

Music Industry Contact Script

STEP 1: Prepare To Reach Out

Before you start reaching out, here are some things you'll want to consider and/or have in place.

- Have Your Fan and Music Contact Collecting System in Place - Need one? [Start here.](#)
- Ask First - When submitting music to a media outlet, ask them how they prefer you send you music before you send it.
- Include Your Website Link - Put the link in your signature for a passive way to promote the website. Do not use it anywhere else until you've got permission outlined in the last bullet point. Then, when you have their permission make sure you have a link to your website and/or specific song so they can check you out.
- Only Send What They Need - If they ask for a mailing, just send a letter, a CD and maybe a business card (any more is a waste and causes clutter).
- Help Them Promote Their Show or Website - Tell your fans and followers about them. If you scratch their back, they are more likely to scratch yours the next time you have something to promote.
- Tell Them It's OK to Play - Can they play your music on their podcast? Can they offer a free download? Ok, then let them know up front. A lot of times it is unclear. If they do not know, they likely won't risk it.

STEP 2: Create Contact Script

Cold email is the best way for indie musicians to reach out to playlists without spending hundreds or thousands of dollars and risk getting next to nothing in return.

I've used it successfully (without sounding the SPAM alerts) in a bunch in other campaigns, such as:

- Booking gigs (dozens of times in the beginning which lead to over 100 shows)
- Getting guest posts (you might be reading this post right now because I reached out to bloggers and music industry peeps)
- Increasing RV sales (Yep, even sold a few campers using this method).

This is something you can do on your own pretty easily. It doesn't take much time and best of all, it doesn't cost hundreds or thousands of dollars.

I'm going to show you exactly how to do this in a minute, but first I have to warn you.

This is not for artists who aren't willing to spend 30 - 60 minutes a few days a week working on promotion. If you aren't willing to put the time in, then stop reading right now.

I'm not saying you should do this forever, and you shouldn't unless you really like doing it. But doing it yourself at first is the best way to ensure you're not getting ripped off because you'll know how it *should* and *should not* be done.

Then, when you get to the point where you can hire someone to do this, you know what to look for and you know the right questions to ask. Bootstrapping business owners have been doing this forever. Before hiring out, they do it themselves.

Here's how it works.

How It Works

Here's a step by step breakdown of what you can do to get your music on Spotify Playlists.

1. Make a list of contacts

Use an Excel spreadsheet, Google Spreadsheet or CRM and start adding names. This will help you keep track of who you did or did not reach out to. It will also be a great place to keep track of who did or didn't add your music and any other notes about the curator. Having that information will be extremely valuable the next time you release a song.

2. Email the contacts one by one

I've received thousands of emails and CDs in the mail from musicians wanting me to listen to their music. I didn't have time to read an email outlining every detail of an artist's career, nor did I care (at least until I heard the music and it was something I liked).

These curators you are reaching out to are no different.

Here are some scripts that will help get your email opened and read.

SUBJECT

"Quick Question"

BODY:

Hello [FIRST NAME],

What is the best way to submit my music for consideration on your playlist?

Jody The Musician

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You Want To Listen To My Music? Click here <http://jodymusic.com>

Why this works. "Quick Question" does two things:

- 1) Evokes curiosity "Hmmm... I wonder what they want"
- 2) Makes a promise... this will be fast.

Then when they open the email, you deliver on your promise by asking one question. You just made it super easy for them and saved them a bunch of time.

Here's another one you could use that might help especially if you have something you can offer them (like your audience).

SUBJECT:

Quick Question

Or

"I want to help you get new listeners..."

"Want help growing your playlist?"

BODY:

Hello [FIRST NAME],

What is the best way to submit my music for consideration on your playlist?

If you think it is a good fit, I'd love to share your playlist with my email list and social followers.

Jody The Musician

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You Want To Listen To My Music? Click here <http://jodymusic.com>

Offering to help them grow their listenership lets them know you aren't all take and no give. It's more of a partnership.

Those scripts will help you stand out because you are evoking curiosity, promising them that you are not going to waste their time and maybe even helping them out.

Get in the habit of sending out a set amount every day. Commit to a certain amount like 10 or 25 for a period of 7 or 30 days.

After a few days it will get faster and easier. It shouldn't take you more than 20-30 minutes per day once you get a system down.

TIMESAVING TIP:

If you use Gmail, there is a feature called "Canned Response". It allows you to save the email as a template so you don't have to write it out every time or copy and paste from somewhere else. To add it just click on "Settings", then "Advanced" and check the box labeled "Canned Response."

BONUS TIP:

You could use a variation of these to send direct messages on Facebook, Twitter or other social sites as well.

3. Follow-up

This is where a lot of people drop the ball. People are busy so they might not have had time to read or reply just yet. Reaching out shows them that you are serious and not just spraying and praying.

There are a couple types of follow-up you need to do:

1. No reply follow-up.

If you haven't heard anything in a couple days, either reply to the previous email or change the subject and try again.

You could probably do this up to 3 times. If there is still no response, cross them off the list and move on.

2. Reply follow-up.

This is the type is the follow-up you do in the future with the curators that replied.

Keep a list of all the curators who replied so that you can stay in contact with them. And I mean ALL of them. Both the curators who played your music and didn't play your music.

That way you can reach out again and again when you release the next song or album.

This makes your outreach easier and easier with each release. It's like pushing the ole' snowball down the hill. After awhile it can really help get maximum exposure for your music in a short period of time which is big for building buzz and drawing attention. Algorithms on search, social media sites and music platforms favor hot, trending content.

I've used this with my music and this blog and it just works.

And don't just reach out when you have something you want promoted. You would be wise to periodically send them ideas for other artists' songs they could add to their playlist or information that might help them in some way (like an article or video). It makes them much more likely to add your songs in the future because you've helped them.

Wrapping It Up

So there you have it. You don't need to pay hundreds of dollars to have someone help you submit music to Spotify Playlist Curators. You just need a few minutes a day and a good plan.

And remember, you don't always have to do this. Just know that doing this yourself at first will help you choose the right services when you have some budget and want to focus on other areas of your career.

Eventually, you get more plays, more buzz and more fans. Plus, you might even make some new friends with people who are just as geeky about music as you are.

Before You Go

If you have any questions or feedback about this process, feel free to [contact me here](#). Always glad to help and you'll be helping me make this Playbook better to help other musicians reading this after you.

Otherwise, check out the following "Resource List" for links to some tools that will help you get the word about you songs every time you have a release.

STEP 3: Rinse And Repeat

Once you've exhausted a list or have decided to start an outreach campaign on other platforms, pick one of the following resources and keep going (get a super fan to help or [hire someone on fiverr](#)).

Here's where you can get more lists of industry contacts.

- [Indie Bible](#)
- [Indie Spotify Bible](#) (Contact info for over 3,000 Spotify playlists)
- [Indie YouTube Bible](#) (Contact info for over 3,400 YouTube playlists)
- [Indie Venue Bible](#) (30,000 venues and festivals in the United States and Canada)
- [Booking Agents Directory](#) (get more gigs with rock-solid contacts)

BONUS STEP: Resource

For a LOT more on how to identify, build and keep your fan base around using the latest and greatest strategies, I highly recommend The Online Musician Course.

It is taught by Leah McHenry. She shows you step by step how she went from \$0 in music sales to \$1000 to \$5000, to \$10,000 and beyond.

[Click Here To Check Out The Online Musician 3.0](#)

I've taken many courses on music marketing and online marketing in general. This is by far the best on Music Marketing (I'm a little jealous I didn't create this to be honest). She takes you

starting from square topics like: like identify your audience and create a brand for music. And leads you to how she gets a steady flow of fans using free and paid traffic sources.