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#### Simple Steps To Starting Your Own Online Home Based Music Business

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# Simple Steps To Starting Your Own Successful Online Home Based Music Business

# Introduction

Hello, my name is Steve Nelson, I have been coaching people from all walks of life on how to pursue a successful career for over twenty years. I will be talking a little bit later about my experience as a musician too.

Your decision to read this E-course is probably going to turn out to be one of the best career decisions you have ever made. Find a quiet place so that you cannot be disturbed and grab your favorite beverage.

#### Now that you are ready let's get started!!!!!!

I will be discussing steps anyone can take to start a successful online home based music business. The ideas can be applied by anyone.

Do you or have you worked in the Music Industry? Are you looking for a career change? These ideas can be used to help you to start your own online home based music business.

Do you play a musical instrument? The ideas that I will be discussing can help you to start your own online home based music business.

Are you a music lover? The ideas can be used to start your own online home based music business too. I will show you ways that just about anyone can start a successful online home based music business.

# Introduction

According to a new Census report more than 13.4 million that's 9.5 percent of the U. S. Workforce is now working from home. Today with the internet there are many possibilities for operating an online home based business that were not available in the past.

What is your goal? Do you want to work from your home and earn part time income in music? Are you interested in being able to make a living in music working from your home?

Would you like to be able to quit your job and work from your home? In this E-course, I will be discussing what you will need to do to be able to make a living in music from your home.

### What Makes Me Qualified To Teach You How To Make A Living In A Home Based Music Business

There have been so many people who claim that they can help you to succeed, so your question might be, why should you trust that I can help you? Especially, since I don't work in the music industry. All I suggest is that you read these ideas over and see if they make sense to you.

As a Home Based Music Business Career Coach, I teach anyone who wants to learn how to make a living in music by working at home.

How I got started, in 1992, I started working as a Career Development Counselor. Over the past twenty years, I have had the opportunity to help many people with their careers. I have helped practically every type of occupation that you can imagine from PHD's to house wives, people with little or no work experience. People who have a hard time finding a career, you name it.

My list of helping people includes musicians and people who work in the Music and Entertainment Industry. Those who want to find a new career and those who are trying to figure out what to do with the skills and abilities they currently have now.

Twenty years as a career counselor, I have gained a tremendous amount of experience and insight at helping people to achieve a successful career.

### What Makes Me Qualified To Teach You How To Make A Living In A Home Based Music Business

In addition to being a career counselor, I am also a musician. I have self-taught myself how to play guitar, bass and piano. As a musician for thirty years, I knew from talking to so many people who have a passion for music like me. Many of them have been looking for other options too.

I knew there had to be a way anyone could learn how to make a living from their passion for music in a home based music business part time or a full time.

That's when I sat out to find out how musicians or anyone who has a passion for music could easily learn how to make a living with that same passion for music in some type of home based music business. I will be sharing what I have learned and what I have shared with others I have helped.

### The Single Most Important Thing You Must Do Before Getting Started

In order for you to be successful at starting your own online home based music business, what do you believe is the single most important thing you must do to get started?

Twenty years of coaching people from all walks of life, my experience has shown there is one important skill that almost all people share in common which allows them to succeed in their career.

By the way, it's not looks, it's not age, not IQ, education or even ability. Here's a hint, every step you take every move you make towards building an online home based music business will require you to master this skill. Before I reveal what this skill is I have a question for you.

#### Would you agree that in your life or your career you have had times when you may have felt like giving up or calling it quits?

# The Single Most Important Thing You Must Do Before Getting Started

The single most important thing you must do to get started is to remember this. Are you going to quit or are you going to keep trying? If you have setbacks will you make adjustments in your plans? Will you keep trying until you succeed?

If you are willing to keep trying you will be among those who I have helped during my career as a coach that have succeeded. In other words, success and failure will need to become a learning process for you.

If you have a failure or what I call feedback, are you willing to say to yourself, each step I take, each move I make will be used as away to learn from each experience.

In personal development, this term is called taking personal responsibility. The one thing that I have seen in people who are the most successful at pursuing a career is that they take personal responsibility

# Quote from Life Coach Brian Tracy "If it is to be then it is up to me"

## The Single Most Important Thing You Must Do Before Getting Started

One of the keys to mastering personal responsibility is the skill of managing how you think. Many people are often surprised how understanding your thoughts and how you think will help them in the steps towards starting a successful online home based music business.

Let's begin first by examing your thoughts. According to scientist, it is estiminated human beings have as many as 50,000 thoughts a day. Obviously it would be impossible to keep track of every thought you have. Are you aware of some of your thoughts?

If I said to you the word lemon what do you think of? Different people have different meanings of the word lemon there is no right or wrong answer.

One person might think of lemonade the next person thinks of a lemon as the word yellow. I have had someone say to me when they think of lemon they think of tequila.

If I said to you that I am a musician. What do you think? When you think of a musician do you think of someone who is paid to play music in a band?

# Is Your Thinking Getting In The Way Of You Starting Your Own Home Based Music Business?

Recently, I shared my music CD with someone. These were original songs I wrote. I write perform and arrange my own music. I play guitar, bass and piano.

After this person heard my CD, they said Steve your music sounds nice. Are you in a band? I said no, I own my own home based music business.

I am a home based music business career coach. I teach anyone who wants to learn how to make a living in music by working at home. I am also a musician, I create original music that is used in movies, websites, radio and television anywhere there is a need for music like mine.

As I stated, the first step to you getting started at making a living in your own home based music business is you must learn how to manage your thinking.

What are your beliefs about making a living in music from home? What have you been told or taught about making a living in music? For example, my parents told me to find something to fall back on because making a living in music is hard. That's why I earned a bachelors of arts degree in Business Administration.I never gave up on a music career inspite of what I had been told.

## Is Your Thinking Getting In The Way Of You Starting Your Own Home Based Music Business?

I am going to repeat what I said again. One of the key secrets to people who enjoy a successful career in any field is they have learned to take personal responsibility.

Personal responsibility does not mean that whatever you choose to do is going to be easy or that you will be successful right away.

Personal responsibility boils down to understanding at all times of our lives we can decide what we want to or choose to believe or think.

As we close this section what is the most important thing you must do to get started? I asked you are you going to quit or are you going to keep trying? If you have setbacks or what I call feedback will you make adjustments in your plans? Will you keep trying until you succeed?

Are you going to allow your thinking to get in the way of you getting started? Twenty years career coaching people, Here's an example of a common mistake people make in their thinking that prevents them from getting started.

If you think of an idea that can be used to make a living in music from working at home, what will you do? Will you try the idea or will you say it will not work without trying it? Will you say the idea has already been done? Did you know some of the best ideas for starting your own home based music business can be ideas that have already been done by someone. Those are what I call pre- existing ideas.

In this section we are going to discuss how to identify and avoid home based business scams. The tips can be applied to home based music business.

You are aware now in order for you to get started in your own home based music business you must manage your thinking. I am going to talk about how managing your thinking can help you to avoid being scammed. How do you avoid scams?

I personally have been scammed. How do you know who you can trust? As I tell career seekers, one of the first steps towards identifying a scam is to remember your education does not start when you enroll in the class room.

Your education starts the moment you decide you want to start a new career. Your education should never end it should be ongoing.

One of the keys to people who are the most successful in a career they decide to pursue is their education never stops. Even when they are extremely successful they continue to study and learn new things that will enhance the possibility of them being a success.

Over the years, I have tried many things to pursue a music career. I have taken jobs just so that I could focus on some type of music career. I am going to share with you tips and advice to help you to avoid scams.

The information that I am going to be sharing with you can be applied to any type of career that you are pursuing. In this case, that includes starting a home based online music business.

I have been scammed too. I will be sharing with you what I have learned and what I have passed on to other people who I have helped that are pursuing a career.

Whenever clients ask me about what they should do to avoid scams. I provide the following points. As I stated, your education does not begin or end when you decide to start or change careers. It should never end.

Question for you how long did it take you to develop the skills you currently have? You can avoid many scams by just remembering if it sounds too good to be true it could be. Simply stated, use common sense. You can avoid many scams just by being aware of things you already know.

What do I mean by using common sense? You are probably aware of the fact that in order for you to make a living from your own online home based music business you will have to do some work.

Building a successful online home based music business could take time. Many people have day jobs and other activities. *The time it will take is going to be different from one person to the next*.

Back to personal responsibility, I learned the hard way that I could avoid scams when I see or hear an advertisement made by companies that promote their product by saying, 'You can make a lot of money quickly there is no selling.'

Because we live in a fast pace world, people are sometimes looking for quick ways to make money. Be careful of this trap. You can avoid scams by remembering to use common sense.

When it comes to personal responsibility and using common sense, whenever I help someone I ask them, do you have realistic expectations?

Are you really willing to put in whatever amount of time it takes and effort? For example, if you know that a new career you are considering pursuing you may have to learn new skills.

Having realistic expectations means you find out what types of skills you need to succeed? I will be discussing the most important skills you need to succeed in your own home based music business later.

One of the great benefits of a home based music business is you will be learning to do what you enjoy and what you do best. You can team up with someone that is already good at the skills you may not be good at or those that you do not want to do.

Whenever people come to me because they want me to help them with their career, they will sometimes ask me, if I can guarantee that I will be able to help them to succeed?

Getting back to personal responsibility, I ask them are you willing to guarantee that you will keep trying and not give up? Are you willing to keep making adjustments in your plans? In other words, if what you decide to do does not work. Are you willing to keep making adjustments in what you try until you succeed?

The few who are willing to never give up are the ones I have seen who have succeeded. If you are willing to keep trying and not give up then you have a great chance of success.

My personal and professional opinion there is nothing that anyone can say or do that is going to guarantee your success. As career counselor, I have seen more people get scammed for this reason.

Personal responsibility I made up my mind years ago, it was not how long it takes me. I judged my own success on the fact that I am going to keep trying until I succeed.

For example, it took me seven years to earn an Associates degree and a Bachelors Degree. I had to support myself, I worked a couple of jobs I while I attended college.

One of the reasons why I am able to teach anyone who wants to learn how to make living in music by working at home is because of my own determination to find something that would help a lot of people.

A few years ago, a CNN report revealed that as many as 65 percent of people in the United States do not like what they do for a living.

After twenty years of assisting people to pursue a career, many of them have told me they don't like what they do for a living? You can avoid many scams by asking yourself this question. Is the career choice you are considering something you would really enjoy doing?

People who I have seen who are successful in their career are those who enjoy what they are doing. It's been my personal and professional opinion that when you find what you are passionate about it will not seem like work. You can avoid many scams by remembering to find work that you enjoy.

Are you holding on to the belief that work cannot be fun? This is really what starting your own home based music business should be about. It should be about finding something in music that you can do that is fun for you.

Each day I sit at my computer to do what needs to be done to operate my business it does not seem like work to me. In the past, one of the reasons, I got scammed was because what was being presented by the work at home employer was not best suited for my skills and abilities. I did not enjoy what I was doing.

In order for you to start your own online home based music business, it's been my experience people who I have helped are the most successful and happy when they are doing something that they enjoy.

I learned the hard way that if I am going to have to do some work. I would rather it be something that I enjoy doing. I learned that I am less likely to get scammed if I am aware of my own expectations.

Remember what I said about not letting your thinking get in the way of you getting started. Are you holding on to the belief that work cannot be fun?

As we close this section, remember you can avoid many Home Based Business Scams by using common sense. *Last important point about common sense. Trust your gut if you don't feel like you can trust what you are being told then do not do it.* If it sounds to good to be true it could be.

#### Discover How To Find The Home Based Music Business That Is Best Suited For You

At the beginning of this E-course I said the first thing you must do to get started is make up your mind you are going to keep trying until you figure out how to make a living from your own online home based music business.

As a home based music business coach, I will be here to help you along the way. For some people it will be right away for others it could take some time or thought to get started.

In the next two sections, I am going to give you some tips to help you to find the home based music business that is best suited for you. First step take a personal inventory. What are you good at? What are some things you like to do? Write your answers below.



### Discover How To Find The Home Based Music Business That Is Best Suited For You

Additional space to write your answers what are you good at? What are some things you like to do?

Now that you have taken a personal inventory of what you are good at and what you enjoy doing? In this section, let's discuss little known ways anyone can make a living in music by working at home.

One of the little known ways anyone can make a living online in music from home is to learn how to find problems that you can solve.

In one of the previous sections, I asked what do you believe is the most important thing you must do to get started in your own home based music business? We said manage your thinking.

You might be wondering what does managing how you think have to do with little known ways anyone can make living in music from home. There are many ways that just about anyone can make a living in music from home. However, if you have limiting thoughts you may not be able to see examples.

The case study examples that follow are not real people they are being used as examples. The purpose is to help you to see possibilities for anyone who is committed to make a living in music from home.

#### Case example One

Barbara and her husband John both have day jobs that they dislike. They have three kids. They would like to be able to work from home and be able to spend time being able to attend their kids school activities. Both of them would love to be able to quit their day job and work at home in some type of home based music business. They both love music.

When Barbara took a personal inventory of her skills she discovered she is naturally good at tasks that require attention to detail. In her day job, she works as an accounts payable clerk and bookkeeper.

Her husband John works a sales representative. He has been in sales and marketing his entire career. When Barbara and her husband John answered the question what do you like to do? Barbara and her husband John both enjoy the same types of music. Before having kids they use to spend all of their spare time going to concerts.

If they hired me to be their home based music business career coach, I would suggest as a first step towards starting a home based music business is for John and Barbara to first learn the skill of internet marketing.

### **Case One**

Internet marketing allows you to have the skills of building successful online businesses. John has been in sales and marketing his entire career, so it may not take much time for him to develop internet marketing skills.

After learning internet marketing skills, the second step towards starting a home based music business, I would suggest to John and Barbara is to consider starting a home based music business that creates, builds and maintains working bands or solo artist websites.

Have you ever gone somewhere and heard a live band or solo artist that you liked? How can you buy there CD? Would you like to find out when and where they will be performing so that you can attend their shows? How many working bands have websites that need to be maintained and updated? Some bands may not have a website.

This is a home based music business that John and Barbara could operate from their home. Barbara is good at details which would be required to make sure all of the bands information is current and updated. John is good at marketing and sales. His skills can be used to help the bands or solo artist promote their website.

### **Case One**

How many working bands and solo artist all over the country and all over the world need someone to build and maintain their website?

By learning internet marketing skills John and Barbara will have the ability to approach any band or solo artist and say would you like me to show you how to make more money and build your music business?

Remember, I said one of the little known ways anyone can make a living in music online from home is you have to find a problem and solve it.

Have you wondered why so many good solo artists and bands all over the world fail? One of the most common reasons why people fail in the music business is because they neglect to learn business marketing skills. Many musicians become great at the craft and skill of playing their instruments but they neglect to develop their marketing skills.

This is one of the reasons why so many musicians do not or will not make much money. My suggestion, if you are a musician who is reading this and you want to make money you should consider learning internet marketing skills. If you don't want to learn internet marketing skills find someone who knows internet marketing.

#### **Case Two**

Learning internet marketing skills is an example of how anyone can make a living online from a home based music business. Learning internet marketing skills allows you to be able to approach a business and ask them would you like me to show you how you can make money with your business?

If you are unemployed or you know someone who is unemployed tell them to learn internet marketing skills. Internet marketing is the ability to help a businesses grow. Internet marketing is a big field. Some of the areas of internet marketing include email marketing, social media and driving traffic to websites.

### **Case Two**

As a music home based business career coach, Joe told me he does not want to work as a janitor anymore. He wants to be able to make a living from his own home based music business.

Joe took a personal inventory of his skills. One of his hobbies is he enjoys making beats. Joe is into Hip Hop Music. He is excellent at creating his own beats. As a home based music business coach, I asked Joe, did he know that he could get paid for his ability to create his own beats?

In an earlier section, I mentioned find a problem and solve it. I asked Joe did he know that people may be willing to reach into their pockets and pay you for your know how? As I said find a problem that you can solve. This is an example of a problem.

I personally write my own music, I use a drum machine when I record my own music. As a guitar player personally, I would be willing to pay Joe to find out how he create beats so that I could create my own beats for my original music that I write myself.

What is the problem? How many people would be willing to pay Joe to learn how they can create their own beats? I suggested that he start his own home based music business by selling his beats and teaching people how they can create their own beats.

#### **Case Two**

For example, in order to create your own beats, what do you need to get started? What are the steps? What type of computer software do you need to get started? Do you need a computer? How much does it cost to get started? How would someone go about finding the best prices for stuff needed to get started?

I explained to Joe he could create an information product in the form of a CD, MP3 or a digital downloadable audio product. It could be some type of information product that explains how to create your own beats. I suggested that he setup a website so that he could sell his beats.

Having a website to sell his beats and creating a digital information product that shows people how to create beats could allow him to earn extra income while he sleeps. He could possibility be able to quit his job as a janitor and work full time from his own home based music business.

As we close on this section, remember what I said about allowing your thinking to get in the way. Steve, that has already been done by someone. If you research and find out that an idea has already been done. Are you going to quit or give up? Or are you going to say it has already been done? Are you going to ask yourself how can you enhance the idea that has already been done?

Remember what I said each step you take each move you make should become a learning curve. One of the reasons why I started a home based music business was because when I researched online, most of what I saw was related to musicians that teach music lessons online from their home.

The examples I found online were mostly related to how to play some type of musical instrument such as guitar lessons online, or piano lessons online. Teaching you how to start your own home based music business is not a new idea it is just a slightly different approach. If you find that your idea is already being done. Ask yourself how can I slightly change it or do it differently?

### **Case Three**

Mike works as a social worker in the County where he lives. What he earns on his job is just barely enough to pay all of his bills. He has little money left over after his bills are paid. He plays guitar as a hobby. He would like to learn how to earn some part time income from his own home based music business. At some point, he would like to be able to leave his full time job as a social worker and work from home.

As a guitar player, he does not want to be in a band. He would like to make some part time income from his own home based music business some way by using his passion for guitars.

When Mike takes a personal inventory, he discovers he loves to collect information related to guitars books and magazines. He loves to read and write about anything related to guitars.

As a first step towards starting his own home based music business, I suggest to Mike to write articles and submit them online. This would be a way to make a part time income online.

I explained to Mike there are places online that he could get paid to write guitar articles. Since Mike is on a budget, he does not have much money left over after he pays his bills. This would be a low cost way to get started. After he is earning some extra income online writing about his guitar passion, his second step towards starting his own home based music business, I suggested that he could build or start his own blog related to guitars.

#### **Case Four**

Ray took a personal inventory of his skills. He discovered what he is best at. He has been a professional musician for many years. He plays the violin. He has toured all over the world. He is tired of traveling and being on the road. He wants to figure out what he can do for his home based online music business.

I reminded Ray, since he does not want to travel all over the world and play and perform in front of thousands of people any more. I asked him are you forgetting there may be people who would want to play and perform all over the world?

Have you ever considered that there maybe thousands of people who may be willing to pay you to pick your brain to learn what you know? I asked Ray did he know that many ordinary people today are making five, six and seven figure income a year online from home doing just what I am explaining to you.

I suggested to Ray, remember what I said, preexisting ideas can be the best place to find ideas for your own home based music business.

Go online and enroll at a couple of websites that teach music lessons of any kind. You are enrolling to see how they conduct their business online. You want to look for ideas you can use for own home based music business.

#### **Case Four**

I suggested to Ray to use their ideas as a model to start and build his online home based music business. In his case, he would be teaching anyone who is interested on how to make a living as a traveling musician.

For example, what skills do you need to know? Where can you go to learn those skills? Do you need a passport? If so how do you get one? How to find music opportunities? How much money can you make? How long does it take on the average before you find work? Do you need a resume and if so what type of resume is going to get the attention companies or artist that will hire you? How to audition? What do you need to know in order get an audition? How to get the highest paying gigs?

These are just some examples of things that people may be willing to pay Ray for even though he no longer wants to be on the road as a traveling musician.

As we close this section, I was reluctant to use some of the case studies because I did not want some people to read them and say these ideas do not apply to me.

I want to remind you if you did not see yourself in any of these examples, remember what I said about managing your thoughts. Are you letting your thoughts get in the way of you getting started?

This does not mean you cannot make a living from your own home based music business. I will be providing you with many more examples in the future.

### The Key Secret To Starting Your Own Home Based Business For 100.00 or Less

Whenever, I am speaking to audiences about starting a business, I will usually go around the room and ask participants what type of business are you trying to start? When I listen to the answers, many people will tell me ideas that require a large amount of capital to get started.

One of the most common mistakes, I see people make when they are trying to get started is they will sometimes choose a business that requires high capital startup.

It's been my experience many people who want to start a home based music business are working other jobs or have other obligations and have limited amount of time and capital to start.

Some are unemployed, or some are working for low wages. So your question might be how can you get started for less than one hundred dollars?

Before, I reveal the key secret to starting your home base business for less than one hundred dollars. What I am going to share with you is a very common mistake to avoid if you want to succeed at your own home base music business. In fact this applies to starting any type of business.

Marketing is the key success in any business. If you cannot sell your product then your business will not make a profit. With no profit your business cannot operate.

#### The Key Secret To Starting Your Own Home Based Music Business For 100.00 or Less

As a career coach, I see this in just about every business start up. Many people spend a lot of time and effort getting ready to do business. Few people spend time when they first get started trying to figure out how are they going to get their first sale.

As an example, just having a website doesn't mean you will have sales. What are you going to do to get people to your website? What will you do at your website that will generate sales?

Michael Masterson has started many businesses and he has taken them from zero to over hundred million in sales. In his book, Ready Aim and Fire, he states, In order for you to succeed in your business you must first focus on how you are going to get your first sales. You don't ever want to invest a lot of money only to find out nobody will pay you for your business idea.

This is the reason why you want to keep your startup cost as low as possible. This also helps if you do not have much money to start with anyway.

### The Key Secret To Starting Your Own Home Based Music Business For \$100.00 Or Less

In order to start an online home based music business for one hundred dollars or less, one of the key secrets is learning internet marketing skills.

I suggest you start first with a domain name. A domain name is a name used by your business and is based on the product or service you will be offering to your customers. For example, my domain name is home based music business, because I am teaching anyone who wants to how to make a living in music by working at home.

A domain name will usually cost less than ten dollars. I purchased my domain name for nine dollars and ninety five cents. One of the places you can buy domain names from is at <u>www.godaddy.com</u>.

The next thing you will need is a hosting company. A hosting company is an online business that will maintain your website. Hosting company usually cost around fifteen dollars a month. For my host I use host gator, I pay 14.95 a month. Sometimes they offer a special promotion the first month is one dollar.

The next thing you will need is an auto responder this is the company that will host your customer list. Many of the top internet marketing experts recommend a company called Aweber. Aweber is a company that specializes in autoresponders. Autoresponder is a device that allows you to manage your email so that you can communicate to your customers.

### The Key Secret To Starting Your Own Home Based Music Business For \$100.00 Or Less

In internet marketing your customer list is the people who you are solving their problem. Like what I am doing is helping you to start a successful online home based music business.

With your permission, I will be sending you additional information in the near future that will help you to start an online home based music business. I will discuss that in a moment.

- As you can see a Domain name is ten dollars
- Hosting company about fifteen dollars a month
- Auto responder about nineteen dollars a month

Once you get your website idea for starting your own home based music business you will have to find out how you want to drive traffic to your site. There are many low cost and no cost ways to accomplish that can be done for less than one hundred dollars.

As I have stated, the key secret to starting a home based music business for less than one hundred dollars or less is by learning internet marketing skills.

Internet marketing skills is one of the most important skills you must learn in order to start and build a successful online home based music business. As we close, I often ask audiences, what do you think is the most important skill you must master in order to enjoy your life and career. You should know by now is it managing your thinking.

I hope that you have enjoyed this E-course. I have created a weekly newsletter called How Anyone Can Learn How To Make A Living In Music By Working At Home. This weekly newsletter is taken from notes from my personal journal.

Each week, I will send to you information and tips that will help you to start grow and expand your own successful online home based music business?

I wanted to let you know so that you do not delete the email that has subject line How Anyone Can Learn How To Make A Living In Music By Working At Home.

If you do not want to receive the newsletter I will provide you with instructions if you choose to discontinue.

P.S. If you know someone that will benefit from this free Ecourse you received refer them to the website you visited to get this report. <u>www.homebasedmusicbusiness.com</u>

P.S. Do not send a copy of this E-course directly to anyone they will not get the follow up information. In the weekly newsletter how anyone can make a living in music by working at home. Please tell them to go to the website and leave there email address so that they can receive a copy of this report just like you did. website.www.homebasedmusicbusiness.com