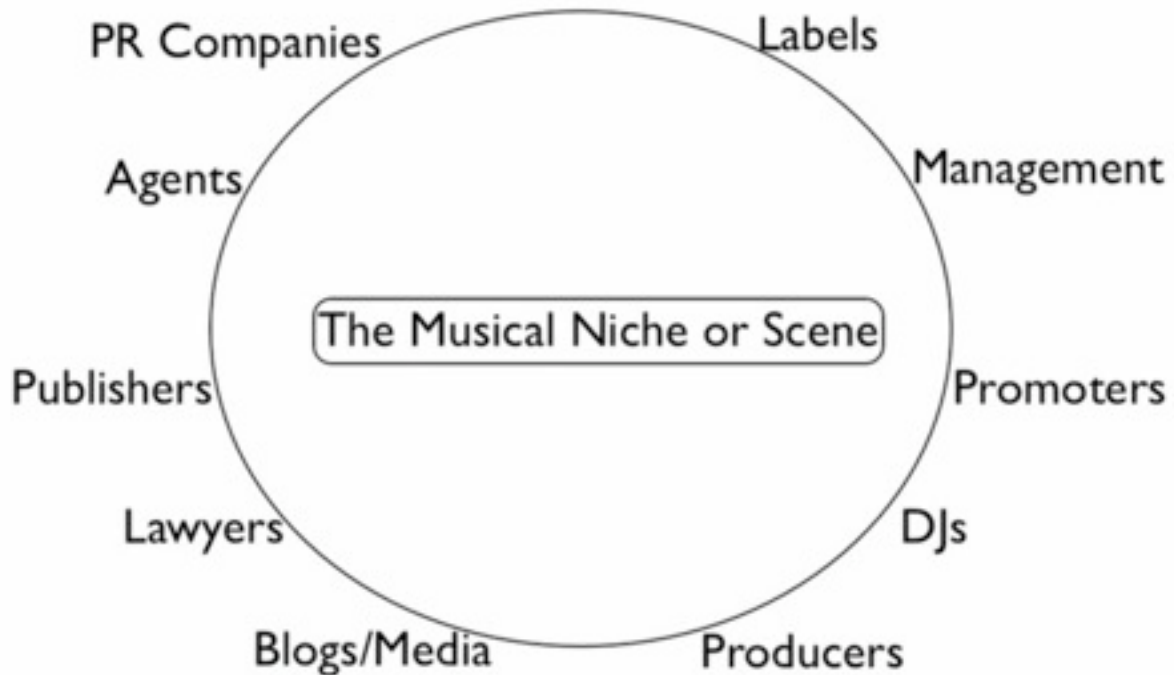


A Special Report...

“The Music Niche”



This Special Report shows you the components of the Music Niche.

These days, its totally possible to build a profitable career *just* serving niches around the globe because if there is a niche in your local city or town, then the chances are that there will be one in most other cities around the world. More than ever, music is a global **community**.

The other good news is that alot of the ‘operators’ also know each other - so if you manage to get something going in Paris, France with a local label or promoter, its very likely that you will begin to get requests from their counterparts in other countries.

AND (excuse me while I go off on one) - thats not to mention festivals!

Many festivals feature “tents” or “arenas” that showcase a very specific type of music -and guess who is in charge of getting the talent? People from the festival who know about that particular “scene” or “niche”. Sometimes promoters with a reputation for dealing with a certain kind of music, and even artists who are considered leaders of their niche are drafted in to curate these stages.

The beauty of this whole approach is that you can go from having no one care that you even *exist*, to taking steps to get a global group of people into what you are doing.

Its totally in your hands, and this is just one way you can use to get recognition, make money and build a fan base.

The biggest key here is to move away from thinking about “just getting a deal” or “if I just had a manager”, and to move towards thinking “who is out there that is really going to LOVE what I do” - this will be explained further in the next video Im going to send out, but for now let me leave you with a story.

2 guys were making music and putting on little (very amateur) shows to friends and family.

They decided that they wanted to put out their own cd.

So they printed some up, and went to a shop that allowed them to place their music on the counter. It was the kind of shop where people who were into their music scene might come and hang out (niche relevant).

One day whilst in the shop, they met a guy who asked if he could release their music on his tiny label. They said sure and it was released in a very low key manner. Big deal right?

Well - soon after, they were approached by someone who had a bigger label and a ton of contacts in their scene. He offered to put out their next record, and also introduced them to a lady who began to get them shows, first in their home town and then wider afield.

Things continued to snowball and it wasnt long before they were being offered a substantial amount of money for their next few records and began to tour internationally. They are now huge!

Not only do they have success, but they have “ROOTS” - they appear to come from somewhere. Growing out of a niche gives you a story and credibility, as well as a ton of relationships.

This is a true story, and I hope this illustrates the power of niches

Please watch your inbox for the next videos Im going to send out, because I know you will find them valuable!

All the best,

Hagop

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