

Top 10 Music PR Tips for Today's Unsigned Artist

Contributed by Mona Loring
Monday, 03 March 2008
Last Updated Tuesday, 21 October 2008

Mona Loring, of Los Angeles-area PR firm MLC PR, is back this week with her TOP TEN tips for generating your own publicity as a music artist--with or without your own music publicist.

As an unsigned artist, publicity is a huge driving force when you're looking at success in the music industry. Although it's definitely beneficial to retain a publicist once you have your music career in gear, you can still manage to create a little buzz on your own in the meantime. Below are the top ten tips for generating your own publicity as a music artist.

- Make sure you have a press kit that includes a well-written bio, an 8X10 photo, CD and contact info.
- Go local. Local press is by far the easiest press to get. Let them know your story and send in a CD. Shoot for the music editor or columnist and if they don't have one assigned specifically, contact the entertainment editor.
- Social networking sites are all about music these days. For example, Myspace's reach is incredible for gaining new fans. Where else can you find people to listen to your music in the convenience of their own home? Make sure you are updating your music, adding friends, keeping them all posted, and updating the tour dates. There are magazines on Myspace looking for music to feature all the time.
- Radio is a great way to share your music with the masses. You don't have to approach the big ones--you can see success with air play on smaller stations as well. Send in your CD to local DJs and look up college radio shows nationally and see if they'll spin your music. Online radio is picking up these days too… USA4Real.com is a great option… it doesn't cost much and it gets your music heard.
- Music licensing is a great way to make money and get publicity. Try contacting some music supervisors on TV shows for a start. Send them an inquiry with your information and a link to your music. If you get placed, you can use it for press--and it becomes a story!
- Music websites and e-zines are always looking for music to review. Look up their websites and send emails to their editors. Tell them why you're a fit for their magazine and ask if you can send in a CD. Again, try to make contact first… sending in a random package may be useless.
- Youtube.com and Stickam.com are wonderful outlets to share your music. You can even upload your music videos and video tips for other artists now at Getsigned.com. Just Upload your videos HERE and they'll be on the site in a couple of weeks when the new site re-launches! When done right, you can really start gaining a fan base. Try to do something charismatic and original. Reaching out to people online can do wonders. Create a music video, a video blog, sing an acoustic set, take a stab at some comedy-- anything… Just remember, first impressions are everything.
- Be philanthropic. Charity does wonders for publicity outreach. Find something you believe in and offer to play at their event or donate proceeds to their cause. Not only does it get you out there and give you a story angle… but it feels good to help out.
- Send your CDs to appropriate magazines for your music's genre. Make sure you call ahead and find out the right contact, unsolicited packages get lost in the shuffle. A good rule of thumb is to look up specific writers you feel would enjoy your music and find out how to reach them.
- Try to book shows in different towns, that way you can easily label the cluster of shows as a tour and contact local newspapers and radio stations and offer them merch in exchange for promotions/articles.

Note that PR is about being smart and creative. It's about finding a reason for people to care about you and your music. Sure, great music and a good look are helpful, but you also need to reach out to the public and come up with stories. Think outside of the box and you'll really benefit from the results in no time. Good luck!

About the author:

Mona Loring, president of MLC PR brings forth solid experience in public relations, magazine writing, copywriting, marketing, and business development. Holding powerful positions such as public relations director, copywriter, entrepreneur and leader of media relations for a number of charity organizations, Loring offers original PR approaches and resourceful insight.

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