



Custom Song Checklist

To get custom song clients, below are the action steps you should take. To access the links provided, please copy/paste the links in your browser window to view or download the PDF to access links directly.

1) **Purchase a domain name** for your custom songs page or website. I use <http://GoDaddy.com> for <http://CustomSongsByTiamo.com>.

2) **Create a custom songs page or website** including song clips, description of custom songs, testimonials, pricing, and upgrade packages (lyric plaque, live performance of the song, custom music video). View my custom songs website as a reference at <http://CustomSongsByTiamo.com>.

Use <http://SquareSpace.com>, <http://Wix.com>, or <http://Wordpress.org> to design and host your site if you don't have a private web designer. To outsource your web design, hire a web designer through <http://UpWork.com> or <http://Fiverr.com>.

3) If you don't have custom songs to showcase yet, **offer writing a custom song for someone as a gift** (or significant discount) in exchange for an awesome testimonial and referring you to their friends when it's done. By recording it, you'll at least have 1 custom song clip that you can highlight. Otherwise, you can use your current song clips so visitors to your site get a sense of your sound, genre, and talent.

4) **Accept credit card orders** using Paypal, Stripe, or Square. Have a full pay amount and a monthly amount. The full pay amount should be significantly less than the monthly pay to give customers incentive to full pay. For example, full pay could be \$6,997 and the 6-pay could be \$1,333 per month, saving \$1,000 via full pay.

5) Invite your fans to sign up for a free custom song consultation at *all* of your live gigs. Have a table and a sign up form to include their name, phone, and email.

Follow up with your free consultation sign ups *within 48 hours* to schedule the consultation. Use an online calendar where they can view your open days/times and select. I use <http://TimeTrade.com>.

6) Conduct the custom song consultation. Use my custom song consultation script at <https://s3.amazonaws.com/musicpreneur-academy/custom-song-consultation-script.pdf>

Note: I also offer custom songs at a special discounted rate at my live gigs and fans *purchase by the end of the show* to get the discount (I recommend 30%-40% off) and save their spot to be one of the first 3 people to order since there's a limit to the number of clients I will take.

This way, you eventually won't need to use the consultation script. However, I *highly recommended* that you use the free consultation process to start out and eventually, when you become more confident and proficient at selling custom songs from stage, you can take orders at your live shows.

6) Send multiple emails to your fans (at least 3) and post (at least 5) in social media about your custom songs. Be sure to let them know how much your custom songs are, what the discount and discount deadline is (always give people reason to act now) and include a link to your customs songs page or website. You can also invite them to schedule a free consultation with you.

Tip: Letting people know up front how much your custom songs are filters out the people who are not serious about paying what you offer—which saves both of you time. Plus, it increases the perceived value of your service.

The best time to promote your custom songs is before holidays and annual events (Valentine's Day, Mother's Day, Father's Day, Christmas, New Years, high school/college graduations, etc.). Also, people celebrate occasions throughout the year such as birthdays, engagements, anniversaries, retirements, etc.

Tip: When you send emails and post about your custom song offers, make sure to do this *weeks in advance* to give yourself time to write and record the custom songs (especially before holidays).

Refer to my Custom Song Email Templates and Contracts inside “Part Time Musician, Full Time Income” (module 3 and in the resources section)

7) **Invite your fans to become fan affiliates** and receive \$500 per referral. Send them an email (at least 2) and post in social media (at least 4).

Refer to my Custom Song Email Templates and Contracts inside “Part Time Musician, Full Time Income” (module 3 and in the resources section).

8) **Schedule a custom song creation interview** with clients once they order from you using an online calendar like <http://TimeTrade.com>.

9) **Conduct the custom song creation interview**. Use my custom song creation interview script at <https://s3.amazonaws.com/musicpreneur-academy/custom-song-creation-interview-script.pdf>

Use <http://Zoom.us> to conduct and record the interview to reference for songwriting later. You can also use a phone conference line and record the call. I use <http://FreeConferenceCalling.com>.

10) **Send your client these 3 custom song contracts** in Part Time Musician, Full Time Income (module 3 and in the resources section) *before* working on the song:

A) Contract of Nature of Agreement, Copyright, and Royalty Sharing

B) Terms of Creativity Agreement per Independent Contractor

C) Contract of Payment, Terms, and Conditions

11) **Write the song!**

12) **Reveal the song** to your client live via Zoom or Skype! After you perform, ask them if there are any changes they would like.

IMPORTANT: Let your client know the maximum number of song revisions. I recommend no more than 2. Do NOT skip this step! The number of revisions should also be clear in your Terms of Creativity Agreement that you should have already sent them (see step 10).

13) **Perform the final version** of the song for your client live via Zoom or Skype.

14) **Record the song** in the studio!

15) **Let your client know** how the recording is going. Build excitement and anticipation. You can send emails or even video of you in the studio.

16) **Send your client the MP3 and song lyrics!** I use <https://SoundCloud.com> to send an MP3 link. Be sure to have a link to your custom songs website in the description field of the song so that others can view your site.

17) **Deliver any custom song upgrades** they purchased (lyric plaque, live performance of the song, custom music video).

18) **Request a testimonial.** Video is best!

19) **Ask your client** if there is anyone they would like to refer. Let them know that you offer a \$500 referral fee.

20) **Copyright and register the song** with your performance rights organization (ASCAP, BMI, or SESAC) as a writer and a music publisher. If your client will be sharing in the song ownership with you (because you charged them for the song ownership fee), coach them on how to sign up and register the song mentioned above.