

## What's new in Guide #2?

1. Description of how to get a **podcast onto iTunes** at end section of this document. Very detailed, but if you follow the instructions it should work.
2. Also, since the last version, the CNET music section of **music.download.com** closed, so I have a different recommendation. Please note, if you set up a music.download.com profile your URL should now redirect to the new site.
3. The **Alexa** submit URL has changed.
4. Mentioned **AirplayDirect** for radio play exposure.
5. Mention of Music Licensing with **Pumpaudio/GettyImages**.
6. The bottomline main things you need to know if you are new to **Twitter**.
7. Quick 'preparation' guide at the very end of the document, on how to **convert .wav or .aiff master recordings to MP3** using iTunes.

Excerpt:

Why am I qualified to determine what are the 'highly effective' habits? Well, one day I was checking my [CDbaby.com](http://CDbaby.com) monthly income statistics and almost jumped out of my seat as I noticed one recent month earnings of \$2,546. That's from only about 33 songs. After that and a few more months over \$2000 each, I felt that, for an artist part time promoting independent instrumental (unknown) music, I wasn't doing too bad, and perhaps it's time to start documenting what 'works'.