

B L N T
better luck next time.org

Street Team Handbook

IMPORTANT: Make sure to email us after the reading this handbook.

I. Street Teaming 101

What Is the Better Luck Next Time Street Team?

The BLNT Street Team is a “grass-roots” organization of fans working together to increase the bands’ presence within a local community and on the Internet together through advertising and promotion.

What is the Role of A Street Team Leader?

The BLNT Street Team is segmented into divisions to cover every state spanning the entire US as well as various regions globally. Being a leader of a given state, it is your duty to build the strongest and most effective team of other BLNT enthusiasts in your state to help strengthen local presence. Once a team is constructed, your goal is to utilize your team so that you can have the most powerful promotional campaigns through online promotion and street promotion.

What is Online Promotion?

Online promotion is the most important tool for effective street teaming. Online promotion takes place in many forms, channeled in an effort to build awareness for BLNT in various online communities. Social networking groups are essential to being an effective online promoter. Myspace, Facebook, Live Journal, Yahoo! Groups, and other social networking forums are also very important to build positive press and feedback. With access to AIM, chat rooms, message boards, social networking groups, and so forth, the possibilities of online promotion are ever growing and very important in street teaming.

What is Street Promotion?

Street promotion is another form of promotion that has proven to be a great way to bring attention to a particular band or label. In our case, street promotion generally is a way to distribute tangible marketing tools. Street promotion may call for your team to pass out fliers or demo CD’s after a show, hang up posters at a local record store, run a promotional booth at a show, and any other creative means to promote. Street promotion may be your most valuable tool for street teaming as it deals with the potential fans on an individual basis.

The most important thing to remember about online and street promotion is to be creative and have fun with it. Some members have thrown pre-game parties before big BLNT shows and some have run their own promotional booths. There is no limit to what your creative mind can do to promote.

II. Message Boards, Contest, Conduct and Reports

Here is a list of message boards you should register with and regularly check for BLNT news. It's very important to post positive feedback on these message boards. Also feel free to hit up band message boards to discuss BLNT but make sure it is appropriate.

- MTV – www.mtv.com
- Fuse – www.fuse.tv
- Absolute Punk – www.absolutepunk.net
- Alternative Press – www.altpress.com/moshpit
- Emotional Punk – www.emotionalpunk.com
- Punk News – www.punknews.org
- Punk Press – <http://www.punkpressonline.com/forum>
- Punk Bands – www.punkbands.com/board/index.php
- You Suck I Rule – www.yousuckirule.com
- Garage Punk – www.garagepunk.com
- Punk Music – www.punkmusic.com
- Punk Network – www.punknetwork.com
- Indie 911 – www.indie911.com/people
- Myspace – www.myspace.com/blnt (post positive comments about BLNT)

JOIN the BLNT Mailing List – www.betterlucknexttime.org

Contest:

In addition to your regular leadership duties, a monthly contest will run as a side project to your regular Street Team activities. The idea behind the monthly contest is to provide extra incentive for not just the team leaders but for your team as a whole. The contest will act as a separate tool to encourage action from your team and may include prizes for the winning states street team.

Conduct:

As a State Street Team leader, you act as a representative of Better Luck Next Time. It is vital that you act in an appropriate manner, as your actions reflect the image of the band. Here are a few no-brainers we expect you to abide by:

- **Be Respectful:** Be courteous and polite to all members of your team, fans you meet at concerts, bands you interact with, BLNT members, etc.
- **Do not Sell any promotional tools or swag you receive:** Any selling of the promotional tools is strictly prohibited. If we hear you are selling the promo or listing it on eBay, you will be expunged from the team immediately.

- **Confidentiality:** Upon becoming a leader you have agreed to not share or expose anything we give you that is only meant for you. This rule specifically applies to this Handbook. Any material that ends up on the Internet or in the hands of anyone beside yourself will result in a loss of your position as a State Street Team leader.

Reports:

All members must share their experiences of promotion. Please take pictures of everything you do on the street so we can keep track of what you're doing. Anything you get posted online please copy the links. Send everything to streetteam@betterlucknexttime.org. Pictures and links should be sent weekly.

Email signup Sheet:

At every show you promote at, try and get people to sign up on the BLNT email signup sheet. Then email the address to streetteam@betterlucknexttime.org

III. Street Team Message Board Posting Tutorial

Message board posting is an essential element to a powerful street team. The reality of message boards and forums can be very harsh and there are a number of things to remember so that other message board members do not call you out as a street teamer or spammer.

Initial Posting Steps:

- Step 1: Make accounts with as many music message boards/forums as possible and start making general comments
 - I. The more comments you make, the more credible your account becomes
 - II. Encourage every member of your team to create accounts as well
 - III. Complete your member profiles for any sites that allow you to
 - IV. Remember to pick your name wisely (I would not recommend naming yourself BLNTStreetTeamer)
- Step 2: Once your account has become established to the web community, make sure to comment on any Better Luck Next Time related post in a positive manner.
 - I. If a band topic has not already been started, feel free to start a new forum.
 - II. Send your team links to the message boards that they should be commenting on.
 - III. Check your posts regularly for responses.

Helpful Message Board Advice:

- When starting a forum try to encourage feedback and provoke a response
- Imitate the language style of the message board community
- Follow up with any post that you make

IV. HTML Cheat Sheet

FONT:

- Italicize: `<i>Better Luck Next Time</i>` = *Better Luck Next Time*
- Bold: `Better Luck Next Time` = **Better Luck Next Time**
- Underline: `<u>Better Luck Next Time</u>` = Better Luck Next Time

SIZE:

- Big: `<big>Better Luck Next Time</big>` = **Better Luck Next Time**
- Small: `<small>Better Luck Next Time</small>` = Better Luck Next Time

COLOR:

- Blue: `Better Luck Next Time` = Better Luck Next Time (in blue haha)

STYLE:

- Font Type: `Better Luck Next Time` = Better Luck Next Time

ALIGNMENT:

- Center: `<center>Better Luck Next Time</center>`
- Page Break: `
`

LINK:

- Text Link: `BLNT's MYSPACE`
- = BLNT's MYSPACE

V. BLNT Reference.

Better Luck Next Time Website: www.betterlucknexttime.org

Better Luck Next Time Myspace: www.myspace.com/blnt

Better Luck Next Time Purevolume: www.purevolume.com/betterlucknexttimeca

BLNT Email: info@betterlucknexttime.org