

Promote Your Music With MySpace - A Few Techniques Revealed

By Brandon Robertson

It's 2007 and the internet and other technologies are having a huge impact on our world as musicians. Promoting your music and yourself or group has become easier and more effective than ever. Distributing your music has also become easier and more profitable than ever.

But not every musician is aware of the new technologies available to them, nor have they kept up on the developing trends and upcoming changes. In 2007 and beyond, we're only going to see more reliance upon digital technologies and the internet to promote ourselves and sell our music.

As for promoting ones self, there are numerous ways to do it online. For local promotions, it's still effective to hand out flyers and spread the word-of-mouth, but you still need an online presence to promote your music. If you're trying to gain the attention of potential new fans local and beyond, you must get involved with some online promotion.

MySpace is the best place on the internet to promote your musical project. It has the largest network of users interested and/or involved with music in the world. It's easy to get friends on there and very simple to send out mass bulletins to your fans so they know when your next shows are, where they are, and whatever else you might want to promote, including new music you've just released.

If you don't have a MySpace page (or several) for your musical project, then you are really missing out. Having a MySpace page is practically mandatory these days, and you must get one ASAP if you're still don't have one. The first question a fan will ask you is "What's your MySpace page?" It used to be, "Do you have a MySpace page?," but anymore it is expected that you have one. Don't let down your fans, go to MySpace and sign up, but first, read the rest of this article so you don't make any foolish mistakes.

There are a few little known tricks to working MySpace properly to get the most out of it, so listen up as I share those with you.

When you get a profile with MySpace, make sure you sign up for an "Artist Profile," otherwise you won't be able to upload your songs onto your page and your page won't be setup right to promote yourself. To do that, go to www.Myspace.com, and once there, click on the small link on the upper right hand area of the page that says "Music." Once you are at that page, click on the link in the upper right hand area that says "Artist Signup." Just follow the instructions from there and your account will be setup in seconds.

That's just the beginning though. After you've setup your artist profile, you should really setup another profile as a normal account. This is the main type of profile available on MySpace, and is easy to find once you go to their main webpage.

The reason you want to do this is so that you have maximum exposure and flexibility for promoting your project on MySpace. Each of the two account types has different abilities within the MySpace realm. These abilities limit some of the things you're able to do, and when you have an account of each type for your musical project, you will have the ability to do anything possible within the MySpace realm. The features of each account have only grown more different over the years and I expect this trend to continue, so be sure to get a normal profile now if you don't already have one.

If you didn't know already, MySpace has recently added the ability to block friend requests from bands. This really hurt a lot of bands and groups as far as promoting on MySpace goes, but you can completely work around this problem just by creating a second normal profile to reach people who have blocked friend requests from artists. Not to mention, you will get a lot more fans by showing up in the search and browse results as an artist and as a "normal profile." It's quite likely that you'll be able to double your friend requests by doing this.

Once you have your normal profile, be sure to promote your artist profile on there so people will add you as a friend on both profiles and get a chance to listen to more of your music. Also, be sure to add a song to your normal profile from the songs you uploaded on your artist profile, that way this page is also very clearly promoting your music.

If you know html code, create a direct link within your normal profile that people can click on easily and immediately to access your artist profile and become your MySpace friend. If you don't know html code, just look up "create html link" on a search engine to get the html code you need to create such a link.

Now listen up, because here's one of the most overlooked tricks for taking full advantage of MySpace.

A lot of musicians have their own website. This can be useful, but it's not really necessary with MySpace. There are many advantages to using MySpace rather than using a website. MySpace is free and is within the biggest and best network for promoting your music. It also allows you to permanently befriend thousands of people on this network and communicate with them easily and conveniently for promotions and other reasons. Lastly, your fans are probably accustomed to using MySpace and understand how to search within it and to get the most information from your page. They don't have to try to figure out how your website works and hope they find what they're looking for in relation to your music. And because of this, you're more likely to gain fans and get their attention.

But taking full advantage of MySpace is difficult when your web address (URL) is a MySpace address. Not only are many of the names you may want already taken, but it's hard to verbally tell people your web address and have them remember it. The trick is to buy a domain name and redirect so that when people enter your web address, they land on your MySpace account page.

A lot of people don't realize this is possible, nor how cheap, easy and powerful this trick is. It's totally worth buying a domain name to do this. It costs less than \$10 per year to register a domain and if you get it from Enom or GoDaddy, they can help you redirect the domain to your MySpace if you don't know what you're doing. Having a domain is a more professional way to promote your music and it's much easier to communicate to your fans.

These tricks have proven extremely effective for me and I'm sure they'll work for you too. Make sure you do this right away.

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