

Marketing for Composers

What Do You Have To Offer? Worksheet

1. To determine the opportunities you will offer your audience answer the following questions:

Your audience is more likely to engage with you and purchase what you have to offer (scores and new music) if they can see a positive return on the money spent. In financial terms this is called a return on investment, or ROI. If they spend several thousand dollars commissioning a new work from you, what do they get in return beyond the score and parts?

- How can you solve your audience's problems? How can you fulfill their wants and needs? How does the service you offer (your niche) help them fulfill their objectives?

2. To determine the benefits of your what you offer your audience answer the following questions:

People purchase products and services because of the benefits it brings to their lives. Think of something as mundane as bathroom cleaner. You bought it because you needed to clean your shower, bathtub, and sink. The benefit the bathroom cleaner offers is a clean, and bacteria free, bathroom. This is different from its features which may include a special scent, attractive packaging, and an ergonomically shaped bottle. When you speak with potential audiences you need to emphasize the benefits, what's in it for them, rather than the features, what it is you actually do and offer.

One of my mentors took this a step further claiming that people purchase something for the benefit of the benefit and it is all unconscious. We make purchasing, relational, and all sorts of decisions every day based on this framework and for the most part we remain unaware of it. For instance, my mentor would claim that the benefit of the benefit in purchasing the bathroom cleaner was to create an environment where you felt safe, healthy, and comfortable—especially because the bathroom is a place where we are often alone, physically exposed, and vulnerable. That is the *true* reason you purchased the bathroom cleaner.

- What are the benefits you can offer our audience? How are these distinguished from the features of what you offer? List as many benefits of the benefits of what you are offering as you can.