

I hope you enjoyed episode 8 and found it helpful to define your music Niche. I wanted to expand a little more on that to make it even more understandable. Someone used this analogy to me last week and I found it perfect for musicians.

So, let's say you are planning a party. The first thing you're going to do is decide WHEN you are having your party. We can equate that, as musicians, to our show date. Your show date is your party date. Then, we're going to decide WHO are we inviting. You're not inviting just anyone, right? You're inviting your fans, the ones you KNOW are ready to come out and support you and tell everyone they know about the show. Your super fans. The ones who are up front at every show and always sharing your music on social media. You know exactly who I'm talking about. You aren't inviting people that you KNOW won't come, or don't like your music. This is how you need to go about defining your niche. WHO are you inviting to the show? What do these people have in common? This is what's going to help you get down to the nitty gritty of who you are trying to attract when you're trying to reach new fans. I hope this helps you define who you are trying to reach with your music. Like I said before, this is going to help you in the future when you start working with paid advertising. Paid advertising is unavoidable after a certain point. For now, we're just defining this so you have it in your back pocket until you are ready to put money into it. You do not need to be doing paid advertising just yet! Don't worry, we'll cover that in a later episode.

That's all for this week. I want to invite you to check out [facebook.com/rockbition](https://facebook.com/rockbition) for my Facebook page. I've invited my friend, Gordon Firemark, an entertainment lawyer, to join me this week, on Friday, on a Live Broadcast on the page to go over the new Facebook Terms of Service. If you are listening to this the week it comes out, it's coming out on September 9, 2020. The Live Broadcast will be September 11, 2020 at 5:00PM Eastern. You can go to the page and you can find that video. It will also be on here next week.

I'm going to take the audio for that and put that up here for you guys. We're going to go over the new Facebook Terms of service. The update on the new Terms of Service does not really affect musicians per se. But everybody has decided to start reading the Terms of Service and has now found the Music Guidelines. And there is a little bit of controversy on whether this is going into effect on October 1 or not. It is not. These guidelines are not new. But we're going to tear them apart so that you can see if you need to correct anything you're doing on your page. Because doing something wrong and getting dinged for it on your page is going to be problematic if they take your page down over it. And with the political situation the way it is right now in 2020, Facebook is paying more attention to certain posts and you just don't want to get on their radar. The Music Guidelines section is NOT NEW, but has been making the rounds on Facebook posts and we're going to go over those guidelines and exactly what they mean for you and your band! Tune in for that and I will see you guys next week. Thanks, Bye!