

WHY DO ARTISTS STILL BUY BEATS IN TOUGH TIMES?

EVEN IF THEY AIN'T GOT IT LIKE THAT?



WHY DO ARTISTS STILL BUY BEATS IN TOUGH TIMES?

It's vital to your success as a producer, to know exactly "why" artists "buy".

Why?

Because you want to be aware of the forces that control and influence the artists that will buy beats from you.

Don't you think?

Another reason this is very important is for your own selfish reasons....

Whenever we as producers give up our own responsibility...

and blame others or outside forces for the reason why you aren't getting the results you want.... it's VERY dangerous

It represents the weakest path we can take to our success....

Let me repeat, you will never get successful as long as you have an excuse for the reason you are NOT.

WHY DO ARTISTS STILL BUY BEATS IN TOUGH TIMES?

- they feel like they "need" it
- all buying is based on "emotion"
- they have an emotional attachment with your beat and "feel" it can launch them to the next level

Good Motivators: Dope Production and an Easy Process To Purchase Your Beats

Is it easy to purchase beats from you?
or is it difficult?

Is it confusing?

Have you ever asked a prospective buyer?

You want your beats to replace your income...

It's time we get down to the details of why beat sales are happening, or why they are not..

Wouldn't u agree?

WHY DO ARTISTS STILL BUY BEATS IN TOUGH TIMES?

2 Factors Go In To "Buying"

The rap artist or record company's:

1. Ability To Buy
2. Willingness To Buy

"Will they buy?"

1. Sell to someone different
2. Sell Differently
3. Sell Something Different

2 Types of Good Buyers:

"Opportunists" and "Rebels"

I. Opportunists: value buyers

- you want them to see your beats as an opportunity to get a lot of value for their money

WHY DO ARTISTS STILL BUY BEATS IN TOUGH TIMES?

II. Rebel Buyers

Artists who are defiant and have strong beliefs in themselves....

They buy even if everyone else is getting things "free"....

they scoff at the idea of using "free beats" because they take their music serious...

and it's required for their music to be unique....

You want to attract those type of artists in your marketing...

Sample Marketing Language:

"Sick of beats that have changed hands 100's of times?"