



the black spoons

WHAT WE NEED YOUR HELP WITH

Selling our debut album

Getting people out to our shows (if/when we come to your town)

Simple, huh?

HOW MUCH YOU STAND TO MAKE

We're a good band, but we're new, so we cannot afford to pay anyone an hourly wage to help us with promotion. Our payment system has to be based on percentages – in other words, tied to performance. However, we are committed to having the people who help us earn as much as we do.

To that end, we're offering far more than the industry standard cut. Specifically, what we can offer is this: 50% of the albums you sell (i.e., \$5 per copy sold, since the album price is \$10) and 50% of the door for every person you bring to shows (roughly \$2-\$4 per person) if/when we come to your town to play. We already have a quickly growing following in NYC, and our sound is good, so it won't be hard to get people interested.

What this all adds up to is: you stand to make ANYWHERE BETWEEN \$10 AND \$1000 PER MONTH, entirely dependent on how much effort you want to put into it. See Appendix A for different earnings scenarios.



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APPENDIX A: MONTHLY EARNINGS SCENARIOS

	<i>If you help sell...</i>	<i>you make...</i>
SCENARIOS	10 albums	\$50
	25 albums	\$125
	50 albums	\$250
	100 albums	\$500
	200 albums	\$1000
	and so on...	...

There are, of course, many different combinations. These are just a few examples (and, the above scenarios don't cover concerts). Play around with it and see what you find. And by the way, the album MY DEAR RADIUM is very solid (you can hear some of the tracks on our site www.theblackspoons.com), so it won't be hard to sell. For info on how album sales work, see the FAQ below.



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APPENDIX B: FAQs

Q: How much money do I stand to make?

A: It depends entirely on you and how energetic you are about promoting shows and selling the album. You could make \$10 a month, or \$1000+. We will give you a lot of help (flyers, promo ideas, our fully interactive website, etc.), but the rest is up to you. See Appendix A for some earnings scenarios.

Q: How do I sell the albums?

A: Sales happen in one of the following ways

1. By referring people to our website (www.theblackspoons.com), where they can buy the album. We accept credit cards directly through the site, there is a news forum, a member's only area with tons more pics/mp3s/etc., and lots of other stuff. In other words, if you decide to help us, our site will be one of the promo tools you should make use of most!
2. We could also provide you with consignment copies. For example, if you feel like you'd be better able to sell the album 'in person', you could buy 10 copies off of us at \$5 per copy (\$50). That way, when you sell them, you could have the money immediately. If we did use this system, there are two important provisos. First: we would ask that you sell the album at \$10. Otherwise, it'd be a rip-off for the customer and us. Second: if, at any time, you wanted to return unsold copies, we will happily buy them back at \$5, provided that they are totally unopened, in new condition, within 1 month of when you got them from us. Damaged, opened, or late copies cannot be returned (and you'd have to cover shipping). And every now and then, we'd ask for sales reports as well, just so we know how well the albums are doing.

PLEASE NOTE: Say we come to your town to play a show, and you get some people out. You will receive a cut of each of those ticket prices, BUT: if those people buy an album at the show, you will NOT receive a cut. That may sound strange, but think about it: if we have a bunch of street teamers at our show trying to sell the CD, the whole place will turn into a used car lot. We want people to have fun. HOWEVER, for each show, we will choose ONE lucky person to run the merch table for



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us, and s/he will get 50% of each item sold (the sweetest plum!). We'll select that person in advance based on who's doing the best with the whole promo thing.

Q: If I refer some people to The Black Spoons site, and they buy albums, how will you know that I was the one who referred them?

A: If we start working together, we'll give you a unique code #, which people will enter on the website when they buy the album. Your # will show up in the order, and that will indicate to us that you referred them. For every sale you refer, you get \$5! [Editor's note: that is a ridiculously good percentage. Almost asinine.]

Q: But how can you be sure that they'll enter the sales # when they buy the album online?

A: Simple: on the site, we'll list the CD at a price of \$12, and then on the sales page, we'll have a special field where they can enter your # to get \$2 off. So, when you give them your #, don't call it a 'sales #' or anything like that. Instead, just let them know that, if they want \$2 off, they should enter this number (which is when you hand them a flyer or something with your # on it). This way, they'll be sure to enter your #, you'll get \$5 of the sale, and they'll get a nice discount.

As a failsafe, we also provide a drop-down menu on the order page where they can indicate where they heard about the album – your name would be listed there as well. ALSO, IF YOU HELP US GET REVIEWED OR GET AIRPLAY, we will include names of zines/stations on the dropdown menu. So, if you help us get a review at, say, pitchfork (yeah, right!), then you'd get \$5 for every album sold where the person indicated "Pitchfork Media." As you can see, we want you to get you the money you deserve! We paid good money for our website, which is outfitted with fantastic online ordering and sales tracking technology, so we'll be able to keep good track of every purchase made and who referred them.

Q: What's to keep you from just not paying me for online sales?

A: First and most basically, we're not assholes. We seriously want to reward you generously (50% generously!) for helping us getting our name/album out there. We plan to pay promptly and in full for every sale you refer to our site (see below for payment schedule). If trust is an issue, however, you



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are more than welcome to buy consignment copies from us at \$5 apiece and then sell them to your friends at \$10 apiece. As mentioned above, we will gladly buy back any unopened CDs from you at \$5 apiece provided that they are in new condition and returned within 1 month of when you got them from us. Moreover, it's really not in our interest to upset anyone, since you always know where to find us (at our shows!). We don't want any chubby newspaper boys in the crowd yelling "I want my two dollars!" between songs. (Note: for those of you who know what movie I'm referring to, we **really** want you on the Street Team, because you're obviously very cool.)

Q: Say you come to my town to play a show. If I refer someone to the show, and they come, how will you know? How will I get paid?

A: Basically, it works the same way as the site. Let's say the show really costs \$5. When we make up flyers, we will list it as "\$7 or \$5 with this flyer." Then, you can write your # on the back of each flyer (or just photocopy them double-sided – one side with the flyer, one side with your #). Then, the person at the club will collect the discount flyers at the door. At the end of the night, we'll tally up all the flyers (some of which will have your # on it, some of which will have ours, etc.), and pay you accordingly. It's a bit involved, I know, but it's the only fair and accurate way of knowing how many people you brought (versus, say, the ones we brought from our mailing list). Keep in mind that you will receive 50% of the door you bring in *adjusted for the bar's cut*.

Note: if you plan to do email/friendster/myspace/online chat/etc. promotions, just be sure to add the tag-line "\$7 for the show or \$5 with a print-out of this email" or something along those lines. That way, they'll bring the print-out with your # on it, and you'll be sure to get your cut. The important thing is that people bring your flyers to the show, without which we will have no way to be sure it was you who did. Again, we **want** to have to give you money. When we pay you money, that means something must have gone right!

Q: [With squinted, doubtful eyes] So, will one of your people be collecting flyers at the door?

A: Nope, someone from the club will, or we'll hire a totally uninvolved third party. We want it to be a third party so that you feel comfortable in



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knowing that there's no funny stuff afoot. We don't like funny stuff, especially when it's afoot.

Q: Who covers promo expenses, such as photocopy expenses, time spent emailing, phone calls?

A: You do. Before you get all huffy, though, just think about it: if you bring 50 people out, and make \$115 for the night, will you really care that you had to spend \$3 at Kinko's? We just don't want to get into all the hoopla of reimbursement for a stack of flyers which end up costing less than a Stella. We will, however, provide PDF versions of our flyers, which you can print out and then copy. That way, you won't have to waste time doing graphic design. NOTE: Make sure to add your # to the backs of each flyer, though, so that you are insured your cut of the door!

Q: How often will I get paid?

A: For shows, you'll be paid immediately if you attend the show (well, once we get off stage and get the money from the club :). For album sales and for shows where you are not in attendance, we will send you a check promptly at the end of each month. Please note also: our website is outfitted with a super-duper "Street Team Central" area where each street teamer can login to his/her personal site and keep track of how much s/he is owed. Again, we paid top dollar to add this to the website because we want you and us to keep track of every dollar you're owed. Plus it's cool to be able to logon to our site at, say, 5am and see that we owe you money!

Q: Are there any contracts involved? Would I be an employee of The Black Spoons?

A: No and no. At any time, either you or we reserve the right to terminate this arrangement. If all parties are happy, though, we'll just keep on pluggin'! However, because we don't want to be hassled by the IRS, we do have to report the income of street teamers. There's a special, super simple form for "Independent Contractors" that we'll need to fill out and send to you at the end of the year, if you have any income.

Q: How do I get started?

A: Please send us a quick email at streetteam@theblackspoons.com AND be sure to add your two-letter state code in the subject header (PA, MD,



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CA, etc.). In the email, please tell us a bit about yourself, what kind of music you're into, how involved you are in the local music scene, what you ate for breakfast, etc.

By the way: our names are Tom, Ruben, and Dave. Hey there.