or unlawful purposes from other Users;
- 8.13 involves commercial activities and/or sales without prior written consent from MySpace such as contests, sweepstakes, barter, advertising, or pyramid schemes;
- 8.14 includes a photograph or video of another person that you have posted without that person's consent;
- 8.15 for band, comedy, filmmaker and other profiles, uses sexually suggestive imagery or any other unfair, misleading or deceptive Content intended to draw traffic to the profile; or
- 8.16 violates the privacy rights, publicity rights, copyrights, trademark rights, contract rights or any other rights of any person.

The following are examples of the kind of activity that is illegal or prohibited on the MySpace Website and through your use of the MySpace Services. MySpace reserves the right to investigate and take appropriate legal action against anyone who, in MySpace's sole discretion, violates this provision, including without limitation, reporting you to law enforcement authorities. Prohibited activity includes, but is not limited to:

- 8.17 criminal or tortuous activity, including child pornography, fraud, trafficking in obscene material, drug dealing, gambling, harassment, stalking, spamming, spimming, sending of

viruses or other harmful files, copyright infringement, patent infringement, or theft of trade secrets;

8.18 advertising to, or solicitation of, any Member to buy or sell any products or services through the unauthorized or impermissible use of the MySpace Services. You may not transmit any chain letters or junk email to other Members. In order to protect our Members from such advertising or solicitation, MySpace reserves the right to restrict the number of emails which a Member may send to other Members in any 24-hour period to a number which MySpace deems appropriate in its sole discretion. If you breach this Agreement and send unsolicited bulk email, instant messages or other unauthorized commercial communications of any kind through the MySpace Services, you acknowledge that you will have caused substantial harm to MySpace, but that the amount of such harm would be extremely difficult to ascertain. As a reasonable estimation of such harm, you agree to pay MySpace \$50 for each such unsolicited email or other unauthorized commercial communication you send through the MySpace Services;

8.19 circumventing or modifying, attempting to circumvent or modify, or encouraging or assisting any other person in circumventing or modifying any security technology or software that is part of the MySpace Services;

8.20 activity that involves the use of viruses, bots, worms, or any other computer code, files or programs that interrupt, destroy or limit the functionality of any computer software or hardware, or otherwise permit the unauthorized use of or access to a computer or a computer network;

8.21 covering or obscuring the banner advertisements on your personal profile page, or any MySpace page via HTML/CSS or any other means;

8.22 any automated use of the system, such as, but not limited to, using scripts to add friends or send comments or messages;

8.23 interfering with, disrupting, or creating an undue burden on the MySpace Services or the networks or services connected to the MySpace Services;

8.24 impersonating or attempting to impersonate another Member, person or entity;

8.25 for band, comedy, filmmaker and other profiles containing a MySpace player, copying the code for your MySpace Player and embedding it (or directing others to embed it) anywhere other than your band profile on MySpace;

8.26 using the account, username, or password of another Member at any time or disclosing your password to any third party or permitting any third party to access your account;

8.27 selling or otherwise transferring your profile;

8.28 using any information obtained from the MySpace Services in order to harass, abuse,

or harm another person or entity, or attempting to do the same;

8.29 displaying an unauthorized commercial advertisement on your profile, or accepting payment or anything of value from a third person in exchange for your performing any commercial activity through the unauthorized or impermissible use of the MySpace Services on behalf of that person, such as placing commercial content on your profile, posting blogs or bulletins with a commercial purpose, selecting a profile with a commercial purpose as one of your "Top 8" friends, or sending private messages with a commercial purpose; or

8.30 using the MySpace Services in a manner inconsistent with any and all applicable laws and regulations.

9. Protecting Copyrights and Other Intellectual Property. MySpace respects the intellectual property of others, and requires that our users do the same. You may not upload, embed, post, email, transmit or otherwise make available any material that infringes any copyright, patent, trademark, trade secret or other proprietary rights of any person or entity. MySpace has the right to terminate the Membership of infringers.

If you believe your work has been copied and posted on or through the MySpace Services in a way that constitutes copyright infringement, please send MySpace's Copyright Agent a notification of claimed infringement with all of the following information: (a) identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works are covered by a single notification, a representative list of such works; (b) identification of the claimed infringing material and information reasonably sufficient to permit us to locate the material on the MySpace Services (providing the URL(s) of the claimed infringing material satisfies this requirement); (c) information reasonably sufficient to permit us to contact you, such as an address, telephone number, and, if available, an email address; (d) a statement by you that you have a good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; (e) a statement by you, made under penalty of perjury, that the above information in your notification is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf; and (f) your physical or electronic signature. MySpace's Copyright Agent for notification of claimed infringement can be reached as follows: Copyright Agent, MySpace, Inc., 8391 Beverly Blvd., #349, Los Angeles, CA 90048; Facsimile: (310) 388-0892; Phone: (310) 969-2887; Attn: Copyright Agent. MySpace's Copyright Agent for notification of claimed infringement can also be reached electronically by [clicking here](#). MySpace provides certain tools and technologies to help facilitate copyright owners' control over their copyrighted works.

10. Member Disputes. You are solely responsible for your interactions with other MySpace Members. MySpace reserves the right, but has no obligation, to become involved in any way with disputes between you and other Members.

11. Privacy. Use of the MySpace Services is also governed by our [Privacy Policy](#), which is incorporated into this Agreement by this reference.

12. Disclaimers. MySpace is not responsible for and makes no warranties, express or implied, as to the User Content or the accuracy and reliability of the User Content posted on or through the MySpace Services, whether caused by Users of the MySpace Services or by

any of the equipment or programming associated with or utilized in the MySpace Services and such User Content does not necessarily reflect the opinions or policies of MySpace. Profiles and third party applications created and posted by Members on the MySpace Website may contain links to other websites. MySpace is not responsible for the content, accuracy or opinions expressed on such websites, and such websites are not necessarily investigated, monitored or checked for accuracy or completeness by MySpace. Inclusion of any linked website on the MySpace Services does not imply approval or endorsement of the linked website by MySpace. When you access these third party sites, you do so at your own risk. MySpace takes no responsibility for third party advertisements or third party applications that are posted on or through the MySpace Services, nor does it take any responsibility for the goods or services provided by its advertisers. MySpace is not responsible for the conduct, whether online or offline, of any User of the MySpace Services. MySpace assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, any User or Member communication. MySpace is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email or players due to technical problems or traffic congestion on the Internet or on any of the MySpace Services or combination thereof, including any injury or damage to Users or to any person's computer related to or resulting from participation or downloading materials in connection with the MySpace Services. Under no circumstances shall MySpace be responsible for any loss or damage, including personal injury or death, resulting from use of the MySpace Services, attendance at a MySpace event, from any User Content posted on or through the MySpace Services, or from the conduct of any Users of the MySpace Services, whether online or offline. The MySpace Services are provided "AS-IS" and as available and MySpace expressly disclaims any warranty of fitness for a particular purpose or non-infringement. MySpace cannot guarantee and does not promise any specific results from use of the MySpace Services.

13. **Limitation on Liability.** IN NO EVENT SHALL MYSPACE BE LIABLE TO YOU OR ANY THIRD PARTY FOR ANY INDIRECT, CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES, INCLUDING LOST PROFIT DAMAGES ARISING FROM YOUR USE OF THE MYSPACE SERVICES, EVEN IF MYSPACE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, MYSPACE'S LIABILITY TO YOU FOR ANY CAUSE WHATSOEVER AND REGARDLESS OF THE FORM OF THE ACTION, WILL AT ALL TIMES BE LIMITED TO THE AMOUNT PAID, IF ANY, BY YOU TO MYSPACE FOR THE MYSPACE SERVICES DURING THE TERM OF MEMBERSHIP.
14. **U.S. Export Controls.** Software available in connection with the MySpace Services (the "Software") is further subject to United States export controls. No Software may be downloaded from the MySpace Services or otherwise exported or re-exported in violation of U.S. export laws. Downloading or using the Software is at your sole risk.
15. **Disputes.** The Agreement shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to its conflict of law provisions. You and MySpace agree to submit to the exclusive jurisdiction of the courts located within the State of New York to resolve any dispute arising out of the Agreement or the MySpace

Services. EACH OF THE PARTIES HEREBY KNOWINGLY, VOLUNTARILY AND INTENTIONALLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION (INCLUDING BUT NOT LIMITED TO ANY CLAIMS, COUNTERCLAIMS, CROSS-CLAIMS, OR THIRD PARTY CLAIMS) ARISING OUT OF, UNDER OR IN CONNECTION WITH THIS AGREEMENT. FURTHER, EACH PARTY HERETO CERTIFIES THAT NO REPRESENTATIVE OR AGENT OF EITHER PARTY HAS REPRESENTED, EXPRESSLY OR OTHERWISE, THAT SUCH PARTY WOULD NOT IN THE EVENT OF SUCH LITIGATION, SEEK TO ENFORCE THIS WAIVER OF RIGHT TO JURY TRIAL PROVISION. EACH OF THE PARTIES ACKNOWLEDGES THAT THIS SECTION IS A MATERIAL INDUCEMENT FOR THE OTHER PARTY ENTERING INTO THIS AGREEMENT.

16. **Indemnity.** You agree to indemnify and hold MySpace, its subsidiaries, and affiliates, and their respective officers, agents, partners and employees, harmless from any loss, liability, claim, or demand, including reasonable attorneys' fees, made by any third party due to or arising out of your use of the MySpace Services in violation of this Agreement and/or arising from a breach of this Agreement and/or any breach of your representations and warranties set forth in this Agreement and/or if any Content that you post on or through the MySpace Services causes MySpace to be liable to another.
17. **Other.** This Agreement is accepted upon your use of the MySpace Website or any of the MySpace Services and is further affirmed by you becoming a Member. This Agreement constitutes the entire agreement between you and MySpace regarding the use of the MySpace Services. The failure of MySpace to exercise or enforce any right or provision of this Agreement shall not operate as a waiver of such right or provision. The section titles in this Agreement are for convenience only and have no legal or contractual effect. MySpace is a trademark of MySpace, Inc. This Agreement operates to the fullest extent permissible by law. If any provision of this Agreement is unlawful, void or unenforceable, that provision is deemed severable from this Agreement and does not affect the validity and enforceability of any remaining provisions.