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SEE HOW CUSTOM MERCH  
CAN HELP YOUR BAND OR  
ORGANIZATION KEEP THE  
MUSIC GOING DURING  
THESE DIFFICULT TIMES



**LOGOWEAR HOUSE**

RESOURCES FOR  
MUSICIANS  
DURING COVID-19

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FOR MORE INFORMATION CONTACT:  
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# 8 WAYS MUSICIANS CAN USE MERCH TO MAKE MONEY DURING COVID-19 SHUTDOWN

## 1. Online Sales

Online sales in the music industry are exploding, and we encourage all bands and artists to start selling online if they're not already. One benefit of starting a store with Logowear House is there is no requirement to purchase inventory up-front, making it a low-risk, high-reward selling option.

## 2. Virtual Event Revenue

Hosting a virtual event? Incentivize listeners with exclusive memorabilia. Concerts may be on hold for now, but that doesn't mean virtual events can't offer the same type of experiences for fans.

## 3. Teach Lessons

If your band or organization is totally on hiatus, it may be a good idea to take up teaching virtual lessons. Branding is key for any start up business, and having shirts, hats and hoodies to give to students who sign up is a great way to get your name outthere and create a positive experience for students.

## 4. Freelance Your Skills

Are you a songwriter? Producer? Mixer? There are so many avenues you can take to freelance your skills to other creators. Get some branding going with custom tees, guitar picks and notepads to share with creatives and keep them coming back to you for your services.

## 5. Collaborate with Local Designers

If you're not a designer or artist, it may be difficult to come up with compelling band merch on your own. Keep active in your local community by partnering with graphic designers or artists to keep producing products people want to buy.

## 6. Raise Money for Industry Jobs That Are Struggling

Some music industry jobs are completely on hold, making it difficult for employees to meet their daily needs. Road crews, sound techs, indie venues and many more may not see work for a while. If you work with any of these people or establishments, give back by creating merch and donating proceeds. It can go a long way to help someone out, and get more of your local community involved in your cause.

## 7. Pair Your Releases with Exclusive Merch

Now is a good time to release music online, but musicians know that streaming doesn't pay the bills. Pair your singles or releases with exclusive merch, featuring lyrics, album art or other memorable design concepts that will incentivize listeners to pay support to their favorite tunes.

## 8. Encourage Mask Wearing

We often tell people (jokingly) that we are in the mask business now, not the t-shirt business. Masks are single-handedly the most sought after item by brands today, and you can use them to spread a positive message. Let fans know the importance of wearing masks, and encourage them to purchase ones with your logo.