

# **5 Insider Secrets To Marketing Musicians And Artists**

**Discover  
The Strategies Independent  
Artists And Musicians Can Use  
To Create Serious Income Streams  
Even If They're Completely  
Unknown**

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## FREE Report

In this report I reveal the simple marketing strategies a few smart musicians and artists are using to generate a good full time living often with a relatively small fan based.

You can use these strategies yourself to multiply the income you're making from your art, to start making a full time living from your art or just to start making an income doing what you love.

In the modern music industry many of these strategies are becoming more compulsory than optional if you want to go to the next level with your fan base, music sales and build your own personal fame.

*Andrew Cavanagh*

**W**hy should you struggle as an artist when a few simple marketing strategies can help you to make a good living doing what you love?

There has never been a better time in history for independent musicians and artists.

The internet has exploded the quantity and diversity of music people are listening to, buying and downloading.

It has also created a channel of communication that allows you to build relationships and sell a wide range of products and services to fans.

Music labels are reeling at the developments of the last decade because many of the most cost effective marketing strategies work at a ground level for guerrilla marketers.

They can be difficult to scale to the kind of level labels are used to using and they tend to require a more personal touch.

The industry is wide open for the little guys wanting to make a great living doing what they love and for skilled marketers willing to help artists multiply their incomes.

## **# 1: The Most Valuable Asset You Have Is The Depth Of Relationships You Build With People**

Great artists have a huge fan base.

Usually they've worked many years talking to fans after their gigs, travelling the country doing radio and television interviews in every town imaginable then performing at every venue that would have them.

They've answered letters and made phone calls. They've stayed punishingly late to talk to fans and got up ridiculously early in the morning to get to radio interviews and go through the whole process all over again.

Your commitment to your fans is one of the biggest things that will make you or break you in the music industry.

If you're smart you'll look for multiple ways to stay in contact with your fans on auto pilot...touching them, entertaining them and being a part of their lives.

That can help you build a huge, potentially profitable fan base more quickly with a whole less effort.

That leads to...

## **# 2: Capture The Contact Details Of Your Fans**

Think of a fan like you would a close friend.

You want to be able to contact them when something exciting happens, to catch up with them, when you're performing or to let them know of anything that's really significant in your life.

From a business perspective you also want to be able to contact your fans when you have a new product that they can buy.

It's crazy to invest so much time and energy in getting yourself in front of a group of people and performing then not following up with the people who love you.

Especially when in our modern internet era it's so economical to follow up with your fans by email.

You can have a simple optin form on your website with a special offer if they give their email address.

When you want an email offer the most enticing offers usually have two parts:

# 1. A gift they receive as soon as they sign up and confirm their email...for example a free mp3 or video of one of your best songs.

# 2. Valuable gifts, special offers and chances to hear from you by email in the future...for example links to videos of you performing, free mp3s from future albums, the first chance at concert tickets etc etc.

Once you have a website with your email optin form and your email autoresponder through a service like Aweber you need to take advantage of now being able to follow up with your fans on autopilot.

Put the URL of your optin page on everything you have with a description of the offer.

Have QR codes on your posters, CDs and other literature so anyone reading them can immediately go to your optin page and join your email list.

You can create QR codes free at a site like [GoQR.me](http://GoQR.me).

Remember that the most valuable asset you can have is the relationships you build with people and when that group of people gets large you need an easy way to contact all of them fast.

So take building an email list seriously...it may be one of the most important things you do to multiply your income.

One final tip on building an email list. Sites like Facebook and Myspace are great and there's nothing wrong with building a following there but you want your OWN website with your OWN email list you control.

You don't want one of the most valuable assets you have...the contact details of your fan base...to be at the mercy of a site like Facebook that can change their rules at the drop of a hat and delete your profile destroying years of your hard work in an instant.

Think of external sites like Facebook as a way of building relationships so you can get them onto your own website and your own email list.

### **# 3: Follow Up And Entertain!**

Getting your fans onto your email list is just the first step. If you really want to build a list of loyal fans you need to follow up with the regularly.

But before you send anything think through who your fans are, what's important to them, why they joined your email list and what might appeal to them.

There are so many different kinds of messages you could send to your email list of fans but as a starting point it might be best to send messages consistent with your image as an artist.

A good marketing principle in communication is to do these 2 things:

# Put yourself in the message.

# Put your listener in the message.

In other words you're looking for the things that connect you both.

If you've ever had any performance coaching you may have learned that it's valuable to appeal to different kinds of emotions when you perform.

In a live performance you might have moments where you get the audience to clap along, something visually different, a musical moment, something funny, a warm deeply touching moment and a huge climactic moment.

You can do all those things and more in your email messages.

A basic tip that works for most artists is to spend a lot of time talking to your fans telling them stories...especially interesting, funny or deeply touching stories from your own experience.

Remember you can send your fans to videos of yourself, you can send them photos with captions, you can send them links to mp3s...anything that helps to build a deeper relationship.

If you use photos be sure that you're not infringing on someone else's copyright. There are a list of photo resources here (but check the rights for any photo you want to use)...

<http://www.squidoo.com/adobe-photoshop-lightroom-2>

You can also give them a compelling reason to buy a product for you or you can put a product offering on the same page you send them to watch a video of you or download an mp3 or whatever you're sending them to a web page for.

You can also run competitions where the fans who send in the best video or photo or caption on a photo win something from you and you can use those great pieces as another reason to email your list.

## # 4: Have A Product "Funnel"

The biggest mistake most artists make is trying to make a great income selling songs for \$1 or albums for \$10 or \$20.

At that price level it's very difficult to make any kind of profit. You simply need too many customers and you have to put in too much effort for each customer.

The return for effort is terrible.

Runs through why it's so difficult to make money just selling songs and albums here...  
<http://www.musicmarketingmanifesto.com/how-to-make-more-money-for-each-album-sold/>

Instead of just trying to sell your music you really need to be thinking of having other higher priced products and services that you sell.

Your fans don't just love your music they love what you and your music represents to them.

Memories, special moments...things they've learned, experiences they've had.

They might want something that brings back those memories for them, reminds them of who they are and the experiences and special moments they've had.

They might want a "status symbol"...something they can show off to their friends and other fans.

### Hit Multiple Price Points

Ideally you want to give your fans the opportunity to purchase from you at a whole range of prices...the more loyal a fan is the more likely they are to buy higher priced products and services (like in home concerts, custom written songs etc).

Ideally you have different offers at price points like \$10, \$20, \$40, \$90, \$200, \$500, \$1,000, \$5,000 and \$10,000 or even more.

With lower priced merchandise have a special price for multiple buys if that's possible. This means instead of selling one copy of a CD at \$10 you might offer 4 for \$30 or a package of multiple Cds...anything to get the average purchase your fan makes up.

John Oszajca has a great list of ideas for products you might sell here...  
<http://www.musicmarketingmanifesto.com/10-ways-you-can-make-more-profit-per-fan-part-2/>

A higher priced service you might offer your fans is in home concerts.

Fans who love your music book to have a concert in their home where you perform.

You get paid and they get an amazing experience for themselves and their friends.

The person running the in home concert might also charge a price to people who attend so it could become a source of profits for them too.

There's a full audio interview on the topic of using in home concerts to make a great living here...

[Making A Living With House Concerts \(interview with Brian Vander Ark and John Oszajca\)](#)

## **# 5: Identify Key Contacts And Give Them More Personal Attention**

You should always be aware of where your income is coming from.

You want to give everyone you come into contact with the best experience you can and you never know where your relationship with one person will lead you.

But some contacts are more valuable to you.

The manager of a night club who has hired you for gigs in the past or a fan who has set up and paid for an in home concert both are key contacts who are making you a larger portion of your income.

With these key contacts you might go out of your way to stay in touch in more personal ways.

For example you might call or email them on their birthday to wish them a happy birthday.

You might send them a physical card at Christmas.

And you might send them your promotions of tours etc in advance so that they feel like they're always in the loop...part of the inner circle.

Small touches like this can go a long way to multiplying your income.

Sometimes we can be so busy trying to be clever that we forget that building relationships is really quite simple and just doing the simple things consistently is the most important thing.

## **Music Marketing Manifesto**

If you'd like the full [Music Marketing Manifesto report](#) you can purchase it [here](#).