



## SELLING YOUR MUSIC (1)

### Making The Selling Process Easy (1)

Ourmusic2u believes in making the purchase of your music quick, easy, enjoyable and repeatable for your fans. The buyer is king so it makes sense for each sale to be fun, painless, simple and personal for them. Most people like spending money, they enjoy buying new things, that's what money was invented for, so don't put up a barrier to that sale. What are some common on-line barriers to Sale? Let's look at 3 barriers for now and a few more in a later brief.

**1, Delay and Dither:-** If it takes too long to buy your music the customer might give up. The beauty of digital sales is that they are fast. Anything that slows down a purchase takes the enjoyment out of the transaction, it dulls the deal. Ourmusic2u is simple, a customer selects a track, clicks, pays & downloads. This works as fast as their broadband or wifi link. There is nothing else in the way to slow down delivery of your music to your fans. You get paid before the download happens, in fact a payment triggers the download.

**2, Over Complicated Sign Ups:-** Many online sales are actually automatically data mining the customer's information, which is used to leverage advertising by the service provider. If a customer gets something for free they become the product. A complicated sign up should be a red flag that somebody wants my data. The savvy and the timid will shy away from that kind of sale. Ourmusic2u has no sign up and does not collect data from customers. The only data the Ourmusic2u host collects is a transaction log in case musicians and their customers have any issues with the system. Our players have been designed to be simple, seamless and friendly, so fans can be confident in buying from them.

**3, Over Complicated Purchase:-** A complex purchase requiring loyalty programmes and vouchers is often used to mine the customer's data. Ourmusic2u customers see the price up front, they know what they have to pay. There are no extras, they can choose tracks by price. You can stratify your track prices at any price you like, and the customer sees those prices, at the same time they are making the decision to buy. In the next brief we will look at: Intrusive Advertising, Ads before Service, and Irrelevant Products.

**"Don't be a casualty of the forgotten"** Join us for a 10 day free trial here: [Free Trial](#) 