



# Music Sense

A Sales and Marketing Engine for  
Independent Artists

**Music Sense** (a.k.a. "*The Music Sense Project*") is a brand new business model which aims to help independent musicians succeed and be financially successful in their careers. As such, Music Sense isn't just a music streaming service like the rest of the industry.

It is completely unique in focus, approach, and application of technology.

Music Sense is a sales and marketing engine, providing custom tools, resources, and education, necessary for business and commerce so they get more traffic, leads and sales.

Built for artists by an artist, Music Sense is a platform designed to empower artists and grant them control of their careers in a way the current industry has failed to do, instead of exploiting artists for profit.

What follows in this presentation is an outline of The Music Sense Project and immediate goals, as well as accomplishments.

Dexter Nelson

Founder/Lead Programmer

**The Music Sense Project**

<http://music.echoingwalls.com>

# My Vision

## The Origin Story

Music Sense was never just some idea. As a musician since childhood (more than 20 years) music has always been a passion, but helping other artists didn't become a personal goal of mine until several years ago.

I was teaching music at the Eubank's Center for Music in Durham, NC, I had just published my first book, *Music for the Simple Man*, as well as published my first classical music score for strings.

What I was doing to promote myself was unique as far as anything the music industry had seen; being an engineer gave me access to Internet marketing long before it became so popular.

Seeing that I was getting uncommon results, many artists came to me asking about the strategies I used.

For many years I relied on the very same strategies, "grinding" to become successful, but it never worked, so I turned to the Internet.

One day another artist came to me and gave me his album. He said he was tired of grinding and was giving up music to go and do something else.

He also said, "*Whatever I can do with this (album), keep it.*"

For nearly my entire life music was my passion and my place of peace. Whenever I need to think or get away from the world, music was that refuge. It was the thing that kept me out of trouble growing up and the thing that allowed me to bring joy into another's life, so watching another artist give up on music was an eye-opener for me.

That was the moment that I realized that I wanted to dedicate my career to helping artists find success in their careers.

## The Idea for Music Sense

The idea for Music Sense itself came after several years of other projects that came and went with the times, from building websites for artists, to running a radio station for independent music.

As the Internet became more and more popular, it became very obvious that there had to be a change in the way business was done.

Selling CDs on corners and getting booked to play gigs was becoming less and less responsive, and on top of that, because people were no longer buying entire albums, but individual songs, the industry itself had changed to compensate.

A million sales as little as 10 years ago meant more than a million dollars in profits. The average album sold for around \$9.00; and today, a million sales, after all fees and dues were paid, was only a few hundred thousand dollars.

And even that became something that only the very top earned.

Then, the industry saw the rise of third party music services, which provided basic services to artists, but the business model was designed around making money from artists, not helping artists succeed.

Artists quickly found themselves bound to contracts, signing away their music rights, and many even winding up in debt over dues to big labels. Third party services were no better.

Artists would sign up for their services, pay them for “upgrades” to their service, do all the work of marketing, only to be faced with companies that took a cut of sales, on top of being paid already, and artists were waiting for those companies to cut them checks – and the more successful an artist became, the more those services cost.

The Music Sense Project came about as a way to restore the order: To give artists back control of their career and ownership of their music, provide tools for them to run a real business, provide education and sales training, and be the support for their career.

No contracts, no signing away rights, they keep 100% of their profit, get paid directly and interact with their audience directly – In other words, they get the freedom over their career that the industry has denied them.

# Introducing Music Sense

## Laying the Foundation

What does it take to run a successful business, and what does it take for an artist to be truly independent?

In a nutshell, to run a successful business and be truly independent, an artist needs to have a platform in place that:

1. Allows them to host their music
2. Make it available to anyone, on any device (traffic)
3. Be able to build lists of prospects (leads)
4. And conduct transaction (sales)

Beyond that, artists must have the technology to be able to carry out marketing and track information essential to their continued success.

In short, they need a platform that facilitates, at its core, the functions necessary to conduct business, manage data, and deliver content.

This is where Music Sense starts – a core set of services that is essential to success.

### **With Music Sense, Artists can:**

- **Build an unlimited list** of email and mobile subscribers.
- **Embed promote and sell their music** from their own site.
- **Broadcast** updates and announcements with one click.
- **Sell offline and on mobile** with built in marketing tools.
- **Launch and track campaigns** with web and QR analytics.
- **Boost sales** on their iTunes, Reverb, CD Baby and other sites.
- **Manage multiple musicians** if they had their own label.
- **Target real listeners**, not just other musicians.
- **Promote Audio & Video**
- And much more...

The tools created for artists are also unlimited.

Unlike other music-based services, Music Sense doesn't increase in cost the more popular an artist becomes. We don't punish artists for being more successful.

Music Sense also offers many advantages that other services can't, or won't offer.

1. When other services are built around recruiting artists, Music Sense targets the public and the open market. After all, what's the point of using a music service, if the majority of people who see it will be other musicians?
2. Our native SEO (search engine optimization) is built to target artist names and song titles – this is what most people search for when buying songs. As a result of focusing on the public and providing built-in SEO, many of Music Sense search engine rankings dominate the search engines.

For example, many searches show up first, on the first page of Google, Bing and others.

https://www.google.com/search?q=southern silk, motions of love

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southern silk, motions of love

Web Shopping Images Videos News More Search tools

About 320,000 results (0.42 seconds)

**Motions of Love by Southern Silk Duo - Music Sense!**  
[music.echoingwalls.com/cgi-bin/msplay.cgi?s=16-66](http://music.echoingwalls.com/cgi-bin/msplay.cgi?s=16-66)  
 You are now listening to **Motions of Love** by **Southern Silk Duo** on Music Sense! Now playing on Music Sense! Listen for free.

**Images for southern silk, motions of love** [Report images](#)



More images for southern silk, motions of love

**An original by Southern Silk Duo - Motions of Love - YouTube**  
[www.youtube.com/watch?v=1Lkb1tbXwiA](http://www.youtube.com/watch?v=1Lkb1tbXwiA)  
 May 15, 2010 - Uploaded by SoutherSilkDuo  
 Written and performed by Tony & Joann Kemp Hello: We are SOUTHERN SILK Duo, "Smoothness from the ...

**Posted a new song: "Motions of Love... - Southern Silk Duo**

In the photo above, with more than 300,000 results, Music Sense search results are beating many other companies including ReverbNation, SoundCloud, iTunes, YouTube and many more.

3. With customers in mind, Music Sense offers cross-platform compatibility so that anyone can share, purchase, download and listen to music without having to install or configure anything.
4. Music Sense also partners with public companies to create opportunities for artists. The goal is to expose musicians to as many opportunities as possible. Music is more than just performing and selling music and t-shirts.

It includes writing musical scores, educating others, it is used in therapy,

and can be found everywhere from movies and television, to commercials and company events. Music is a true commodity, and Music Sense aims to give artists control over their music, and their career in a way that has never been possible.

These are just a few of many advantages that Music Sense offers that the industry cannot.

Here are some more...

- ✓ **Better Exposure:** Music Sense allows others to listen to, buy, and download your music or audio from ANYWHERE, on virtually ANY device, including mobile devices and smart phones.
- ✓ **Sell Direct With No Waiting:** With Music Sense, you can sell your music directly to your customers. There are no middle-men, which means no waiting to get paid! You get paid instantly!
- ✓ **Keep 100% of Sales:** Music Sense is a music-based service, not a profit-based service. We don't take commissions and you keep 100% of your sales!
- ✓ **Do Less Work:** With Music Sense, you simply upload your music and go about your day. There are no complex processes to figure out, or daily tasks to perform. You've got a life!
- ✓ **Free Online Marketing:** No more messing with profiles and promoting endless links that take away from your time and costing you money. Music Sense includes online and local marketing, including SEO.
- ✓ **Freedom From Apps :** With millions of apps out there, people have become weary of fees, hidden costs, advertising, software updates and more. With Music Sense, there is no software to install, no apps to run, or software to download, freeing you and your customers.
- ✓ **No Account Restrictions:** When other services restrict accounts to file limit sizes, bandwidth and more... we don't. Your membership is unrestricted with no upload limits!
- ✓ **Full Mobile Integration:** Music Sense gives you a whole new level of control, by integrating mobile technology with your service. Now you can turn anything into a point of sale or delivery, including flyers and merchandise. Now others can listen to your music, purchase songs, download, and even subscribe with just a simple scan and click!
- ✓ **Subscriptions, Messaging & SMS:** Communication is key, but you don't need to pay for a subscription service. Music Sense includes a powerful subscription service that allows you to send out updates to your email subscribers, and SMS text messages to your automated mobile list.
- ✓ **Unprecedented Protection:** With all of the freedom you get, we understand that from time to time people will have buyer's regret and want a refund. With Music Sense, you don't have to worry. If anyone requests a refund on music... we've got you covered!

# Achievements

## A Few Early Successes

The need for Music Sense in today's industry has yielded some amazing results.

For example:

1. Through a partnership, Shaun Canon first launched his single Live for Music on Music Sense.

Now Playing: Shaun Canon

music.echoingwalls.com/cgi-bin/msplay.cgi?s=25-145

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## LIVE FOR MUSIC (SHAUN CANON)

Now Playing: *Live For Music* by Shaun Canon.  
Genre: *Pop*.

[View All Member Content](#) [Become A Fan](#) [Visit Member Website](#)



[DOWNLOAD](#) Download MP3  
Price: \$ 0.99

SCAN HERE



2. Marlon Asher and Slightly Stoopid launched the acoustic version of their songs "Ganja Farmer" on Music Sense.

Now Playing: Marlon Asher

music.echoingwalls.com/cgi-bin/msplay.cgi?s=41-171

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## GANJA FARMER ACOUSTIC (MARLON ASHER AND SLIGHTLY STOOPID)

**Now Playing:** *Ganja Farmer Acoustic* by Marlon Asher and Slightly Stoopid.  
**Genre:** Reggae.

[View All Member Content](#) [Become A Fan](#) [Visit Member Website](#)



00:00 00:00

[DOWNLOAD](#) Download MP3  
Price: \$ 0.00

3. And when Mesa Leak III launched her "Motions of Love" album, four of the songs on that album, and the namesake was from Music Sense artists, Southern Silk Duo.

Now playing: Southern Silk

music.echoingwalls.com/cgi-bin/music-sense-profile.cgi?mss=16

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## Southern Silk Duo

Welcome to the Southern Silk Duo profile page. Listen, Download and Share!

Visit Southern Silk Duo's Website +Music +Video Become A Fan

**Title:** *Motions Of Love (Mix)*  
**Genre:** *R&B/Soul*  
**Options:** + SHARE

**Title:** *Your Names Not On The List*  
**Genre:** *R&B/Soul*  
**Options:** + SHARE

**Title:** *Motions of Love*  
**Genre:** *R&B/Soul*  
**Options:** + SHARE

**Title:** *I'm In Love With You*  
**Genre:** *R&B/Soul*  
**Options:** + SHARE

Download MP3 Price: \$ 1.00

Download MP3 Price: \$ 0.99

### **These successes weren't accidents.**

Even in a BETA phase and during development, Music Sense has been meeting the needs of more than a dozen independent musicians and artists, hosted music archives for radio stations, and have even provided business services for entrepreneurs and independent marketers.

The tools we design, resources we provide, and education we provide serve one purpose – to help musician succeed, free of the encumbrances of an industry built around exploiting them.

# Business Model

## How We Make Profits without Exploiting Artists

**Music Sense** is built on the premise that independent artists are business owners. It's why the tools are built around giving them complete freedom and autonomy without contracts, and without encroaching on their profits or rights.

But how do we make money if we aren't doing what the industry does?

Like any business, all business owners pay for services that help their business succeed.

This is why Music Sense was built as a sales and marketing engine, not a music streaming service, so instead of having to rely on taking a cut of profits, musicians will be paying for a basic service that increases in price depending on their specific needs.

**Here is a summary:**

## Music Sense Plans and Pricing

Please choose your plan below. There are no contracts and you can cancel at any time.

Music Sense Individual	Music Sense Manager	Music Sense Broadcast	Music Sense Broadcast Plus
Perfect for individual artists, musicians with self-released tracks, beat makers, or anyone with solo content to sell.	Perfect for managers, labels, or anyone who deal with multiple artists, or content from more than one person.	Perfect for radio programs, podcasts, audio bloggers, or anyone distributing audio content in a broadcast format.	Perfect for radio stations and broadcast networks, broadcast syndicates, and anyone managing multiple broadcasts.
<b><u>BENEFITS</u></b>	<b><u>BENEFITS</u></b>	<b><u>BENEFITS</u></b>	<b><u>BENEFITS</u></b>
<ul style="list-style-type: none"> <li>• Digital Distribution</li> <li>• Host Unlimited Music</li> <li>• Set Your Own Prices</li> <li>• Keep 100% of Sales</li> <li>• Sell From Your Site</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Individual Plan Benefits</a></li> <li>• Multi-Management Control Panel</li> <li>• Up To 10 Profiles</li> <li>• Custom Marketing Tools</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Individual Plan Benefits</a></li> <li>• Broadcast Formatting</li> <li>• Archiving &amp; RSS Feed</li> <li>• Custom Broadcast Tools</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Manager Plan Benefits</a></li> <li>• Broadcast Formatting</li> <li>• Archiving &amp; RSS Feed</li> <li>• Custom Broadcast Tools</li> </ul>
<b><u>PRICE</u></b>	<b><u>PRICE</u></b>	<b><u>PRICE</u></b>	<b><u>PRICE</u></b>
<del>\$4.99</del> for the first month; Then <del>\$9.99</del> per month. <b>SPECIAL LIMITED OFFER</b> \$59.95 One Time ONLY (avg. \$4.99 per month)	\$39.99 per month.	\$14.99 per month.	\$69.99 per month.

Taken from the live BETA, service plans start at a basic \$60/per year for individual artists and scale to around \$850 per year.

Prices are set by business type and level of service needed, so an individual artist who's trying to get started or is just running a solo career has access to specific tools to help him succeed.

Whereas a broadcast company who requires much more, will pay a higher price to meet their needs.

**But this is just the beginning...**

Music Sense is, in and of itself, a valuable resource which can be leveraged for profit in other ways, without further expensing members.

With some creativity, we are able to earn profits by:

- Selling affiliate products for commissions
- Providing paid advertising placement on our site
- Providing artist placement in venues
- Selling access information to event promoters
- Hosting our own concerts and events
- Providing 'premium' membership for the public
- And much more

All of these things are currently in the process of being developed and implemented.

For more information on The Music Sense Project, please visit <http://music.echoingwalls.com>, or call (919) 576-9255 and speak with us today.

For copies of our entire business plan (confidentiality agreement required), please make a request through our website.

Dexter Nelson

**Founder and Lead Developer**

The Music Sense Project

<http://music.echoingwalls.com>