Custom Song Consultation Questions

For businesses, couples, and speakers/influencers

For Businesses

TIP: Make this process fun and creative! When you open a call (using zoom, skype, or phone) or an in person meeting with a potential client, be warm, relaxed, and casual rather than going into hyper sales mode. They think it's really cool to be talking directly to the music artist, and the more relaxed and conversational you are, the more excited they'll feel about moving forward with ordering a custom song from you.

Rapport

Before jumping into the consultation questions, you want to build rapport with your potential client with some friendly conversation by asking them things like where they're from, how they found out about you, how long they've been following your music, etc. Then build excitement by setting up the custom song process and briefly saying something like…

I will write and record your custom song in a professional recording studio so that it is a radio quality song. To capture the essence of your song, I have a few questions for you…

Consultation Questions

1) Why do you want to have a custom song for your business?

2) In what ways do you envision using the song (trainings, company events, marketing, branding, advertising, etc.)?

3) In one sentence, what do you want the song to be about?

4) What impact do you hope this song will have on your employees and/or customers?

5) What genre or music artist what you like the song to resemble (Ex: pop, rock, acoustic, hip-hop, etc.)?

6) What tempo do you want the song? (Ex: slow, mid-range, up-tempo)?

7) What do you want the feel or the essence of the song to be (Ex: inspirational, funny, motivational, uplifting, energizing, etc.)?

8) Would you want to turn the song into a music video for social media purposes?

9) Would you want me to perform the song live?

10) Do you have any questions for me about the song creation process?

TIP:
When you ask question #10, their question will almost always be "How much is it"? By them asking this question, this creates a natural transition for you to discuss pricing since you're simply answering their question.

Pricing

Includes:
1) Custom song creation interview on zoom or skype (this is where you interview your client to get song ideas and inspiration). $250
2) Songwriting (melody, instrumentation, lyrics). $3,500
3) 2 song reveal sessions on zoom or skype (this is where your client hears the 1st draft and 2nd draft of the song live). $500.
4) 2 revision opportunities. $750.
5) Pro studio recording (includes producer, sound engineer, studio musicians, recording time, mixing, mastering). $3,000.
6) MP3 and CD of song
7) Song lyrics (PDF document)

Total investment = $7,997

TIP:
Give potential clients a compelling reason to want to hear more rather than just say "so do you want to order the song?" which creates the opportunity for them to say "I'll think about it" which translates into "no thanks". Instead, after telling them the price, say this…

I do have special pricing if you decide to order now. Would you like to hear about it?

TIP: In all my years of doing this, no one has ever answered "no" to this question.

Special Pricing

Continue to say…

You can take all the time you want to think about purchasing your custom song for $7,997 (or enter amount you charge). However, if you decide to order right now, I will give you a $1,000 discount (or enter your discount amount). This discount is only good during this consultation. Would you like to take advantage of the discount?

If they say no to the discount (which means they don't want to purchase it for the full pay amount), then you say…

"Ok, would you like to hear about the monthly payment plan option for greater flexibility?"

TIP:
For monthly payment plans, I recommend that monthly payments add up to a greater total payment amount. This way, they have more incentive to save and pay you in full. They should save at least 20% by paying you in full. I recommend a 6-month payment plan. Rather than $6,997 in full for example, it could be $1,397 for 6 months (that's a total of $8,382, saving the customer 20% at $1,385).

If they say yes to the discount, then you say…

"Great, I'll process your order to include the $1,000 discount. Before I do, would you like to hear about my special custom song upgrades?" Note: Only say this if you plan on offering upgrades.

Upgrade Options:

TIP:
The large majority of the time, people have wanted to hear about my upgrades and they often choose to upgrade. If they don't want to hear about them, just move on to professing their order.

Upgrades include:

1) Song lyric plaque: Your song lyrics forever engraved in an exclusive music industry plaque with the song title, your personal words of dedication, and CD attached. Investment = $497 (or enter amount you charge)

2) Live performance of your song at your live event or celebration (can also be virtual). Investment = $997 (or enter amount you charge). Airfare and hotel paid separately if extended travel is required.

3) Custom music video slide show with your personal pictures and video clips integrated. Investment = $1,497 (or enter amount you charge)

4) Share in song ownership and potential song royalties.

TIP:
Sharing in song ownership is solely based on whether you want to offer co or full ownership of the custom song or not. As indicated in my custom song contract templates inside my course "Part Time Musician, Full Time Income" or as an upgrade to the "Custom Song Success" advanced training (see the Contract of Nature of Agreement, Copyright, and Royalty Sharing and the Contract of Payment, Terms, and Conditions) you own 100% of the song as an independent contractor. However, if you choose to sell the rights to the song, you could charge a fee per 10% ownership of the song (for example, $1,000 per 10%), you could decide that you will

not offer more than 50% ownership, or you could choose not to offer any rights to the song.

If you choose to sell a portion or all the rights of the song, I recommend that you give your custom song clients a clear idea of how song royalties work and the possibility, yet uncertainty, of any royalties coming from the song.

Offering rights to the song is a very personal decision that I am neither advocating for or against doing. It simply serves as another option for greater up-front custom song revenue.

Processing the Order:

When you're done describing each custom song upgrade, ask them if there are any upgrades that they would like to add to the order. If so, include that in the new fee. If not, move forward and process their credit card information during the call with them.

TIP:
Use a payment processor like PayPal, Square, Stripe, DirectPayInc.com, or Authorize.net to take credit card orders over the phone. The payment will instantly be processed through your merchant account.

What's Next

Schedule the song creation interview with them *while they're on the call with you*, not later. Then, send them reminders leading up to the call.

TIP:
Refer to my custom song creation interview script to know what questions to ask them prior to writing and recording the song. This interview script can be found in my course "Part Time Musician, Full Time Income" or as an upgrade to the "Custom Song Success" advanced training.

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For Couples

TIP: Refer to the "Rapport" section at the top of this document.

Consultation Questions

1) Who do you want to have a custom song created for and what do they mean to you?

2) What occasion do you want the custom song for (Ex: wedding, anniversary, engagement, birthday, etc.)?

3) What emotional impact do you hope this song will have on them?

4) In one sentence, what do you want the song to be about?

5) What genre or music artist would you like the song to resemble (Ex: acoustic, pop, rock, soft rock, hip-hop, etc.)?

6) What tempo do you want the song? (Ex: slow, mid-range, up-tempo)?

7) What do you want the feel or the essence of the song to be (Ex: love ballad, funny, romantic, upbeat, etc.)?

8) Would you want to turn the song into a music video for social media purposes?

9) Would you want me to perform the song live at your (insert occasion)?

10) Do you have any questions for me about the song creation process?

TIP:
Follow the pricing advice and structure listed above in the "Pricing" and "Special Pricing" section.

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For Speakers/Influencers

1) What event do you want a custom song created for?

2) Who is your audience?

2) In what ways do you envision using your song (coming out on stage, seminars, webinars, podcasts, marketing, branding, videos, etc.)?

4) In one sentence, what do you want the song to be about?

5) What impact do you hope this song will have on your audience?

6) What genre or music artist what you like the song to resemble (Ex: pop, rock, acoustic, hip-hop, etc.)?

7) What tempo do you want the song? (Ex: slow, mid-range, up-tempo)?

8) What do you want the feel or the essence of the song to be (Ex: inspirational, funny, motivational, uplifting, energizing, etc.)?

9) Would you want to turn the song into a music video for social media purposes?

10) Would you want me to perform the song live?

11) Do you have any questions for me about the song creation process?

TIP: Follow the pricing advice and structure listed above in the "Pricing" and "Special Pricing" section.