

Introduction

This paper is an analysis of the marketing of the Buttslappers's CD, *I Wanna Slap It*.
[Must begin with, "This paper is..." then typically the title of the paper] Research for this paper was conducted on Websites such as Buttslapper.com and rock.com, as well as *Billboard Magazine*.
[the introduction introduces the paper and the methodology used (where you found the data used in the paper)]

Research

The Buttslappers's CD, *I Wanna Slap It*, was released by Wacked Records on November 11, 2004 (Anon., n.d., Slappers ship). The band, its *[notice singular]* label, *[notice comma in a list before the 'and']* and manager hoped that the single released to radio stations, "I'm Happy When I'm Slappy," *[CD title in italics, single song in quotes]* would result in stores ordering large numbers *[notice not 'amount']* of the CDs (Frank, 2004). *[note: citation comes before end-of-sent. punctuation]* Their hopes were not realized as few copies of the CD were ordered (Anon., n.d., The CD that...). *[if cites begin the same (name, date), write the 1st three words of the title, or more if needed to differentiate the specific source]* According to the band's manager, Frank Low, "We had hoped we would get stupid rich" (Ricky, 2005, p. 123). *[page number always after a quote]* In a separate article, the label announced that, "...we are sad" (Anon., 2004, par. 2). *[use ellipsis (...) to indicate incomplete quote or words lifted from a complete sentence]* According to *Billboard Magazine* *[print main titles of publications in italics, title of articles or chapters in quotes]*, only five copies *[write out numbers up to 10]* of the CD were sold in all of 2004 (2004). *[CDs don't sell...they are sold...so never write the 'CD sold well']* *[if cite is has been cited before, and has a unique date, then you can just put the date (2004)]*

Since the Buttslappers created the new emo-slappy style of pop, the buying public hasn't been willing to pay for the music (Anon., 2004, Emo-Slappy Suks). Though the band will tour in October, *[always use active verbs...not passive. Ex. Not "the band will be touring in October". Also watch using should/could/would (follow with the word...if)]* the number of CDs sold are not expected to increase *[not 'amount'...watch for correct word usage (begin/start amount/number)]* (Anon., 2004). *[Note that since the anon. in this case has a date and is differentiated from the others, the title of the article isn't needed in the citation]*

Conclusion

In conclusion, the marketing of the Buttslappers's CD, *I Wanna Slap It*, has not been successful. While the strategy of releasing the single to radio stations was a good idea, the world

isn't ready for emo-slappy music. This is made obvious based on the fact that only five copies have been sold. I believe that even with excellent marketing, it is difficult to sell music that people don't like to listen to.

Always begin conclusion section with, "In conclusion..."

Research is totally based on research/facts, not your opinion. All statements of fact must be supported with a citation. You are not an expert. Ex. You cannot state that a CD sounds good...you must find data to support this.

Conclusion should be strong based only on the facts stated in the research section. This is where you write your opinion...supported by your research. Do not introduce new data/facts. It must be tied to the title of the article.

Bibliography

Anonymous. (N.D.). *Slappers ship*. Retrieved on December 13th, 2005 on the World Wide Web at <http://www.rock.com/slapper/criteria.asp>

Anonymous. (N.D.). *The cd that went splatt*. Retrieved on December 12th, 2005 on the World Wide Web at <http://www.rock.com/slapper/splatt.asp>

Anonymous. (2004). *The fall of the slap*. Retrieved on December 15th, 2006 on the World Wide Web at <http://www.rock.com/slapper/splatt.asp>

Frank, B. (2004). *Why emo-slappy is stupid: Eighth edition*. Thousand Oaks, California. Sage Publications.

Ricky, J. (December 1st, 2005). *Why crap sells*. Billboard Magazine.

Note....bib is always on a different page.

Note the punctuation and case

Only list sources that are actually cited in the research

Refer to APA style book for most cite formats.

All margins are 1”

