Michael Botte's Just One Tip



Welcome to this Month's edition of "Just One Tip", presented by "ON THE MIC WITH MICHAEL BOTTE" in partnership with Sound Foundation Studios, where I post a "TIP" I have learned either through experimentation or from observing others smarter than me!

This week is about **ASKING PEOPLE TO LISTEN TO YOUR MUSIC.**

As I scroll around Facebook, I routinely see folks asking people to listen to their music with a statement just like this: "Hey check out my new single".
And that's it! When I see this, I am sorry but it's a quick PASS!
Why?
Chances are I have NO idea who you are, what kind of music you make, what this song is about, etc...so without ANY information you are asking me to "take action" by clicking around your post to listen to something. Most likely, I must leave whatever platform I am on and go to Spotify, iTunes, etc...
We are all trying to increase our reach, develop new audiences, and get heard so if someone can't take 60 sec to give me a reason to listen, then I probably won't take 60 sec to click around. Help me help you! FYI, if I am already a fan, I will click!

Here is an example post from my release "Soulfully Appreciating":

"Hey family, check out my Beatles inspired pop rock tune "Soulfully Appreciating" which discusses how we must:
• Find our path in life
• Follow it faithfully
• Fill our heart with love
• Feel the DIVINE!

Conceived and written amidst the vibrant tapestry of Rishikesh, India – the Beatles' famed spiritual haven – 'Soulfully Appreciating' reflects the wisdom shared during countless sunset dialogues with local artisans, business owners, holy men, and intrepid travelers."

I was told once to create some posts as if nobody knows you (I am trying to improve as well).