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To be able to get noticed today, you have to stand out from the thousands of rappers trying to make it just like you. Being cocky as a rapper is somewhat important but the truth is that there is always someone better than you out there. However, talent isn't the most important thing in the music industry, which is easy to see if you look at some of the famous rappers in the last decade. Something more important than your talent level is your overall hustle and how hard you push yourself to the world with high quality work. Once you understand this, you will learn how important beats are to your musical future. The best emcee in the world with the most lyrical creativity won't ever be famous if they only use mediocre beats that people don't want to listen to. So, buying beats is almost as important as what you say on a track.

Finding out where to buy the beats is the number one problem that rappers face. Usually, an emcee can choose from at least 5 Hip Hop producers in their area to buy from. Even if you don't have local producers, you still have the ability to buy from thousands online. These two choices become the major dilemma when it comes to instrumentals. Both sides have their benefits and drawbacks. However, one is better than the other in the end. Let's peek at what we are getting into if we buy from either of the choices.

### Purchasing In Person

Buying in person is great because you get a chance to create a lasting connection with the producer. Knowing the right people in the music game is very important. If you buy the beat in person you can probably work the price down a little bit after you connect with the producer and even ask for changes to the beat if you need them. While it is possible to connect with online producers, most of the top producers are selling hundreds of beats every day and don't have the time to make a connection with every rapper that buys from them.

The worst thing about buying in person is the limit of producers in your area. While there are usually great producers in big cities, not every rapper comes from a big city. Unless you have a very versatile and skilled producer in your area, you will be stuck with the same style that isn't as good as you could get online. Obviously, you aren't going to make it very far with less than average instrumentals.

### Purchasing Online

If you are shopping online, you will find hundreds of great producers with millions of beats to pick from. There are thousands of producers online striving to sell their beats to anybody who is interested. That amount of competition has caused a major drop in the instrumental prices online. Online prices for beats are usually much cheaper than beats in person. Also, you are not limited to your city's producers, which means you can go outside your box and become more versatile, which is always important for emcees.

The lack of personal connections online is the drawback of buying online. Without being personal, you risk being scammed out of your money, your beat, or both. However, a scam is only possible if you don't shop with the hottest producers online, which wouldn't be popular if they scammed people. That is the solo issue with buying beats online. If you pay attention to what company you are going to buy instrumentals from, buying online is much better.

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