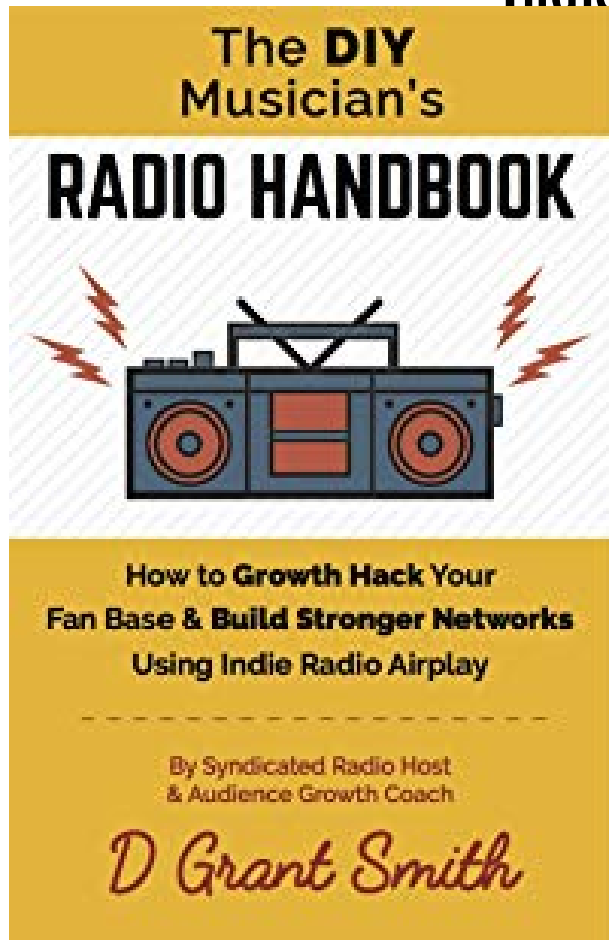


The DIY Musician's Radio Handbook: How To Growth Hack Your Fan Base & Build Stronger Networks Using Indie Radio Airplay



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In the Indie Music world, radio remains one of the best ways for musicians to reach new fans while building stronger connections with their existing audience. While most stations accept submissions from artists, many of these submissions end up more like spam than actual messages that lead to airplay. For the first time, a syndicated radio show host reveals the inside story on what radio is looking for in music submissions from DIY artists, illustrates why targeting specific stations is a big key to getting airplay, and highlights the reality that growth is a matter of relationship building more than simply getting a spin or two on a station. Smith tells his story of how he took his indie music program in a small market in Texas to being heard across the country, walking readers through the process in a step-by-step manner while illustrating what works and what doesn't when contacting media. Learn how to get your music heard on radio stations and build connections with the people who make great radio. You'll also discover the difference between good radio promotion and music marketing companies and those who don't serve artists well, so that when you are ready to hire your music marketing out you can make the best decision. Gain radio airplay and build a strong network of connections using the advice and illustrations presented in this book.