

HOW TO **MONETIZE** ANY SIZED AUDIENCE

A step by step guide to converting fans into paying customers.

So you've got yourself a following. Good for you!

The follows, likes and comments are rolling in. It's so exciting, isn't it? If only those notifications turned to dollars in your bank account, right? Or, at least into little notification coins that you can spend on Amazon or something. But, alas, they don't. Besides a quick hit of dopamine and a sense of validation, they are pretty much useless. That is, unless you know how to convert the people behind those notifications from followers into paying customers.

Good thing that's exactly what I'm about to teach you!

Let's get to it!

UNDERSTAND YOUR PRODUCT

1 As a musician, you must understand that you're not just selling your music. You're selling YOU. What you stand for, who you are, your story, and all of the wonderful feelings of connection that come with liking and knowing someone intimately. That's what you need to lean into as an artist. People don't just want to hear your music, they want to feel like they know you!

DEVELOP DELIVERABLES

2 So, what else can you sell besides streams? You have to start thinking regular, scalable income here. Until you amass enough monthly listeners on DSPs to pay the bills, you're going to need to rely on other sources of income. This can come in the form of: merch, virtual/in person live shows (although touring is very costly), a fan club subscription, custom songs, liner notes, exclusive tickets/deals, etc. - get creative!

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START AN EMAIL LIST

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The next step is to create an email subscription list. This is how you're going to sell your deliverables. Did you know email converts 40 times more effectively than social media? If you don't believe me, [read about it here](#). You can start with a free service depending on your audience size, and scale from there. It's ok if you don't have anyone on your list...that's the next step!

CREATE A LEAD MAGNET

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A lead magnet is a free, irresistible offer designed to attract new subscribers to your email list. To get the offer, people have to give up their first name (typically) and email address. Your lead magnet could be: a free virtual live show, an invitation to a weekly newsletter series, a free merch item, access to VIP events or behind the scenes footage, a contest or giveaway, personalized video message, etc.

SHARE YOUR LEAD MAGNET FAR AND WIDE

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Mention it as often as you can where and when it makes sense. At first, your email list will probably consist of close friends and family -- that's fine!! Starting small is a great way to practice getting into the flow of your new email marketing strategy and work out the kinks. Share your lead magnet on socials, in person, in DMs, on the streets of your city! (ok, maybe not). Just spread the word far and wide and make accessing your content easy.

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LET'S TALK NUMBERS.

Have you ever heard of the 1000 true fans theory? This outside-the-box thinking from Kevin Kelly teaches that if you want to make a full-time living from your craft, you really only need 1000 true fans that are going to pay you \$100 over the course of one year, bringing your annual revenue up to \$100,000.

Not too shabby!

So, with this strategy I'm teaching you, we're going to capture, nurture, and convert your followers into those 1000 true fans.

There are generally two ways to break this down.
Annually, or monthly. We'll look at both.

\$100,000 ÷ 1000 FANS

= \$100 PER FAN PER YEAR

SOME WAYS TO MONETIZE:

- Sell private virtual concerts.
- Sell custom songs.
- Sell customized merch items with each release.

\$100,000 ÷ 12 MONTHS

= \$8,333 PER MONTH

÷ 1000 = \$8.33 PER FAN, PER MONTH

SOME WAYS TO MONETIZE:

- Sell a fan club subscription for \$10/mo.
- Sell a limited edition merch item with every monthly release for \$10/ea.
- Sell tickets to a monthly live stream concert for \$10/ea.

This is just the tip of the iceberg. Combine all of these techniques and maximize!

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TAKE ACTION

You have all the info needed to start monetizing your audience. Now you just need to take the steps to put the plan into motion.

- Get clear on your brand. Define your why & who are you are. How will you help people connect with themselves?**
- Brainstorm a list of valuable deliverables. Pick one to start creating.**
- Sign up for an ESP (email service provider). There are tons of free starter packages available.**
- Create your lead magnet and create an email form that will send it to your new subs. Do some research to determine what will be the most enticing thing to your audience. What would make you join an artist's email list?**
- Promote your lead magnet far and wide.**
- Nurture your leads - or fans. Make sure to be in touch with them at least once a week, offering free, valuable content.**
- Decide on 3-5 valuable deliverables that you can maintain regularly.**
- After nurturing your leads for a month or so, **START MONETIZING!** \$\$\$**

BONUS TIPS

- **When promoting yourself, try to stick to one social media platform and grow on that.**
- **Post regularly. It doesn't have to be perfect, just consistent!**
- **Provide your email list with free weekly content. Don't hard sell them right away. Take the time to build a relationship with them.**
- **Outreach marketing works! Send DM's to potential fans and followers, and start conversations with them. Then invite them into your community.**
- **You don't need to wait to have 1000 subs to start nurturing and selling to your list! 5 or 50, or 500 - it all works the same!**
- **Be patient - building an email list takes time, persistence, and commitment. It WILL pay off, trust me!**

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IN SUMMARY

Followers on social media will only take you so far. You need a way to get in touch with your audience in a way that's personal, conversational and, most importantly, works to convince them to buy from you.

Building an email list is the best way to accomplish that.

So, keep making music, keep promoting that music along with your lead magnet, and start building your email list.

You got this!!