

# Marketing for Composers

## Listing Your Network Worksheet

Your net worth is determined by your network. For this part of the course you are going to create a database of your current network, and you are going to list the people you *want* to be in your network.

1. Create a spreadsheet in Excel, Numbers, or Google Docs to list out your current network. Reflect on your college and graduate school peers, go through your Facebook and Twitter friends, and anyone else involved in music that you are already connected with.

The database should be searchable by any number of categories. I suggest you have at least the following:

- Name
  - Email
  - Phone
  - Instrument/Voice
  - Ensemble
  - How'd you meet?
  - Notes
2. Commit to reaching out to 3–5 people on this every week by email, social media, or phone. Use the keep-in-touch method of connecting and providing value. The point is to just occasionally add value to that person's life so you will over time be top-of-mind for that individual.
  3. Create a second list of people you would like to have in your network. These individuals may be gatekeepers of a distribution channel, influencers of your audience, performers, directors, venue managers, etc.

If you can find these people on social media begin following their accounts and, if applicable, comment on, share, or like what they are doing. Don't be a stalker and don't start immediately emailing, or direct messaging. Earn their trust over time. The goal is move them from this list to your real network list you created in step one. Focus on providing value to them and solving their problems.