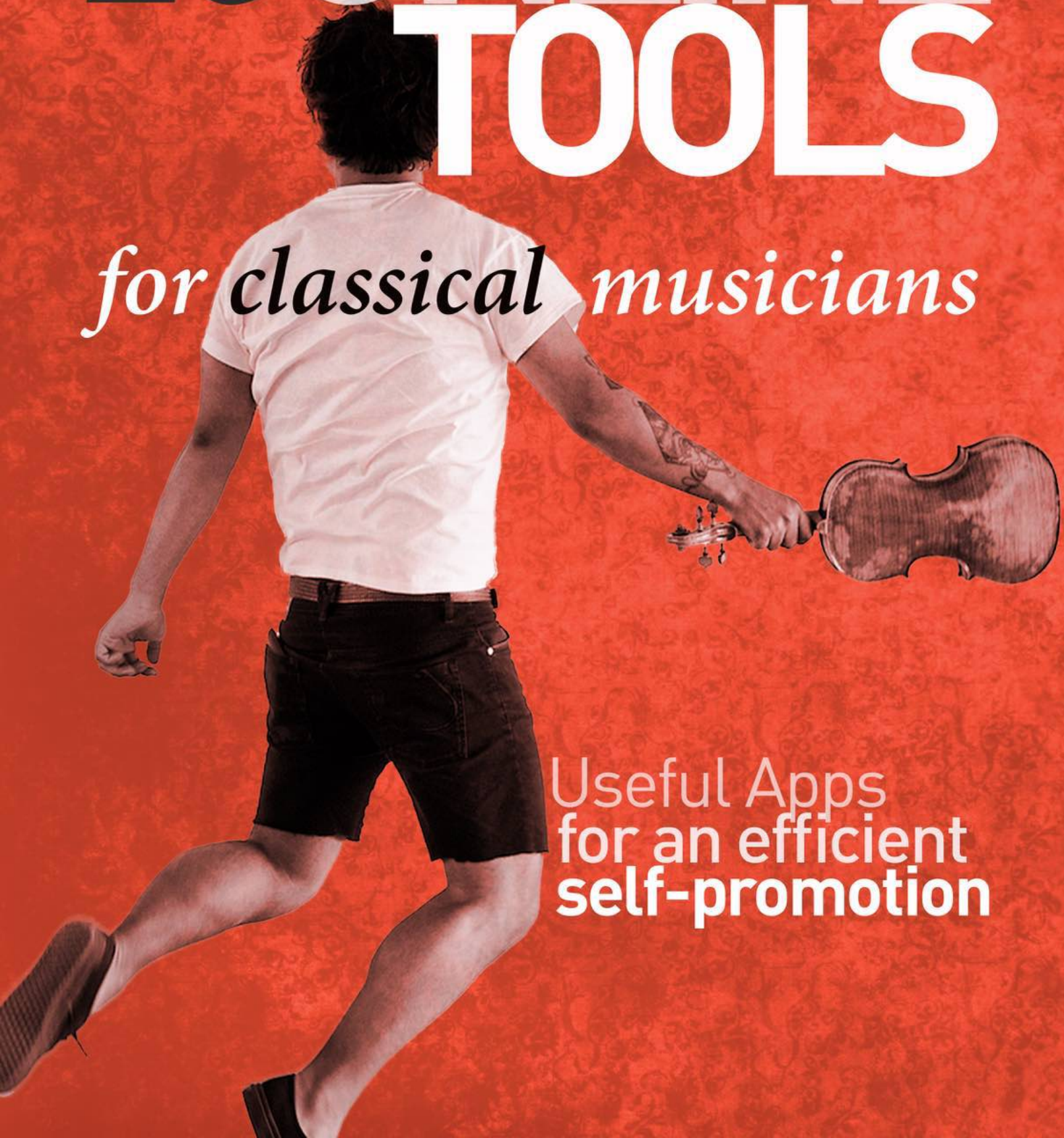


# 250 ONLINE TOOLS

*for classical musicians*



Useful Apps  
for an efficient  
**self-promotion**

# INDEX

MUSIC BRANDING 

<b>HI!</b> <i>Welcome</i>	<b>TOOLS</b> <i>to create</i>	<i>to do more</i>	<i>to keep organized</i>	<i>to promote your project</i>	<i>for social media</i>	<i>for selling</i>	<b>END</b>
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# HI! *Welcome, and congratulations!*

The fact that you downloaded this book means that you are a special musician seeking new ways of making, exploring, and communicating your music. At your heart, you are an entrepreneur like I am. Let me introduce myself.

My name is Josep Molina and I'm a **brand consultant** and the **creative director** of Molina Visuals, a company dedicated exclusively to classical music. I help world-renowned artists and institutions connect with themselves and create communication tools to connect with their audiences. A former professional violinist myself, I've evolved into one of the most sought-after music photographers today.

My years as a musician, photographer, creative director, and brand consultant have given me a unique perspective that I want to share with you. But the following 25 great tools will do nothing if you don't take **ACTION!**



# WHAT *people say about me*

PABLO VILLEGAS



*“Josep helps you to find your authentic artist identity. Now I play in complete coherence with my essence and my audience.”*

MAHLER CHAMBER O.



*“Josep Molina combines his great sense for the visual arts with a deep understanding of the classical music world and branding. We are amazed by Josep’s creativity!”*

CUARTETO QUIROGA



*“He has an amazing perspective of the world of music nowadays, an incredible imagination, a true sense of beauty, and a brave & sharp instinct to trigger emotions in the art of communication.”*

BEJUN MEHTA



*“In a word: collaborative. If you have a strong concept of your own, Josep Molina will make it better. If you need focusing, Josep Molina will lead the way.”*

**TOOLS** *to create*

2

# 99 DESIGNS

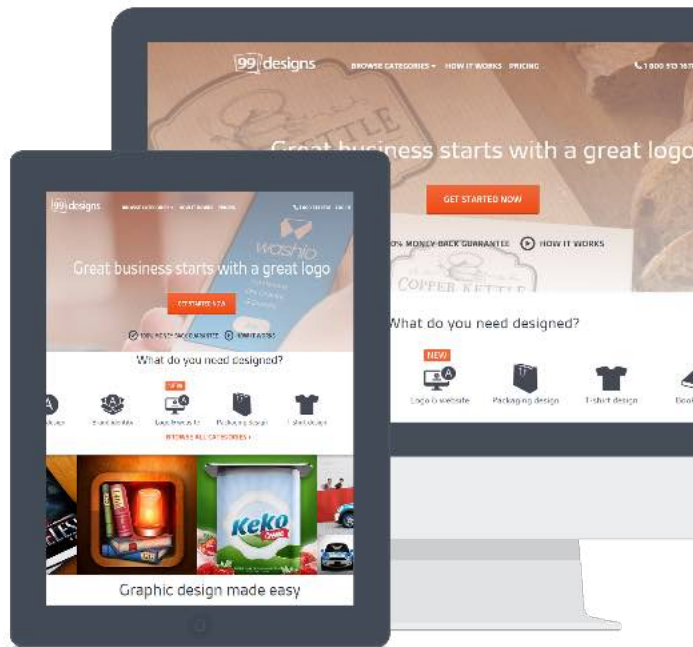
*The best designs at the best price*

We already know that visual communication is extremely important. Having a low-quality design gives the idea that there is not enough artistic quality, or that the project isn't important. With 99 Designs, you can have everything you need to obtain an original and powerful graphic visual identity. Having a low budget and ending up with an awful design is not an excuse anymore.

## USE IT FOR:

Designing your very own logo, your business cards, your CD cover, your book, your Web page, your posters, banners and T-Shirts...whatever you may need. Anything related to graphic design you can find it in 99 Designs at a very competitive price. Professional quality fitted for all your graphic designing needs.

[99designs.com](https://www.99designs.com)



# CAMEO

Online video editor

From the creators of Vimeo, Cameo was voted the Best App of 2013.

With this app, you will be able to **record spectacular short films** on your own iPhone (not available for Android yet). You will then be able to share the video across your social media networks.

The app gives you a series of templates with the best image and texture available, enhancing the look to create an awesome and attractive video.

## USE IT FOR:

Making a short film for each important gig that you may have experienced. Begin documenting the experience right from the moment you pack the suitcases, then head to the airport, then arrive at the concert hall. Set your own limits, but it would be great to take a snapshot from the stage with the audience cheering for you! It is important in this stage to show off your artistic traits.

[cameo.tv](http://cameo.tv)



# MOO

*Quality affordable business cards.*

A good business card will always be the best first impression and will represent a whole statement of who and what you are. Its design and feel can help you kickstart a great business relationship and begin a conversation that may end up being another concert contract. Also, the physical networking at concerts and in your travels are still of the uttermost importance, so you can't neglect having a good business card that will reinforce your identity and spark an excellent impression.

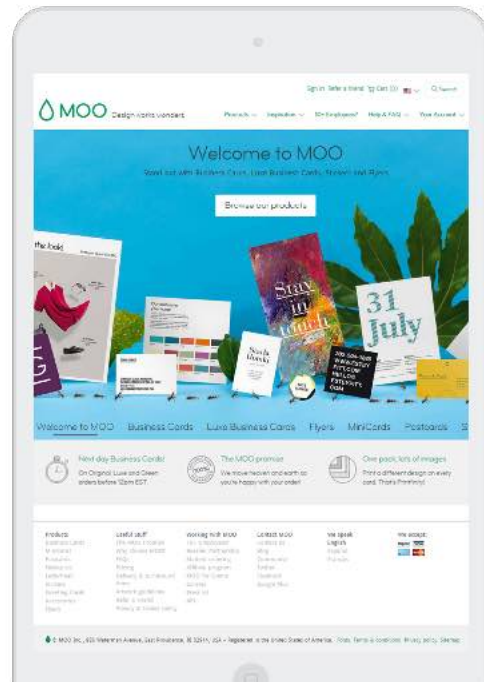
## USE IT FOR:

Creating business cards.

Flyers and postcards to promote your new CD in the entrance of your concert Stickers to distribute among your fans or on your instrument's case.

Your identity will be everywhere and people will remember you by it.

**moo.com**





# RESONA.RE

*Studio recording with your iPhone*

Can you imagine making a **good quality recording** just with your own mobile phone?

With just your mobile phone you will be able to record the sound of your instruments with an amazing sonic quality with these three simple steps:

- 1- Push the record button
- 2- Play
- 3- Tell the application what instrument you're recording

You will have an awesome recording with up to 44.1kHz /16bit (CD quality), with an amazing professional sound, stereo depth, EQ and reverb ready.

## USE IT FOR:

Recording any piece that you may wish to share on any social media network or upload to any platform or web page.

Creating a presentation draft for showing to agents and managers.

[resona.re](http://resona.re)



# SQUARESPACE LOGO

*Create your own logo in just 2 minutes*

Even if you have no budget but you still need a logo with your name or your ensemble's name, you can try Squarespace logo creator. You'll see it applied instantly on the web, on your business card, or even on a T-shirt. Do not expect anything custom made, but it's an awesome economical solution.

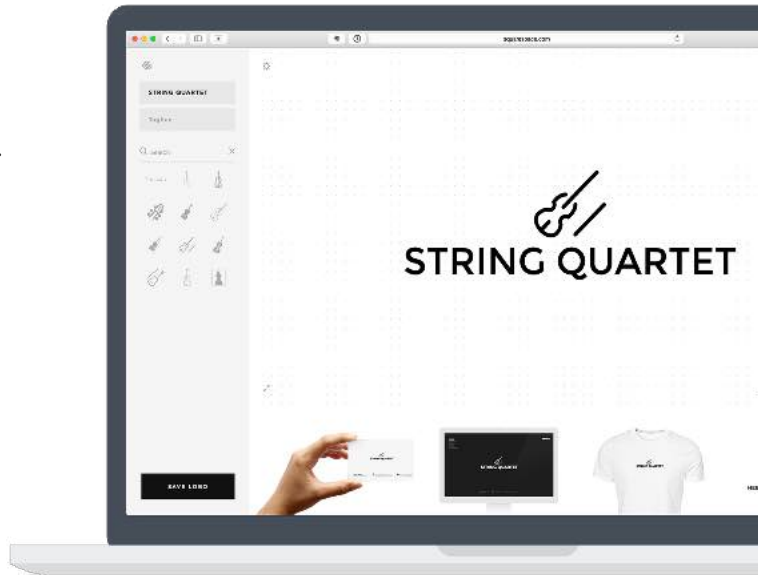
## USE IT FOR:

Creating your name, with or without a logo.

Creating a logo for the next concert tour.

Creating a logo to show off at your next performance.

[squarespace.com/logo](https://squarespace.com/logo)



# WITHOOMP

*Choose your logo among many options*

Another real option for creating a logo on a limited or zero budget is Withoomph. You just type your name and all the key words of your project, and Withoomph generates many different options for you to pick from.

It is an awesome source of inspiration and gives you the option to buy your logo for just \$39.

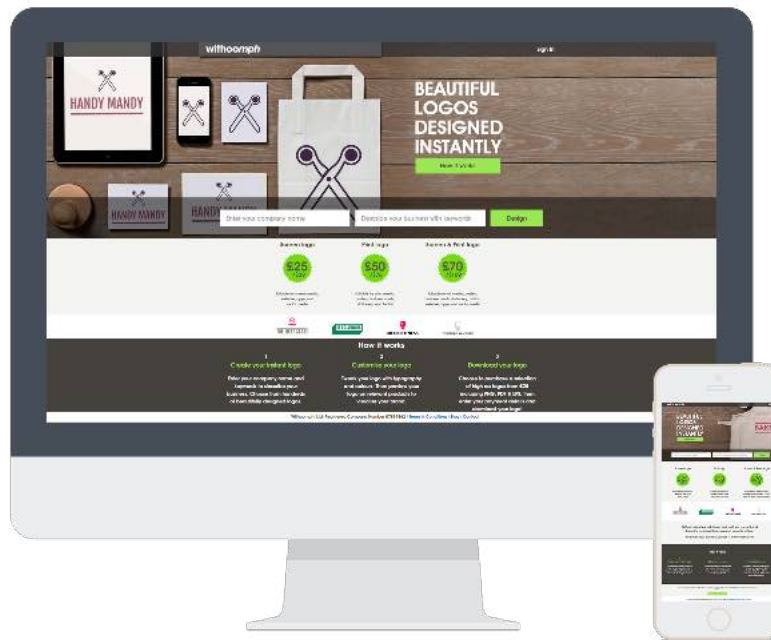
## USE IT FOR:

Creating your name, with or without a logo.

Creating a logo for the next concert tour.

Creating a logo to show off at your next performance.

[withoomph.com](http://withoomph.com)



# PICMONKEY

*Online photo editor*

PicMonkey stands out for its ease of editing with filters, typologies of modern letters, effects, and many other features. The platform is cloud-based, so you won't be hindered by data consumption. Also, it offers the option to **create incredible photo collages** of your events, letting you share those great moments and show them off on social media.

With PicMonkey you will be able to create, retouch, and design postcards or collages to share with your followers.

## USE IT FOR:

Creating flyers online of your upcoming gigs, collages of your fans who attended the event, and give a complete professional look to the pictures that you would like to share on the Internet. You can also use it to create photos with text, like a "catch phrase" that will relate to your artistic train of thought.

[picmonkey.com](http://picmonkey.com)



# PAPER.LI

*Create your digital news in minutes*

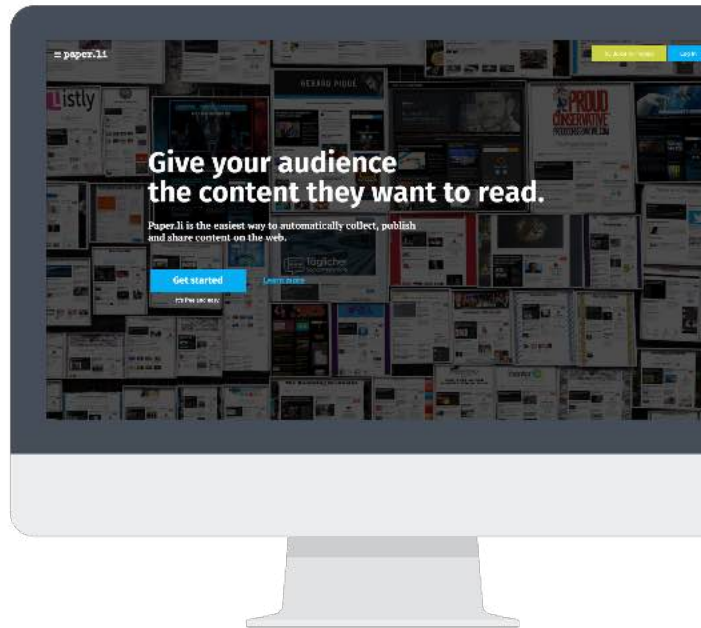
Paper.li includes incredible promotional tools to help you to publicize your new site, concert, tour, and everything related with your artistic career - and it's all for free!

It lets you collect everything relevant that happens in your social networks, schedule it or share it, and let your followers know what you're up to.

## **USE IT FOR:**

Not only to show the best of your musical career, but also the information that fits in with the mindset of your followers and the messages and ideas that you are trying to get across through with your artistry. If you regularly make any statements or have anything relevant to share with your fans, you just paste the news in your blog and let them know what you're up to.

[paper.li](http://paper.li)



3

**TOOLS** *to do more*

# FIVERR

*Multiply by five \$*

You don't have to know anything about graphic design, online marketing, writing or translating, video and animation, audio engineering, publicity... You can find practically any of those professional service and more through fiverr. The website lets you browse through the lists of professionals who are willing to do low-key jobs for only a few dollars, as the name suggests.

## USE IT FOR:

Surrounding yourself with professionals who will help you create all the tools to promote yourself and move forward in your career.

Creating everything you may need to promote yourself or your ensemble.

Finding someone to mix and/or master the audio of your recordings.

Creating your web page's texts.

Making your biography more attractive.

Creating a powerful presentation.

[fiverr.com](https://www.fiverr.com)



# ELANCE

*Outsource everything you want, and dedicate yourself to playing your*

Can you imagine not having to devote yourself to managing all your travels and tours? On Elance, you can find professionals who will work with the budget you have available, leaving you free to do what you love the most, to play your music.

If there's anything that anybody else could do for you, you'll find it on Elance.

## USE IT FOR:

Having a virtual manager to arrange and take care of all the trips and tours.

Creating everything you need to promote yourself.

Designing posters for your concerts, flyers, and postcards.

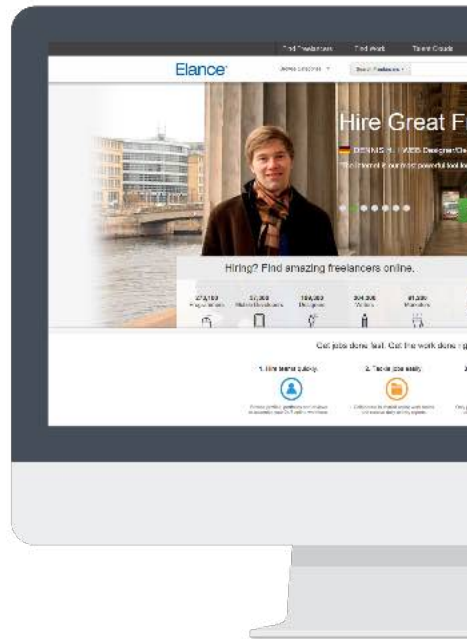
Creating the contents for your website.

Creating a more attractive biography.

Creating a powerful presentation.

Surrounding yourself with professionals who will help you promote yourself or your ensemble, and move forward towards success in your musical career.

[elance.com](http://elance.com)





# TYPEFORM

*Getting feedback from your audience*

Do not lose any more time wishing for things to happen through sheer luck. With Typeform, you'll be able to do surveys with a modern and simple design, incorporating your photographs so that everything shines with the same aesthetics. Later, you'll be able to share the URL across your social networks or email lists to gather up some amazing feedback and reviews.

## USE IT FOR:

Asking your followers about your project or concert.  
Making questions after a concert and drawing conclusions that help you create a better experience for your audience and followers.

[typeform.com](http://typeform.com)



**TOOLS** *to keep  
organized*

4

# DAYMAP

## *Organizing multiple projects*

This is a tool that I use single every day to stay organized, especially when there are way too many projects flying around. It is simple to create lists and organize them by projects and colors. Once you have created the "to do" lists, you only have to assign them to a certain day.

The application may not be the most beautiful ever, but it achieves the perfect balance between a simple list of reminders and a complex productivity tool, offering everything you need to stay organized.

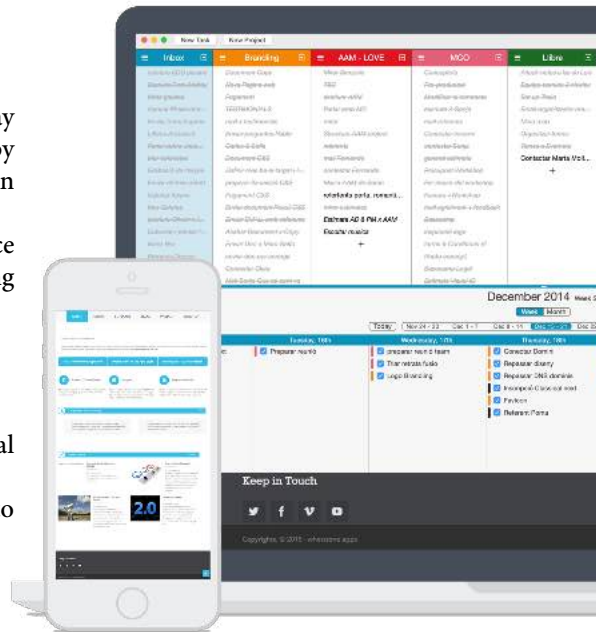
### USE IT FOR:

Staying organized with all your projects

Creating lists for study, ensemble, orchestra, promotions, social networking, special projects, and so on.

Fill each list with things that you want to do, and by doing so, you'll never forget to answer an email, send an invoice, find out anything about a gig, etc.

[whetstoneapps.com](http://whetstoneapps.com)



# GOMOODBOARD

*Create a moodboard online*

You have probably done more than a few photo sessions, and you already know how important it is to merge your vision with the one that the photographer has. One of the best ways of doing so is through a moodboard, which lets you show a collection of images that you like and that represent the values that you wish to share in your photos. Once you have created it, it will be really easy to show your ideas by sharing the link with the photographer to better understand your vision.

## USE IT FOR:

Creating a Moodboard for your next photo session and share it instantly with your photographer.

Sharing some visual references with your band about the CD design, the hand held program, or a new musical experience.

[gomoodboard.com](http://gomoodboard.com)



# EVERNOTE

*Productivity tool*

Write, collect, organize, capture ideas, and more! From websites to texts, books, visual references, videos, voice notes, PDFs, I use it to organize my books before writing, or before beginning a new project with the band.

Evernote lets you capture all that information and share it in an organized way.

Share the list of repertoire for the new concert with your group mates, build the new web site, or coordinate a new tour. Evernote will make collaboration with your band very simple and organized. You'll never miss an idea ever again!

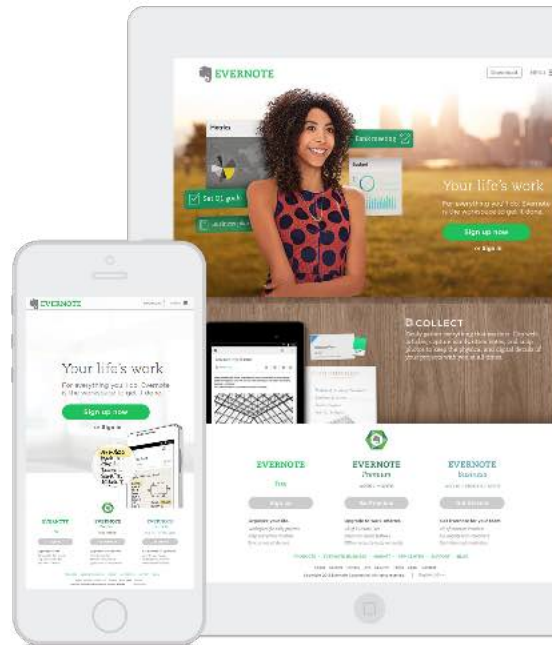
## USE IT FOR:

Keeping all those fleeting ideas that fly around in your head in their place with this mobile application.

Having everything related to a project well-organized in a single place and always synchronized.

Gathering all the necessary information to build a new project.

[evernote.com](http://evernote.com)



# STORMBOARD

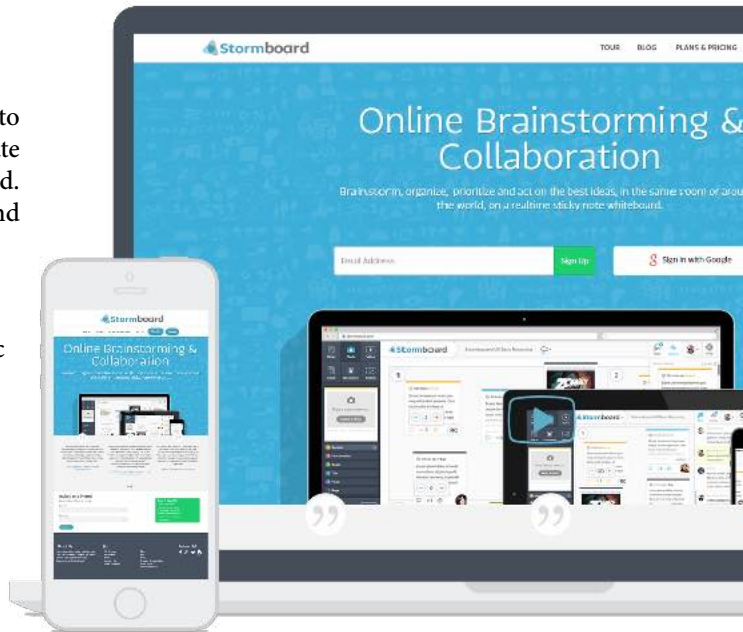
*Brainstorming online*

This tool is ideal for the most creative musicians and entrepreneurs to promote the creativity in your projects. The online platform helps generate and kick start ideas with people connected anywhere around the world. Teamwork is the key and the solution for many "challenges," and Stormboard makes it happen.

## USE IT FOR:

- Communicating with your team, members of the ensemble, orchestra, etc
- Developing new experiences and new formats.
- Devising your new CD.
- Creating promotion strategies.
- Building a brainstorming process live and over long distance.

[stormboard.com](http://stormboard.com)



5

**TOOLS** *to promote  
your project*

# SQUARESPACE

*Your webpage like you never dreamed it before*

In my opinion, this is hands down the best platform for creating your web page. I use it for all my web pages, and it doesn't require any type of knowledge about programming. Everything is very visual, intuitive, and user friendly. It has templates with amazing designs especially for musicians. You will be able to show your schedule and even your music in a nice, neat play list. It only costs \$8 per month, and they even give you your very own domain for one year.

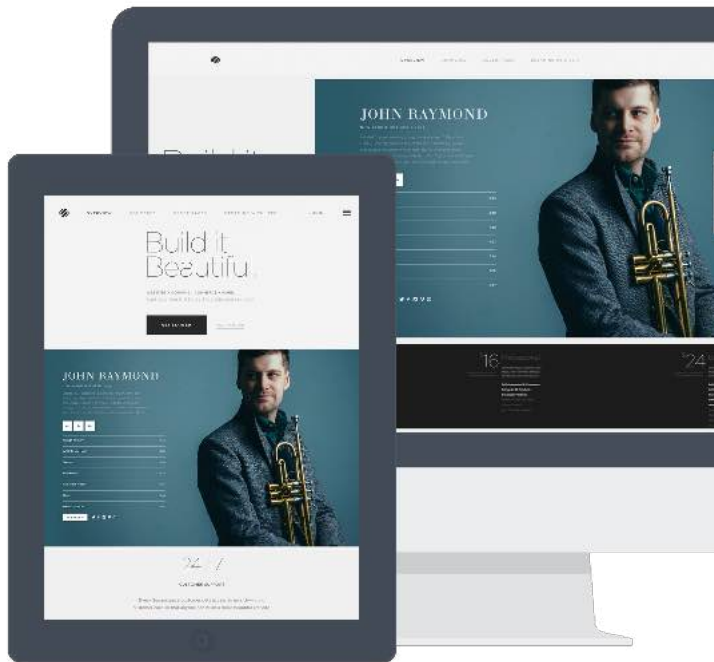
## USE IT FOR:

Creating your web page in minutes.

Make Cover Pages, one of the most powerful tools to show off your new recording or new project for your audience and the media.

Creating a very elegant "home" according to your artistic vision, which in turn will help you create the brand that you wish to have.

[squarespace.com](https://www.squarespace.com)





# INSTANTENCORE

*Personal App for musicians*

Do you want to create your own app for iPhone or Android? Now you can create your very own affordable application for your followers without knowing anything about programming.

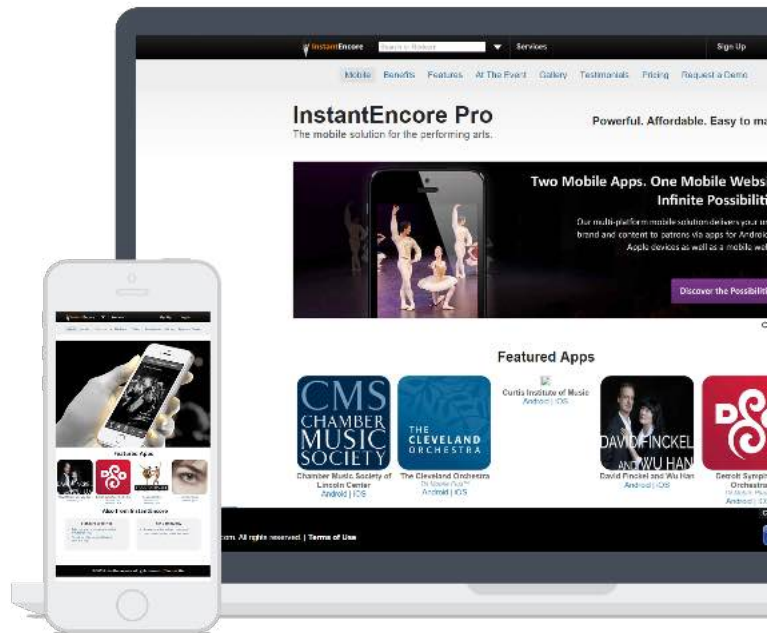
## USE IT FOR:

Promoting exclusive content to your most loyal fans and sharing all of your information related to your project.

Displaying your complete schedule, places, maps, times, song lists, and offering notifications about new performances in the future.

Connecting the app to your social networks to upload videos, pics, and music and develop your very own brand for everyone to see.

[instantencore.com](http://instantencore.com)



# BANDPAGE

*The ideal tool to connect with new audiences*

Connect your band's page to your social networks and spread the news about what you are all about. Bandpage is the best tool to create and share unforgettable experiences with your followers and fans...and earn some income while doing so!

This platform grants you another source of income as an upcoming artist, as you enter a new dimension to attract new listeners and build a stronger follower loyalty for your music.

## USE IT FOR:

- Selling a "meet 'n' greet" after the concert for a small group.
- Selling a masterclass in the city where you will be performing.
- Selling a pre-show for 10 people before the concert as an exclusive V.I.P package.
- Providing a performance in private gatherings.

[bandpage.com](http://bandpage.com)



# HELLOSTAGE

*The classical music community*

This is an innovative new online platform connecting musicians, ensembles, managers, and promoters in the classical music world. Have you ever been told that you need a website? Have you also been told how to generate traffic on your website? But you're not just interested in any traffic - you want traffic from the classical music community, and specifically from promoters and managers.

## USE IT FOR:

Expanding your contacts in your network.

Finding promoters and managers in your data base.

[hellostage.com](http://hellostage.com)



# IFRAPP

*Create interesting pages to attract new customers*

The mobile phone is more than just a helpful support device to attract new audiences. With iFrapp you will be able to create amazing applications for Facebook, home pages, and landing pages, without having any knowledge about programming or creating applications.

Hiring a web designer and having a strong investment used to be necessary to build attractive pages, but now're able to create brand-new web pages with almost nothing to invest and without any help from a third party.

## USE IT FOR:

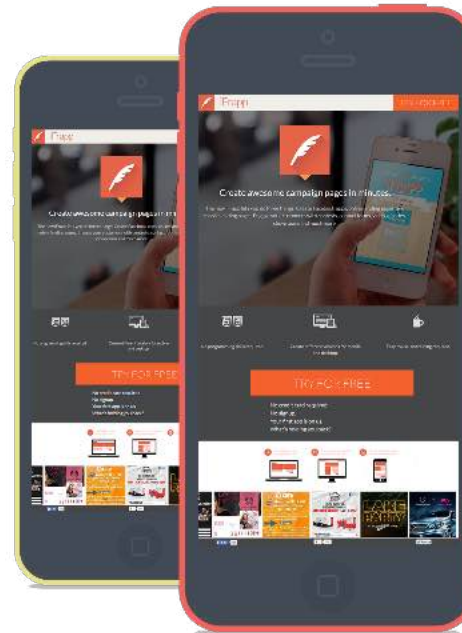
Letting your fans and followers know what you're up to.

Creating a gallery with photos and videos.

Making special offers like combo packs with concert tickets, stickers, T-shirts, and your own CD.

Creating special promotions with a one-time offer, or creating an awesome landing page with your most relevant information and using it like a communication tool to show off to the press and media.

[ifrapp.com](http://ifrapp.com)



6

**TOOLS** *for social  
media*

# UWHISP

*The best way to share audio on RRSS*

With this app, you'll be able to share your music in social networks without the listeners having to leave the network since the audio player is integrated perfectly. You'll be able to share audio with a custom player made the way you want it. It's perfect for generating interest and spreading your name around!

## USE IT FOR:

Forwarding a certain song from your new CD to the followers in your social networks.

Randomizing the order of the songs.

Sharing any audio format you wish with your followers.

[uwhisp.com](http://uwhisp.com)



# MUSX

*The instagram of music*

Unlike uWhisp, this is a social network very similar to Instagram except that its main function is to share music in audio or video formats. As simple as just downloading the app, search for the music you want on platforms such as YouTube or Soundcloud, and then share it on Twitter or Facebook.

## USE IT FOR:

Luring traffic with your videos on YouTube and your music on Soundcloud.

Any person who may click the link, will discover through this platform amazing and relevant content of yours.

[musx.com](http://musx.com)



# HOOTSUITE

*Your best ally to delegate your social networks*

Your time is scarce and you must maximize it so that you can dedicate yourself to your everyday tasks. In order to do that, you must have Hootsuite. With this tool, you're going to be capable of managing many social network accounts from one single place, inserting elements, shortening URLs, schedule updates and posts, and more.

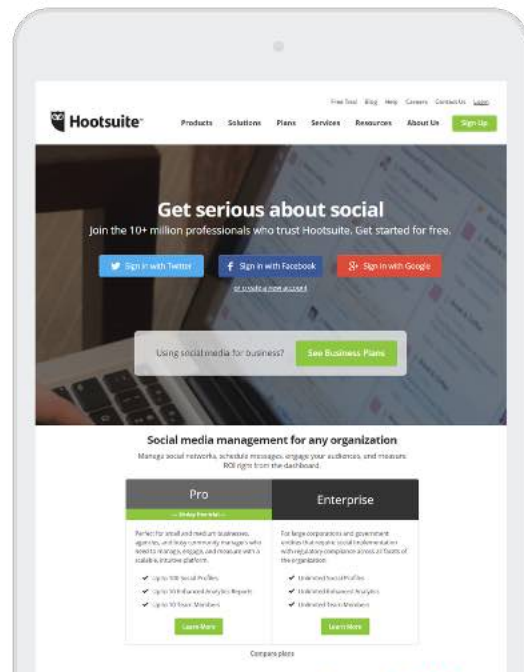
## USE IT FOR:

Scheduling relevant tweets at different strategic times for different countries and timezones.

Creating blogs about what really interest you in all your networks at once.

Not wasting any time at all.

[hootsuite.com](https://hootsuite.com)





# TOOLS *for selling*

7

# INSTABUCK

*One of the biggest apps for selling digital files*

Instabuck is another option to keep your digital files (pieces, videos, ebooks, courses) and making them available for you fans and followers. It offers all the support you need, from keeping your files secure all the way to connecting them with a payment platform such as PayPal.

## USE IT FOR:

Selling your songs to the buyers, fans and followers lured by your social networks.

Monetizing an ebook about some aspect of your artistic life that may be relevant to your public and help you out to spread your music all over the net.

[instabuck.com](http://instabuck.com)



# STAGEIT

*Your online concert hall*

Stage It lets you perform live from anywhere, as long as there is a good Internet connection. You will even have the chance to speak before beginning a song, explaining the music and inspiration behind the creation. There are no limits anymore, now the world is literally your stage. Any place without mass media coverage can still let you generate extra revenue while having fun.

What is interesting about this platform is that it links you in a very intuitive way with the PayPal payment platform, so with this awesome tool you will be able to generate earnings.

## USE IT FOR:

Selling an important live concert or rehearsal

Selling a show from the rehearsing room, where the musicians can play a few songs and you could interact with your visual audience and have some feedback while doing so.

Selling an exclusive performance from an unusual place, as long as there is an Internet connection.

Trying new music and seeing how the audience reacts before hitting big concert halls.

[stageit.com](http://stageit.com)



# THE END

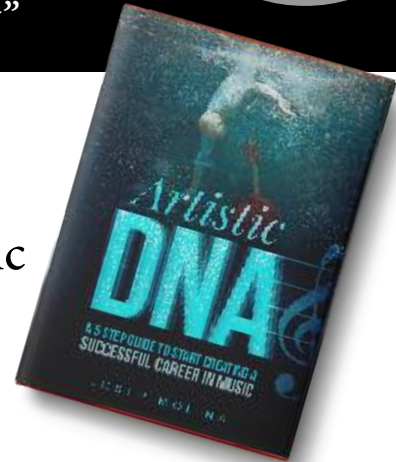
*see you!*

8

*“I believe every musician has something unique to offer the world. The key point is to know how to find out what that is and how to communicate it”*

If you don't know where to start, try with my book:  
ARTISTIC DNA:  
a 5 step guide to start creating a successful career in music

[buy on Amazon](#)



# Are you struggling in creating or maintaining your website?

Learn to create and maintain attractive websites specially designed for classical musicians in 1 day. *Promised!*

It doesn't matter what your skill level is! With this **step by step course** you just need to follow what I do and in one day you can have your own professional website up and running.

[KNOW MORE](#)

[music-brandiing.teachable.com/courses/create-your-website-in-just-one-day](https://music-brandiing.teachable.com/courses/create-your-website-in-just-one-day)





MUSIC BRANDIING

[www.musicbrandiing.com](http://www.musicbrandiing.com)