

How to Integrate Music Sticks into Your Current Music Business:

Step 1: Create Music Sticks

- We've created a lovely DIY Guide to creating music sticks. The process is not very difficult but can take a bit of time.
- [Click here for the DIY Music Stick Guide](#)
- Happy Place Music currently offers several artist services including:
 - Metadata formatting. We take your tracks and make sure all metadata is properly applied to each. We ensure optimal performance for playback in Happy Place Music Player as well as anywhere your audience enjoys your music.
 - Music stick creation. We will ensure all metadata is properly labelled, and will "print" usb flash drives. All drives will be properly formatted and loaded with your music. Custom packaging options are available but come at a higher fee.
 - We will create the music sticks, then ship them back to you. Please inquire for pricing.

Step 2: Sell Music Sticks

- Once you have your music sticks, offer them with your merch! We have created documentation (including QR codes) that streamline the music stick experience for your fans. Display this information alongside your music sticks to help your fans purchase and download Happy Place Music Player so, they can immediately enjoy your tunes on the car ride home.

Pricing Strategies:

We recommend the following pricing structure –

- CD Quality Albums
 - mp3 format at 128kb/s
 - Songs formatted with proper metadata
 - \$15–20 each
- Lossless, Dolby Atmos, and High-Fidelity Albums
 - wav, flac, m4a format
 - Songs formatted with proper metadata
 - \$25–\$30 each
 - Can be USBA or USBC (we recommend USBC as this future proofs the drive)
- In both scenarios, offer a bundle deal where you pair the album with either a lighting-to-USB-A adapter or a USBC-to-USB-A adapter. Sell the adapter for \$5 and bundle it with your album.
 - i.e. \$20 for adapter and CD quality album or \$30 for adapter and Lossless quality album.