



BEYOND THE LIVE SHOW:

10 Revenue Stream Ideas for Musicians,
DJs, & Producers





PROMOTE ONLINE MUSIC AND MERCH SALES

- Engage your fans on a regular basis and be sure they're aware that without live gigs they can still get music and merch items from you
- Use [Bandcamp.com](https://bandcamp.com) to sell direct-to-fans your music and merch
- Sell your physical merch and ship it to fans
- Autograph copies of physical albums to make them unique
- Create a limited run of exclusive items that fans would enjoy owning
- Bundle and sell your merch (shirt + autographed CD + sticker + lyric book)
- Promote sales to your email fan list and on your website
- Create a landing page on your website to offer pre-sales for new albums before they are finished



TEACH VIRTUAL MUSIC LESSONS

More and more people are looking to learn an instrument from the comforts of home. There are several ways to deliver live and pre-recorded virtual lessons:

- [FaceTime](#)
- [Zoom](#)
- [Udemy.com](#)
- [Teachable.com](#)

BE A VIRTUAL SESSION MUSICIAN OR PRODUCER

With sites like [Fiverr.com](#) musicians can charge fees to help build the vision of another artist's song idea. You'll need to be able to capture quality recordings of your parts, but you likely already have that equipment.

Producers and beat makers can also check out [Beatstars.com](#) and [Airgigs.com](#).



DO LIVESTREAM MUSIC PERFORMANCES

Invite your followers and email subscribers to a live concert streamed from your home using any number of platforms:

- Facebook Live
- Twitch.com
- Stagelt.com
- Periscope.com
- YouTube Live

As an added bonus, promote your online merchandise and set up a virtual tip jar, similar to what you would do at a live show, using any of the following platforms:

- PayPal.com
- Venmo.com
- Rapid.tips
- SquareUp.com
- GumRoad.com



PRODUCE A NON-MUSIC LIVESTREAM SHOW

Use this as a regular fan engagement opportunity where you can share some behind-the-scenes information about your music or creative process, ask your audience questions, and allow them to ask you questions.

You could have special offers or items to purchase exclusively for live attendees. Plus, it's a great tool to help recruit fans to become monthly paid subscribers to your Patreon page.

BUILD YOUR ONLINE VIDEO/AUDIO CONTENT

Do you have a YouTube channel or podcast that you produce episodes for regularly? Interview people in your genre who are doing interesting things and offering some slots for area businesses to advertise as a sponsor of your channel in exchange for money.

You can also invite viewers and listeners to subscribe to your email list and/or your Patreon page.



FAN CLUB / SUBSCRIPTION SERVICES

PATREON.COM: Allow fans to support your music and brand by subscribing to your page for a monthly fee. In return, you provide exclusive content, behind-scenes access, and perks to reward your patrons for their ongoing financial support.

BEATSTARS.COM: If you're a producer who licenses their tracks, you can set up subscriptions so followers/fans/producers can enjoy unlimited access your tracks for a monthly fee.

REGISTER ALL OF YOUR RECORDED MUSIC

Make sure your songs are registered with your PRO (BMI, ASCAP, etc.) and SoundExchange. Use an admin publisher like Songtrust to help as needed.

While registering your songs to collect royalties may not make you much money, you can't earn anything from your recorded music without registering them.



BRICK AND MORTAR STUDIO

Do you own or run a physical recording studio? Many musicians are still recording and you can likely still book paid studio time, assuming you can safely social distance musicians within your studio.

You might even consider purchasing some quality video equipment and become a space for creators to livestream performances or record video content for their website, YouTube channel, or Patreon page.

GET A CASH ADVANCE TO INVEST IN YOUR MUSIC WITH THE MUSIC FUND

Need an upfront investment for your next project? The Music Fund uses your back catalog songs on Spotify and Apple Music to calculate the funds they can supply you in exchange for a percentage of your streaming royalties for a set period of time.

You keep all your rights to your music and simply split your streaming royalties with The Music Fund and you can use the money however you need to.

The best part? The Music Fund isn't concerned if your royalties don't end up fully recouping the funds they gave you. When the agreement period is over, there is nothing to pay back.

Musicians are frustrated they can't make more money with their music.

With so many tools and "experts" in the market, it can be confusing and overwhelming.

Eleven simplifies the business skills you need to make more money from your music.



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