



How to Strategically Use Music in Your Biz Checklist

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How to Strategically Use Music in Your Business

Step 1: Find the Proper Music

Make sure the music you find makes sense with your brand, the feelings, and intentions you want people to have when they experience your brand.

Step 2: Know Why You Want to Include Music

- Music influences your clients thinking, their moods, and their understanding
- Music pulls, influences, and invokes deep emotions
- People are motivated by emotions, not by more information
- You want to have a business that has an emotional pull
- Music makes your brand sticky and memorable
- Music helps with client transformation because it taps into the subconscious mind

How to Strategically Use Music in Your Business continued...

Step 3: Pick Your Strategy

Pick the top three ways you're going to use music in your business

- Music in videos - intros, podcasts, outro's or exits
- Use music in sales videos to influence people's buying decisions Use music in regular videos
- Play music during slideshow videos showing recipes, etc
- Play music during How-To videos
- Use Recorded Guided Meditations as bonuses in programs and as a part of a freebie opt-in
- Music playing during live event
- Have a signature song made to play at live events
- Play music as energy breaks at live events
- Give guided meditation or visualization on a flash drive at live event
- Use during live yoga classes
- Use music during live guided meditations
- Give in a Client Welcome Package
- Create a Sales Page playlist for people to play while browsing (never have it on auto-play though!)
- Create a Spotify Playlist for clients to listen to
- Give CD's as gifts
- Create Custom Meditations for clients



This is just the beginning!

I'd love to help you come up with a customized music strategy, as well as custom music for your brand and products. Click below to set up a time to chat!

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