

## Creating & Monetizing a Livestream Performance Webinar

May 14, 2020

Closed Caption Transcript

We recommend using Ctrl-F (PC) or Command-F (Mac) to search the transcript by keyword.

11:04:14 >> I'm Kris Kautzman. I'm super excited to welcome this amazingly huge growing group of people from across the country to hear about live streaming, to learn some tech, to hear from 2019 City Pages artist of the year, Nur-D, who is going to be our host today. I'm going to open my script now so I don't have to try to remember what it is I need to say.

11:04:42 Today's webinar is part of the series of American Composers Forum, Springboard for the Arts and slam academy, musical support and in some cases maybe new creative ways to get your work done while we're all stuck at home. We have been calling this series stay plugged in and we hope that you find it helpful.

11:05:09 Links to these archived creative development webinars are on our website, American Composers Forum, find the resources tab and you'll see links to all the webinars there. We'll add this one when it's ready. Today will be video recorded and audio transcribed. We'll make links to both of those available when posted on our website.

11:05:30 Please keep your own computer or phone muted during the session to minimize background noise. You can also turn on closed captioning. When Nur-D is ready for questions, we are going to ask you to type them into the chat. It's probably going to be about the last 15 minutes or so so get your questions ready. We'll take questions until the hour

11:05:57 is up. If any of your questions haven't been answered during that time we are going to follow-up with you offline. I'll be back at the very end to wrap things up and remind you about upcoming topics that we're covering, maybe share a link or two, and at this point I'm happy to say take it away, Nur-D, we're happy to have you here!

11:06:02 Hello!

11:06:24 Welcome to this wonderful time we have together. My name is Nur-D and I will be teaching you a little bit about streaming services today. As you can see, I am very knowledgeable. I have a long white coat and my hair is wooly. Some of you might ask yourself, will he be talking like this the entire time?

11:06:29 And the answer is ... perhaps!

11:06:31 Just kidding. Hi!

11:06:50 My name is Nur-D, super nice to have you all here. Thank you. This is cool. I've never done a webinar before. I feel very fortunate to be a part of this. I want to thank Springboard for the Arts and everybody who's involved in this. I'm going to get into it because I know we don't have a crazy amount of time and we have a lot to talk

11:07:03 about. If my mustache and beautiful eyebrows distract you, I apologize. I do have information for you and I'm very excited to share that. Real quick, who am I?

11:07:06 Like I said, my name is Nur-D and what do I do?

11:07:34 I do hip-hop. I have been doing hip-hop music now for about two years. I started doing Rock & Roll in the twin Cs. I have been able to do my music all over the world. It's

been super crazy. I have been Chris crossed across the country. I opened up for Brother Ali and I've done sound set, I was at Pride, the best new bands for 2020.

11:07:59 And as they said before, I was honored with the 2019 spot for best new artist of the year. It was super cool. And just like everybody else, when the Coronavirus hit, a lot of my shows, my in-person shows, were canceled. My first one that really hit me was with the Minnesota united soccer game. When that shutdown, I realized very quickly that

11:08:23 we're in a position that we had never been in before. Large concerts were going to be out for a little bit and we needed to figure out something to do. So I thought of let's do Livestream concerts, just like I'm streaming with you now. A concert, everyone can watch on their devices, at home, on their phones, and we'll still be able to provide

11:08:49 them with some sort of -- wait. I don't want to look at the chat or I'll get distracted. We can do services just like this. It was a fun idea. We set it up. And in the first time, we had over 90 watchers and it only grew from there. The second time was more and the third time was more. Culminating with a wonderful partnered event with

11:09:06 Pacely Park which was called one of the top 12 Livestream concerts of the year so far by Star Tribune, which was really cool. Why should you listen to me as opposed to try to figure out it out on your own?

11:09:29 Well, you can. I figured this out on my own. I would love to be able to share some of the things I've learned and helping you make your Livestream events the best they possibly could be. As we go through, you might have questions, put them in the chat. I have the timer set on my notes so I'll be able to get to questions at the end and be able

11:09:37 to roll through. Hopefully we'll have fun and you'll learn something and enjoy my wonderful get up.

11:09:59 Anyway, the first thing I want to talk about is streaming services. Now if you're going to do a Livestream concert, you're going to want to know what platforms you can do that on easily. Before we get into that, I think it's important to talk about why you're doing what you are doing. Livestream concerts are great, but you want to know if that's

11:10:13 really the best avenue for you. A lot of artists, I don't know if all artists in the chat or maybe just people who like to watch or people who like learning about new things, but you have to ask yourself should I be doing a Livestream concert at all?

11:10:32 A lot of these things are concerts that you would normally be able to put on live and in person but can't because of everything that's going on. If you think that you would be able to pull in a decent amount of people live, then the live concert might be the best option for you. If you're relatively new and you're starting out and don't have

11:10:55 a huge fan base, a Livestream concert can be demoralizing because it's really hard to keep people's attention on the internet. I don't know if you've been on the internet before but it is populated with really cool stuff. I've seen cats do everything from martial arts to skateboarding. You are competing with not only other artists

11:11:12 doing Livestream concerts but also all of Netflix and Hulu and all of things you can possibly do. You want to ask yourself is a concert really the best thing I can do or should I make a video and release it at a time that's good and put some press behind it?

11:11:33 That's something you need to ask yourself. If your answer is yeah, I want to do a Livestream concert, I want to do a performance live but just on a device, that's cool. We are

going to get into streaming services that are going to help you do that. First things first is Instagram. Everyone has Instagram. Most people have Instagram.

11:11:56 It's what I would consider the easiest way to do a Livestream concert without a whole lot of set up. If you have a phone that records video in a decent way, you'll be in a spot well enough to do a Livestream concert. I would suggest when you're doing Instagram, you know a little bit about how Instagram works because it's usually for Livestream  
11:12:19 about an hour's length. If your concert is going to be an hour or more long, Instagram is going to be tough because you might have to lose people and bring them back for the second half. It can be a little iffy. But Instagram is great. It doesn't allow people to see other things that are happening while you're on Instagram,

11:12:40 so it's easy to keep people's attention once you have them. I would suggest having a partner when you do Instagram, like my partner here, DJ Hayes, when we did our Livestream concerts, we had someone holding the camera like this and we were in front of it so we didn't have to worry about what was going on in the chat and people could call people  
11:13:01 out. It was super easy. As far as audio was concerned, however, you're going to need an OBS-system in order to run your audio outside of anything other than just your phone. DJ Hayes, you were saying the OBS you would run through the laptop, correct?

11:13:14 >> Yeah, it's free. It's the standard software that people use to stream on twitch. So you would download it free and use it with any streaming platform.

11:13:31 >> So it is something you can do, it just requires a little bit more set up. If you don't have a laptop or laptop that can run the OBS system, you can use it for Livestream right on your phone. I'm sorry if this is a lot of basic information. I didn't know who was going to be here today.

11:13:54 YouTube is another wonderful way to do a Livestreaming concert. You can stream it live on your YouTube channel. It's great. It's my second favorite one. The two things I would say: Length doesn't matter. You can go as long as you want on YouTube. The one thing is YouTube has a lot of distractions. The whole point of YouTube is designed

11:14:17 to click on the next video, click on the next video, click on the next video. Retention could be something you have a problem with. I would be careful with that. The second thing is that YouTube tracks music. So let's say you're a hip-hop artist and rap over industry beats or let's say you're a well-known artist and you have some music on

11:14:45 iTunes and Spotify or Google Play or desser or whatever. You might end up getting your video flagged for using music that is yours because YouTube is checking to make sure people don't use other people's music on events. So that's something you might have to work on. When you're a local artist such as myself or in that same vein of things,

11:15:09 no one's able to say that's rean a's song. They are going to flag it because it sounds similar. It's a similar problem with Facebook. Streaming on Facebook is great. It's super easy to do. You can go live from a page or from your personal will page. Either one works. You'll still have a little bit of problem with retention because people

11:15:33 tend to click away from Facebook stuff. However, again, Facebook is even more strict than YouTube about flagging music that doesn't belong to people. Just be aware that your video might be shutdown should you be using a song that's either on iTunes or a song that might already have somebody else's name attached to it. The last three that I'm

11:15:54 going to talk about for streaming services are Twitter, Twitch, and Vimeo live. I don't know if Twitter is the better platform for it. I would suggest stepping away from Twitter, but you can do it. Twitch is fantastic for streaming!

11:16:18 It really is. Mostly it's used for gaming streaming so people who stream video games on their channels, there are other avenues for it. The one thing I would say about Twitch, even though there's a the in streaming service, the whole concept is keeping people on the screen, being able to contact them. It's a brand new system for a lot of people.

11:16:40 Most people aren't on twitch. If you're holding a music concert for people not on twitch, you're going to be asking them to learn a whole new system and perhaps create a whole new account to watch you on there. It's something to think about as far as getting people to actually do and watch your show. Vimeo live is the last one I would suggest.

11:17:09 Its processing is way better. A lot of music videos are used on that, being able to run an audio system on Vimeo live to run a concert would be great except no one really uses Vimeo. You would be in a situation where people would be like what, what is this, and it might be hard to maintain.

11:17:31 The next thing I want to talk about is set up for an actual concert. The first and foremost thing and this might be a little tough to hear but setups cost money. Doing a Livestream concert is going to cost a little bit of money a couple times to get the things you want to have. Especially if you want it to look and sound nice, you'll have to

11:17:48 spend a little bit of money to make that happen. If you want to do something quick and cheap and easy, Instagram on your phone, you can do that as long as you have a cell phone. I'm assuming that most people watching this right now at least have a laptop, so it increases your range of what you're able to do with your laptop. But the first

11:18:23 thing you want to do after you have a laptop is get a microphone. This is my pretty admittedly crappy Blue Snowball microphone. It plugs from USB into your computer. That Blue Snowball microphone, I recorded my whole track on that microphone as well as insert [Away from mic] here on that microphone. It's going to be demonstrably

11:18:49 better than the laptop. The laptop doesn't have the range to catch all the music by itself. It's not built that way. It was built to have a conversation like this, like me and you, me being this close to the screen and talking to you, not with music, not with instrument. It wasn't designed to pick that stuff up so it will peek out really bad

11:19:14 and you'll miss a lot of the tone. It's not worth it to make a first Livestream concert because a lot of times your first is the first impression. So you want to make sure you set a good impression. Here is a Sure microphone. This is 80 bucks new. This is better than the microphone you would use off your laptop. Buying a microphone for

11:19:40 your Livestream is very, very important because it's going to set you apart from the rest of your peers when you're making music. Also you need a mixing board. I can't show that without moving my laptop. Even a small one will help to be able to control the levels of your audio because it's super important to have audio that's crisp and clear

11:20:00 or at the very least audio that people won't be struggling to hear you with. I think that's super important and a mixing board costs a little bit of money if you're going to try to save up to do that, that's fine. I know money is tight for a lot of people but it is an investment in future Livestreaming opportunities and it's something that you

11:20:23 might want to do. The next thing I want to talk about also is lighting. As you may be able to see from my beautiful skin, I have been blessed with melanin. That requires a lot of light in order to be seen clearly throughout the entire time. We have plenty of lights in this room, but even in this room right now, it's still a little dark.

11:20:45 You're going to want to make sure you control the lights around your stream to make it seem better for you. We have a ring light currently that is on my laptop as well as a flashlight, two industrial flashlights both shining up at the sky and at the computer to give me a little bit more light. A quick and easy fix if you're doing something directly

11:21:10 on the phone or doing something that's closer to it, this is a ring light that's four dollars at Target. Buying something like this to be able to increase the light on your face is immensely helpful so people can see you while you're doing your performances. This has three settings, super easy to do, it clips right over your phone if you want

11:21:17 to do a selfie version or you can put it this way and you'll have a little bit of light on whatever subject you are checking out.

11:21:39 Lights are super important because visually you want your concert to be interesting. You want people who are scrolling by or willing to share it to capture people's attention and if it's dark and you can't see what's going on, that is going to be a little bit of a problem. Next thing is decoration!

11:21:40 Decoration!

11:22:01 This is a pretty standard decoration. We have a sign, we have lights, video games, it's not fancy. But you want to show you put a little effort into your Livestream concept. There's a lot of fun about just being in someone's apartment building, just in someone's room and having them play music and stuff and that's fine and you can do

11:22:25 that. If you're trying to put on a full-fledged concert, you have to remember where we came from. We had lights, we had a stage, roving LED shooting direct waves into our brains. We're competing with that and we want to be able to at least give people an idea that this is an event that they are going to want to experience. That doesn't change

11:22:48 just because you're doing it from your living room. So taking a little bit of time to do something, even if it's just a little sign, even if putting some stuff up in the background, making it visually interesting, maybe putting on a beautiful d disguise, it will be something to enjoy the music.

11:23:12 The last for set up is promotion. You need to be promoting your Livestreams. I've know seen so many young artists going live. Or they say I'm going live and they wonder why no one is watching or looking. You need to treat a live concert as if it was a concert you were setting up for people. Tell them about it weeks in advance. Let people

11:23:35 know you're going to do it. Tell people. Make a little poster for it. Do all the things that you would do for a normal concert. That way people are going to set time aside from the day or night and listen to you. It's just like a television program coming out. They do heaps and heaps of promotion for people to sit in front of

11:23:59 the screen and watch it. You need to do the same thing. If you've seen a commercial for the Bachelor, you know what I'm talking about. It's a multimedia event and you need to use multiple forms of media in order to promote it. When we talk about performance itself, there's a couple of things that I see a lot of times for other artists that

11:24:23 are doing these Livestream concerts that could use a little bit of help. And that's where my last little bits of expertise come in. Personal appearance is a big point. A lot of people who are doing Livestream concerts are just wearing whatever they had on and just kind of we're all kind of a little bit more grubby than we would like

11:24:47 to be with being stuck at home, but making sure you take the time to look nice. Put on a concert outfit. Take the time to have yourself be interesting. Because, again, we're now entering into a visual media. Your audio quality is what's going to keep people on your stream, but your visual quality is what's going to get people to listen to

11:25:06 you in the first place. You want people to be able to scroll by and be like oh, what is that, that looks interesting, and click on it. Then they will be able to hear the music you're making and hear the stuff you're doing and it's going to capture them. But looking like you're something to be watched, something interesting, something different

11:25:33 that they haven't seen before, is a big part of that. I don't want anyone to think that it's all like it's all about what you look like, but it is important that you have a certain sense of presentation about yourself. Second, make sure you have a clean space, make sure your space doesn't have wrappers up to the sky and you don't have dirty

11:25:53 laundry or whatever and you're in another space. Make sure you set the space up to look professional because it's a concert. People can go on YouTube and watch a concert by somebody else right now and it would look like a professional concert. You want to make your space look, at the very least, like a place they would like to sit down and

11:25:58 enjoy. Let me think of a couple more things here.

11:26:23 Also, engage with the audience. Currently I'm not doing a whole lot of that because I have a bunch of stuff to get through but this is kind of like a lecture, which is why I'm using -- oh, my fake pipe. I'm using my lecture voice, like this, ha ha. You want to engage with the audience. You want to be able to take full advantage of this

11:26:47 medium. Right now, even as we talk, I see people right down here on my chat that are asking questions. If you're doing a show or a concert or a Livestream concert, you're able to see what people are saying in semi-realtime. I know there's usually a bit of a lag on everything. But in semi-realtime you're able to see questions and comments

11:27:07 they're making and general the whole vibe of the space. You're going to want to engage with that audience. That's what separates a Livestream concert from a video of a concert that's already happened. The ability to interact with the audience like you would if you were at a concert show. Instagram is a great way to do this, like I was saying

11:27:28 before. Instagram doesn't pay anything to say this. Instagram is a great way to do it because all of that is right on your phone. You can read it. If you're doing a selfie video, you can see it as you're recording. Or if someone is filming you, they're able to see it as it goes down and you'll have the opportunity to interact with the people

11:27:45 who are watching you. And that's important because it keeps them engaged. It keeps them from clicking away from something else. To be able to talk to them and engage with their questions or comments, it allows them to want to make more questions and comments. And they get excited when they're being mentioned. When I'm watching a Livestream

11:28:01 concert and I say something and I hear someone say, hey, that guy. I also like that. You can get closer to your audience in a Livestream concert than often you can do in a concert outside of that.

11:28:04 >> People are way more invested in something they're involved in.

11:28:26 >> That is very true. The more you can help your audience feel involved in your performance, the more it's going to help you in your concerts in general. Also, content. This is a big thing. I'm going to go back to the point I made when we started this conversation or when I started this lecture. You gotta want to make sure you know why you

11:28:47 are doing what you are doing and what you are bringing to the table and if that is a Livestream concert. Right now content is king. Consistency is king, content is queen. You want to make sure that the music or art or whatever you're bringing to the stage is something that people are going to want to listen to. If you have a fan base right

11:29:09 now and you know you have a fan base and they're pretty loyal, it might not be so hard to do, hey, I'm putting on a concert, I know you enjoy my concerts when I'm in person, you'll enjoy this concert when you're on your phone. It will be just as fun. But you want to give them something worth listening to, something interesting, something different.

11:29:31 Play your songs maybe a little bit differently than you would every other time you do it. Maybe add a little bit of information about what the song means to you or how it has changed over the course of having to do the stay at home order stuff. Taking the time to make that content interesting, impactful and important is going to be very

11:29:53 helpful for you as you continue on making music. Lastly, about the content thing, I would stress, I would stress, I would stress, if you don't think that you could do a concert live with people in the room, maybe try and do videos and put them out weekly as opposed to trying to do a live concert. Not that you can't, just that you don't want

11:30:21 to feel demoralized. I started a twitch channel where we play video games with my roommate and we laugh and I think on average we have five people watching. We are not doing a whole lot. It's just for fun. If it's just for fun, that's fine. Super cool. Do that. If you're looking to create a monetary gain, you

11:30:51 want to make sure you're doing what's the best thing for you. And speaking of monetary gain, because we have my last point, monetization. I know that's what a lot of people are wanting to know about. To give you an example. Our Livestream concerts have raised over \$4,000 for Minnesota artists throughout the state here. It has been amazing!

11:30:58 And a lot of live concerts don't make that kind of money. So it's a very interesting thing. How can you continue to do that?

11:31:22 There is an old world model and a passive income model that I can talk to you about. And I'm going to talk to you about both so you might be able to see which is best for you, but some only work on some devices and so on and so forth. So the old world model. In the time before, before we entered mad max world, what people would do is see a show

11:31:45 they like, buy a ticket at the box office or online beforehand, and that would give them entrance into the concert which they would enjoy the content. You can still do shows that way. It's just on a different platform. Right now we're all using Zoom. I believe, I deduce we're all using Zoom right now. And in a lot of ways, Zooms require

11:32:08 a meeting ID and password. If you have an email list to a fan group or fan page or any type of way to engage your fans about a concert coming up, you can set up a concert

saying I'll have a Livestream concert here on Zoom, and if you would like to see it, you can pay me either through your PayPal, Venmo or cash app or whatever you're going  
11:32:33 to use and we'll talk about those in a second, and I'll give you the streaming code and password to join the Zoom and watch the concert. That's an easy old world model of monetizing your stream. It's just like a concert. Zoom is fine. You only got 40 minutes unless you pay for it so you want to make sure that your content is able to have  
11:32:53 check in, performing and saying good bye to everybody in the time frame so you don't get kicked off, but it's a way to be able to get money just like you would when you did a concert before. I know for a lot of people that's not what the case is. It's not the case for me so I go with a passive income model. What I use for my passive income  
11:33:17 model is what is called Venmo. I know most of you know Venmo, a lot of people have it, a lot of people have PayPal and things of that nature. When we were raising money through our Livestream concerts, we used Venmo. We told people, hey, make sure you check over to Venmo, send us something, whatever you can do helps, and we were able to raise  
11:33:46 money that way. Having a Venmo for your artist account or just for yourself is almost imperative. You can have PayPal and cash app, and they're fine, in my experience Venmo has been the easiest and the without problem transition for me to do. People seem more likely to be able to give to a Venmo because for whatever reason it's become  
11:34:06 synonymous with a more professional attitude than cash app is. That's something to do. PayPal is the same way. It's owned by the same company, mind you, but PayPal requires you to have to log off, go to PayPal, put this email address in, put whatever money you want. It's a little bit more steps and you want to be able to eliminate  
11:34:18 as many steps as possible. Which leads me to saying about embedding monetization inside your videos. Both Facebook and what was the other one that does it?  
11:34:21 >> I think Facebook might be the only one that does it.  
11:34:42 >> Facebook allows you to attach your Venmo account to your Livestream, as long as you have your phone number, it's the same thing, you go to Facebook settings and attach your Venmo to your Livestream so people don't have to exit out of your Livestream in order to donate money from the comments of your Livestream. It's one of the reasons I love  
11:35:03 Facebook Live for streaming videos. You could get taken down for playing your own music, but if you can hold off for a little bit, that is an easy way for people to donate money directly to you or whatever cause you're raising money for without having to leave the stream to do it. Every time you ask someone to wade into the internet to do something  
11:35:18 for you, there's a chance you'll lose them forever because the internet is a wild wild west of content and the longer you can keep them within your grasp, the less likely they are to click away and never return.  
11:35:42 So monetizing that way. Another way to monetize which I think is super helpful, if you're an artist with a back catalog, let's say you have an album you haven't released or you have photos you haven't posted or content you haven't given to people, one of the best ways to receive passive income is to set up a fan subscription service. The best  
11:36:15 one that I know of is PATREON. It's not like Kickstarter or group me. It allows people to subscribe to you like Netflix or Hulu for extra content usually for whatever you want



to put. On my PATREON, people can get information before other people and it happens on a continuous basis. If you plug your PATREON as your main source, people  
11:36:43 have to sign out of your mainstream, but once they do, you can give them updates, they will give you monetary compensation and you can do tiers. If you have a lot of backlog content and don't have a lot of venues in which to share it or opportunities to do it live or you have a lot of merchandise that you have to get rid of, there's a way to  
11:37:05 get people on board with you financially monetizing your concerts that way. Those are the old world model of selling basically tickets to your Livestream or creating places where people can donate or send money for the Livestream. Both of those ways work. The ways that I've seen it work most effectively is to simply remind people that this  
11:37:28 content is worth paying for and if you enjoyed what you have seen or heard, to just go to this place and donate or to give money. And if you have a basic donation, you could put it right there in the description of your thing and people will not forget. We live in an unprecedented time for something like that. Monetization of a Livestream  
11:37:53 is not always easy. Even with Paisley Park, I'm like how are we going to make sure that we get people to the right place. Which brings me back to decorations. If you put where you want people to go on a sign or shirt or on something they can see visually, regardless of when they come into your conversation, you'll be able to see what they  
11:38:17 -- they will be able to see what your primary mode of financial compensation is and it's going to help you a lot in the long run. The last thing I want to talk about before I jump over to a little bit of Q&A, because I know we have a lot of questions, it's funny because when I put my phone in my pocket it doesn't recognize me because of my brilliant  
11:38:39 disguise. It's maintaining followers after a Livestream. I want to talk about that a little bit because I think it's important to talk about. So when you do a Livestream concert, you're going to have people that may not follow you joining in on this concert or whatever installation you're doing. It's important to make sure that you  
11:38:57 constantly have, either in your name description as you can see my handle in my name description, an easy way for people to find you throughout your entire performance, whether in your name description, whether in the decorations in the background, and following up with those people as you go along.  
11:39:20 Livestream concerts is a great way for the fans that you have to introduce you to other friends and family of theirs. So you want to make sure that you're accessible as quickly as you can. If you have a partner to help you in what you are doing, having them post in the comments regularly, I usually say if you're doing an hour concert, every 15  
11:39:44 minutes posting, hey, come check out Nur-D at blank, that sort of thing is helpful because anytime someone comes in, they will be able to see the links to all of your information that way and be able to find you. Emailing lists are great. It's a quick way to do that. If you have a website, you can create a  
11:40:06 place for people to get email lists. PATREON is another way to do that because as they subscribe to you you'll be able to contact them and send them to the places you want to send them to and they will be able to help you grow your brand. Live concerts are a great way to grow brand and I don't want people to feel discouraged if there's not  
11:40:35 a lot of people on at the same time. Just give people an opportunity to find you afterwards. Like me, all the places you can find me at are @Nur-D rocks. It's really simple,

really easy to find. And if you put it in right now. On my computer, I'm pointing at a little version of me who's also pointing at nothing. But up top there,

11:41:04 it says Nur-D@NURDROCKS. Promotion is a good way to do that and getting people to come back. And at the end, leaving them at the end of the concert with something else you're planning to do. Never let the concert be the finale of what you are doing. It should be this is a great concert and make sure you check back on my Facebook, check back

11:41:27 on my Instagram, check back on my Twitter because we're going to be doing something special from everyone who was here there. You want to make a chain of events for all of your things. When you're done here, you say make sure you tune in at this time here because it's something that only the people here are going to be able to understand or

11:41:51 experience. For me right now, let's say, this has been a wonderful time, we've talked, we've had a great time. DJ Hayes has been handsome in the background. I've worn this lab coat that makes me seem much more smart. I lost it. Much more intelligent than I really am. And if you want to tune in and hear more and hear more music from me,

11:42:13 all you have to do is tune into the current this Saturday where we are going to be performing our songs just like we would and using all the things I told you we're using for the current live and local series. It's going to be a lot of fun. What you want to do when you're making a video or Livestream concert, you want to chain your video you're

11:42:26 doing now to an event you're having in the future so it continues to grow. You keep doing that over and over and over again. You never want your live concert to be bye, good night, everybody.

11:42:48 >> Which doubles back to the quality. If you are able to obtain the equipment you need or already have equipment you need to use a third-party streaming software like OBS, there's a studio section on there where you can place text on the screen of your stream. You can have a social media tag and link so it's always there and you can keep bringing

11:42:51 it up and people see it the whole time.

11:43:11 >> Facebook Live allows you to do that as well with your comments and sticker. If you have a regular camera with the capture card it allows you to do that too. Those things cost money and if you're trying to do it on the cheap, the best thing to do is make sure you have it on the handle and title of your video and make sure you're constantly

11:43:32 posting it in the comments or whatever chat version you're doing. With that being said, I don't want to take up all the time because I do want to answer specific questions. I saw some technical spec questions off the corner of my eye. I don't want to miss out on those or anything in particular that people have questions for.

11:43:45 We have now entered into the Q&A portion of this exercise. I know I was going to have either Kris or Andy help me with that.

11:43:58 >> This is the voice of Andy Sturdevant, the ghostly voice. There are questions that have come over by email and the chat. Kris and I will try to get to most of them.

11:44:00 >> Wonderful.

11:44:05 >> Maybe we'll do some of the less technical questions first and move on to technical questions.

11:44:20 >> Kris: Andy, that will work well because I want to give everybody a link to a tech support that happens every Friday.

11:44:32 >> With the streaming services, have you had any luck kind of streaming on multiple platforms at the same time, like YouTube and Facebook or how has that experience been for you?

11:44:57 >> We did that one time and that was Facebook Live and YouTube, I believe. And I would suggest not doing that. And the reason why I would suggest not doing that is, A, there's more things to go wrong. You have to watch two screens and two streams the entire time, both of which don't have the same algorithm of taking stuff down. Let's say you're 11:45:14 playing a song on YouTube and let's say YouTube doesn't flag it and you're watching Facebook at the time. -- I suggest for ease of promotion that you keep it on one site and one place.

11:45:31 >> When we did that, we were in a studio, which there was equipment there for us to use that had way higher processing power than the normal laptop or phone. If you try to do that with like the average laptop or phone, it's not going to turn out well at all.

11:45:45 >> I would suggest putting your eggs in one basket and streaming on one site specifically and focusing your entire increasing on that as opposed to doing multiple at the same time. You can. It's just going to cause more headache for you.

11:46:08 >> The majority of people here are musicians but there are some folks from performing arts organizations and venues. Maybe your Paisley Park experience would be a good one. But in terms of partnering with a venue or in terms of partnering with a performing arts association as a visual artist, do you have any insights how that will work?

11:46:30 >> Yes. I can talk a little bit about that. The first thing you want to do is make sure you have a quality product. Just like any other version of being attached to a music entity, you want to make sure you have a quality product. So all the things I was talking about before about making sure it looks nice and different, making sure you look

11:46:50 nice and different, that's all very important in order to try to get connected with a group, an organization, to do more stuff. Promotion is also key. Making sure you're going out there and letting people know more in advance what you are doing because it seems legitimate. Just somebody in their living room playing the guitar,

11:47:02 you could be super, super great, but if the organization that doesn't believe that they're also going to get a boost from you being on their platform, they're going to pick someone else.

11:47:27 And then the next thing I would say as far as once you have all that, you feel confident in what you are bringing, the best way to go about it, for me and Paisley Park, it was as easy as we were doing our shows, we were promoting it like a world tour. And after we had two successful shows under our belt, Paisley Park reached out to us. We were

11:47:51 like oh, that's cool. With things like The Current, let's say you don't want to have it at your apartment, you want it at your studio space, you want to put together I want to say a proposal. You want to write it down. You want to explain what you are doing, what you are going to need, what the benefit is for doing it, and what the essential

11:48:13 return would be on doing that. Get your numbers together. I have this many followers here, I have this many followers here. The last time I did a Livestream concert or live thing, this is how many viewers I got, this is how many I expect to get and this is why I think we would make a great partnership. Once you do that, not only are you showing

11:48:26 initiative but a lot of organizations are looking for something to do right now. If you can provide them with something that even seems reasonable, chances are you'll have a better chance to partner with a bigger entity than you would on your own.

11:48:44 >> That's the part that's not so different now than it was before. If you want to get booked at a venue, there has to be something you do that sets you apart from everybody else. For us, we went out of our way to do the sound quality.

11:48:56 >> That's what we focused on. That's what I think other people should focus on as well. And make sure you have it recorded so you can show them an sample of what you're doing.

11:49:18 >> Thank you. One more question sort of related to that. This came in the comments. In terms of doing the marketing for what you described as the passive income model, a lot of that is dependent on the viewers and they have to take action. When you're doing the marketing and initial outreach, what information are you including that gives people 11:49:28 the opportunity to pay. Is it the kind of thing that you let them know they will receive a code when they sign up or do you point them straight to a Venmo or PayPal link?

11:49:47 >> I always point them straight to a Venmo or PayPal link. It's the easiest way for people to give you money even if they don't listen to the concert. You want that information out there as much as you can so people can see it.

11:50:11 Hey, look, they have a Venmo, they have a PayPal, chances of them to give you money is higher if you show it right there on your promotional material. Just like when you're making a concert event or concert in the before foretime. They would put the price of the concert right on the poster. This is how much it would cost. Put your Venmo in 11:50:34 that same spot. Put your PayPal in that same spot. Cash app, again, in that same spot. You're able to show them this is something that is worth monetary compensation. You don't want to be afraid to tell people, hey, you could give me money. Even suggested donation five dollars Venmo is just like buying a ticket. People don't have

11:50:57 to do it, but they will do it if they know how to get there. You want to provide all the opportunities you possibly can to get them where you need to go. If you're going to do the old model where you're selling stream codes or selling a screen or going to go live secretly on a dummy account which we didn't talk about. Make sure

11:51:02 you have an account that nobody knows about that you can use to test your Livestream before you go live.

11:51:03 >> Every time.

11:51:05 >> Every time. Every single time.

11:51:07 >> We did it today.

11:51:32 >> Make a fake account with fake information and you send the Livestream to that account and you watch it. You go into another room and talk and make adjustments. You don't want to forget to do that. It's super important for any concert, anything you do on Livestream. Sometimes you might still have problems and that's okay, but outside of that 11:51:37 you want to be able to give them the opportunity to pay you, whatever you can.

11:51:54 >> If you're going to put a ticket price, I would say think about what you would charge them coming to see in person and go less. You want to go for quantity over how much each person donates. We raised \$4,000 and most of our donations were no larger than 10 bucks.

11:52:08 >> Yeah, 10 bucks, five bucks, we had a couple people give 100 but that was rare. You want people to be able to get there. You're casting a wide net so you want it as far reaching as you possibly can.

11:52:30 >> I'm going to turn it over to Kris for the technical questions. There were a couple of legal questions that came in about licensing. If you want to talk about those, Nur-D, please do. We did do a webinar last week on that exact topic and that's archived on the springboard website so that has the answer to a lot of those questions.

11:52:50 >> I'll send people over there. I don't want to say anything. I'm not a lawyer. If you have a webinar on that stuff, please listen to the people who are smarter than me. I know that sounds impossible because look at my lab coat and my bushy white professorly eyebrows. Listen to them.

11:52:57 >> That's great. I'll drop that in the chat. Kris, technical questions.

11:53:12 >> Great. I've seen a lot of technical questions come in and I too am going to be dropping a link right now into the chat. Our third partner on this webinar series is Slam Academy. They are fantastic!

11:53:23 They are an electronic music school here in Minneapolis but their classes and programs are all done online, so students from across the country can attend and participate.

11:53:48 They are every Friday afternoon offering a free tech happy hour where these questions about microphones set up, I've seen questions about latency. I've seen questions coming through about what happens to my own bandwidth in my house if I'm trying to stream a concert and I have family members using the internet, for example. Stuff like that.

11:54:01 These Friday happy hours are perfect. It's happy hour on Central Time, so just note it's going to be a little earlier or a little later in the afternoon if you're on the West Coast or East Coast.

11:54:08 >> I cannot recommend Slam Academy enough. They're amazing.

11:54:09 >> They're fantastic.

11:54:39 >> And to that note, I'm going to drop in two more links here. Before we get too far ahead, I want to give people a way to see what topics are still coming up. ACF, the composers forum is starting a brand new Saturday morning hang out. Music creator hang out. Whatever kind of music you make, if you want to stop in, share some music, talk about

11:55:04 what you are dealing with, again, kind of like a peer-to-peer opportunity to just connect, you'll find it on this [composersforum.org](http://composersforum.org) events link. And then on the 28th of May, Andy and I will be back to do a contract negotiation workshop because that's also a topic that everybody has questions on right now. So we want to be able to

11:55:16 answer -- people have questions about contracts that are on hold or contracts that have been canceled and how to think about how to do musician contracts in the future, understanding that everything has changed now.

11:55:19 >> It has. That is very true.

11:55:28 >> I can't believe this but we have got five minutes left. Andy, do you see any questions in the chat that we might be able to tackle in the last five minutes?

11:55:51 >> Yeah, there's a couple of good ones here. Do any of the streaming services provide higher quality audio than others in terms of compression, frequency range and things like that. Understanding that has a lot to do with inputs and outputs. But I guess in your experience, have you noticed any quality differences between some of the [Away

11:55:52 from mic]

11:56:13 >> Honestly, I real say real quick, DJ Hayes has a lot of information on that. This is what I tell you in my personal opinion. It's a lot to do with inputs and outputs, how much you're doing and trying to do. You're going to get a lot of lag in a lot of places, latency in Facebook Live if you try to do too much at the same time because it's

11:56:23 not designed for a full production studio set up. It might even pitch you. Your pitch comes in weird. We had that problem.

11:56:40 >> So it really has less to do with the service. It really has nothing to do with the service, to be honest. Most streaming services, basically anything on the internet audio-wise compresses at the same rate. It really has to do with the equipment you're using, the laptop.

11:56:43 >> And what you can do on your laptop.

11:57:12 >> Yeah, because your laptop kind of fakes itself as an an/D converter. Some laptops are worse at that than others. For instance, if we were filming this on my laptop versus Matt's laptop, there would be a sound difference because mine is more equipped for studio work.

11:57:20 So really it has everything to do with the equipment you're using. The streaming service isn't really going to change.

11:57:44 >> I will say that Twitch is a lot more user friendly. You can tweak more on Twitch. For musicians, you would be asking people to go to a whole new site and learn a whole new system but it gives you a little bit more options as far as how to tweak your audio. Vimeo live as well, their interface is easier and you can do a little bit more equipment.

11:58:00 Again, you have the same situation of teaching people a new place to go and that might be harder in order to capture as many viewers as you can. Other than that, it's going to have a lot more to do with your equipment than what streaming service you use it on in general.

11:58:07 >> And there's a question here too about the best way to use an audio interface while using your laptop on Instagram.

11:58:12 >> That is the OBS system.

11:58:38 >> The OBS software is the free software that comes when you get twitch. You can Google it and download it and it's free. So basically anything, we're using a Macky 8 channel mixer that I have. Any interface that USBs into your computer, even if it's just a mic to direct USBs, when you use that third-party software, you can select that as your

11:58:51 input. You don't even always have to do that. We're running through it right now in Zoom because it's a recognized driver on the laptop. We have it as our input on Zoom.

11:58:56 >> We can do the same thing with the snowball mic.

11:59:09 >> Facebook allows you to tweak, YouTube allows you to tweak. If you're going to do Instagram or periscope on Twitter, you're going to have to do it on third-party software because you're going to have to use a stream key.

11:59:34 >> You're going to download the OBS., when you click go, it is going to come up streaming on your Instagram live through your laptop computer and all the music you're playing off your laptop or all of the system you're mixing or whatever. It's going to come through like it's coming through Instagram live. You're able to do it. It's more of a

11:59:39 set up and you need a laptop to run the OBS system.

11:59:42 >> You'll want to do a lot of testing with that.

11:59:53 >> It's possible, though I would say if you're going to do that there are other streaming services outside of Instagram that you should use.

11:59:59 >> I would do Facebook Live is the easiest way to learn that. Once you get the grip of that, try Instagram.

12:00:10 >> Facebook Live is -- if all your fans are on Instagram.

12:00:20 >> I don't know if this is a trade secret or not. There has been a request to maybe share a photograph of your set up so people can visually see.

12:00:33 >> Yeah. We can take some pictures of everything we have set up. We'll take pictures and do you want me to send them to you or slap them down in the chat or put them up to the camera?

12:00:39 >> Let's do all three. I think you can send them to us by email and we'll make them available.

12:01:03 >> We'll take pictures of everything we have going on. The mics we use and set up for the laptop and the background, obviously, what we're using for that. And then we'll send it to y'all and you can take a look at it and see what you like or don't like. This is not a multi-billion dollars system. It's very minimal but it's something. I would

12:01:06 be happy to do that.

12:01:30 >> This has been great. And maybe now I'll jump in and say that when we get those photos from Nur-D I will include them and I'll email everybody who registered today, follow-up, see if you have questions that didn't get answered. I know there's a lot of people here and I know we didn't get to all the questions. I'll collect additional questions

12:01:35 from everybody and try to point you to helpful resources.

12:01:51 >> And if you have any questions for me particularly, make sure you hit me up on Instagram or Twitter. My handle is there in the name, @NURDROCKS. I would be more than happy to talk to you.

12:02:08 >> Fantastic. Everybody, thank you so much for being here. Check out our archive for more information for setting up recording studios, setting up podcasts, using your phone as a microphone. We have got all kinds of helpful information. Nur-D, you have been amazing!

12:02:12 Thank you guys, thank you both, have a great day everybody!

12:02:17 >> Enjoy the rest of your day, everyone, says Professor Nur-D!

12:02:18 >> Thank you so much for this. Thank you.