Self-Promotion

1. The first way to promote myself is by using social media to my advantage. Social media sites, such as, Facebook, LinkedIn, and Twitter are all very helpful tools to promote one’s self. A great way is to look for jobs on LinkedIn, fill out the profile and search for local jobs nearby.
2. Another way of promoting myself is creating my own professional website to show that I am very serious about my work and that I am extremely interested in the music production world.
3. A third way is to record for local bands and create tracks for people to hear and listen. Allow people to judge your music, not knowing the truth about a drum kit that doesn’t sound good and sending it off to a professional studio to hear will only lead to false belief. That’s why it’s extremely important to practice and continuously mix to gain the “ear” when recording.
4. Another way is a graphic identity. This can be a business card or a professional logo. This gives myself an established and distinctive persona that inspires confidence in potential customers.
5. One final way is to create a marketing plan. A marketing plan can be highly useful in which it can provide several amounts of information including, location and demand for a certain type of product or service, in this case audio production. Obtaining a marketing plan is a great way to ensure that all the dollars I invest in marketing are wisely spent and likely to generate a strong return on the overall investment.

I would implement this method by talking to people who are professionals and already on their own business. Learning their methods and taking into account that they have strived and succeeded using their methods already. Blending their methods with my own can be a powerful and effective way towards self-promotion.