



## SELLING YOUR MUSIC (2)

### Making The Selling Process Easy (2)

Following on from our Selling your music (1) Let's look at the next 3 barriers to sales.

**1, Intrusive Advertising:-** Have you ever been to a music download site and found that there are other things for sale? It might not even be music, more than likely it's an advert for music that doesn't even match the genre you love. The intrusive advertising is there because of an algorithm. Ourmusic2u provides you with a stand-alone media player which is dedicated only to your music, there will never be any advertising on your player page from anything other than you. Fans won't be hit by adverts for things they don't want. Non intrusive advertising means you can keep your relationship with your fans strong and personal.

**2, Adverts Before Service:-** Many will be familiar with this scenario. You send a web text from your laptop. You can do it by logging into your mobile phone account. You will have to go through layers of marketing for new phones and new services before drilling down into your webtext page. Recognise this experience? On buying the service the provider is now trying to sell items that may be of no interest to you. Remember adverts come before service in their algorithm chain. Ourmusic2u deals directly with your fans. Your track list is easy to find, your player page opens effortlessly, the fan can hear each full track, (there's an audio watermark to prevent ripping of the track, but that is not downloaded with their purchase). Product and purchase are not clouded by anything else.

**3, Irrelevant Products:-** We've all been there, gone into a discount supermarket for a box of cornflakes and come out with a printer. Next week we might get the laptop to go with it! Irrelevant products are often placed to create anxiety and worry in the customer's mind, the psychology behind it is that we are easily cajoled into buying products "just in case." Adding irrelevant and tempting items to a shop window is an ancient retail trick. I bet Noah was tempted to buy a garden hose when he went into a DIY store for some yacht varnish. "I mean, what if there is a drought?" Irrelevant products can be annoying online. This can often trigger an irate Father Ted response "Feck I'm going somewhere else." Ourmusic2u believes that the only material on your bespoke music player is your music and nothing else.

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