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The Ultimate Guide To Music Publicity

The
ULTIMATE GUIDE
to
MUSIC PUBLICITY



ARIEL HYATT



Synopsis

This musicians guide will teach you everything you need to know about how publicity works in the new music business. It is broken down into 3 parts.

Part 1: Getting Ready For Music PR - Step by Step

Part 2: How to Execute Your Own Music PR Campaign

Part 3: How to Find, Research & Hire a Publicist to Help You

It also covers tour publicity, music blogs and how to secure a premiere.

PART 1 – Getting Ready For Music PR

Chapter 1: Social Media and Publicity are Now Intertwined

Chapter 2: With Music Publicity Comes Great Expectations

Chapter 3: Publicity is a Marathon, Not a Sprint

PART 2 – How To Do Your Own PR

Chapter 1: Planning Your Campaign & Building Your Press Kit

Chapter 2: Preparing Your Press Release

Chapter 3: Researching Music Blogs & Media Outlets

Chapter 4: Preparing Your Targeted Media List

Chapter 5: Sending Media Pitches

Chapter 6: To Premiere or Not to Premiere?

Chapter 7: Getting Tour Press

Chapter 8: Showcasing Your PR Results

Chapter 9: Your Music Publicity Check Sheet

PART 3 – How To Hire A Publicist to Help You

Chapter 1: What A Publicist Does & The Benefits of Hiring One

Chapter 2: What to Expect From a Publicist

Chapter 3: Why Publicity Does NOT Sell Music (and Why This is Okay)

Chapter 4: What to Look For When Hiring a Publicist

Chapter 5: Making Contact with a PR Firm

Chapter 6: Is She Good? How to Do Your Research

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Customer Reviews

I am in the process of releasing a new album and this guide has been extremely helpful. It gives advice on how to shop around for a publicist, shows steps on how to do your own publicity as well as provides an up to date view on the current marketing environment. A must read for bands!

This publication has great information. Ariel Hyatt and her staff are experienced and talented Cyber PR professionals. Smart professionals like this know that it's good business to give your best stuff out free or almost free (like this)! Even though I'm familiar with a lot of these things, my eyes still glaze over as I read it. So, if I was a lot younger and a lot more musically talented I would read this book and think, "Yea, I think I could use their help". Anyway, good stuff.

If you are a new independent artist trying to find your space in the music world, or an experienced musician aiming to make the most of their presence, this book is for you and everyone and their mother. I don't think you can ever read or learn too much about music publicity. As it constantly changes form and effectiveness, I found Ariel Hyatt's perspective incredible obtainable and clear. She simplifies music publicity so that you feel like you actually have some control over your own personal reach as an artist. I have learned so much from Ariel, and this is definitely a great book to have for reference whenever you feel a little lost or stuck in the publicity world.

I have followed Ariel Hyatt's blog and received her newsletter for some time. Here is what I like about this book, as well as her other writings: She is straight-forward and honest in her advice. She has vast PR experience and I appreciate that she has skills in navigating the ever-changing waters of the new music industry. She seems to have empathy for Indie musicians in all stages of their endeavor. I really love the checklist that she includes in this book. When I read things from Ariel I feel re-focused and grounded again on the pathway to betterment in my music.

I've already enjoyed all her online videos, and I've just started going through this guide. Within the first week, I already feel impressed to give a great review of it. The information is accessible, current, and well organized. She has empowered me as a creator. I feel very grateful to have Ariel Hyatt on my life's team! As much as she has the ability to do so, she has shown true care for me

and my success. With the quality and the sincerity she consistently presents, I have a quiet dream of working with her personally in the future.

I've been following Ariel for years as I'm a communications practitioner working in music/arts education, and with people/organisations using music as a tool for social change. Ariel's advice and resources are consistently brilliant, with lots of insider insights, tips and tools. She knows her stuff deeply, but doesn't overwhelm, providing practical, step-by-step guides that demystify PR and communications. So for anyone working in music and wanting to ramp up their profile, this is a no-brainer buy, and a steal at this price.

Ariel has built a strong following in the public relations space for musicians (although I find her advice crosses into many other industries as well). She delivers more than promised in this guide that is an excellent tool for do it yourself artists, singers, songwriters, producers, rappers, bands, and groups. Ariel's easy to understand approach and down to earth style make this book both engaging and helpful. I recommend this affordable and beneficial book to my own followers and clients. --Wendy Day

I read Ariel ' s blog and then purchased her 40 page guide on being your own publisher and it was definitely worth the read.. In this new era of independent labels and artists you to know all aspects of the music business and her book certainly helped shape my focus when working the publishing aspect for the music business.. Two of my artist sincerely thanks her greatly; OPULENT & ELBARAK.THANK YOU KINDLY,JAHI ALI-BEY

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