

How to Create a Fanbase From Scratch

Toolbox Teleclass Transcription

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Professional Program

**Track 4: Be Seen: Promotion, Marketing &
Sales**



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INTRODUCTION

Welcome to the Toolbox Teleclass: How to Build a Fanbase from Scratch, and I am going to dive right in. I have a lot to cover in this hour about how to build a fan base from scratch, and I will tell you that the information in this class will help you no matter what level you're at with your fan base.

If you've been building a fan base for 5 years but want to kick it up a notch, this may give you a couple of good ideas for how to do that or if you're really just starting out and you've got you know 25 of your friends and family in a list and that's it! This should help you get things to the next level.

WHAT IS A FANBASE?

So, first of all, what is a fan base? I want to make sure that we are on the same page with our terminology. So, Twitter followers and Facebook friends and Likes and MySpace friends, even though we know MySpace is pretty much dead, ReverbNation friends, YouTube subscriptions, pretty much none of these in my world contribute to a fan base.

They are not your fan base, because the buy-in to click a button on Facebook is really low, and when I talk about a fan base, I'm talking about people who actually care about you, who are actually interested in you, interested in what you're doing, interested in buying your products, interested in coming to see you when you're in town. They know you, like you, trust you, and are ready to buy from you or at the very least are willing to cough up your...their email address and receive emails from you without clicking the spam button.

So another thing that is not a fan base I say purchased email list. Never ever, ever purchase an email list, okay? For one thing, it's not really legal because the truth is most people have not actually opted into those email lists, certainly not to have some sold.

For second of all, they don't care about you. It's just not an effective use of your money. So, these are real people who have expressed a level of interest in who you are and what you do and want to know more. So that's what a fan base is, okay?

Now these people are still on the level of prospects. They are not actually, I mean some of them maybe customers, clients, and fans (real fans), but the majority of your fan base, your e-list is going to be mostly people who are just interested in who you are and finding out more about who you are.

They have not necessarily yet bought from you, okay? So, they're maybe some suspects in there, a lot of prospects, and a smaller number of people who are actually...really love what you do, want more, and are opening every email linked at from you and kind of engaging with you. So, that's what a fan base is.



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WHY IS IT IMPORTANT

Why does it matter? Well, first of all if you're looking to make a living from your business--no matter what your business is--your email list is the fastest way to cash that you've got, because your email list-- the people who have said okay you can have my email, and then don't immediately unsubscribe or don't immediately click spam or whatever, who are interested in your email, open your email, they're much more likely to then follow that path that you're about to paint for them and end up buying from you.

So your email list is gold, but there's another reason why it's important. If you are looking to sell yourself to people who are going to represent you, whether that's as a musician, to venues that are going to pay you to play, to agents, managers, to A&R people from record companies, as a visual artist to galleries or museums for having a show or placing your art, licensing your art, as an author selling your books to publishers or even getting a decent placing on Amazon.

What these companies are looking for is what is your platform? And if you don't yet have a platform, they're going to not be interested in you because frankly you're ready for that.

And the best way to show these people that you have a platform is tell them about your email list. So for example, I've got an email list of close to 4,000 people, and I get between a 20 and 30% open rate on every email I send out, which means that in effect and I can't do the math in my head, but in effect of those 4,000 people, I get 1200 people who actually read my emails, okay? And so that, you know, that's how somehow helping my platforms and that's going to be useful to them to engage in whether or not I am someone they want to work with, whether it's booking me in a gig or giving me an opportunity or representing me as an agent or a manager, okay?

So that's why it is important. It's not just important for you selling stuff. It's also important for you in establishing your standing in your industry--your platform.

HOW DO YOU MEASURE IT

So, how do you measure it? That's a little bit more challenging, but I just did it for you, right? I just took my total email subscribers and took 30% of it and that's a measure of how many people I'm actually reaching with a each email on average.

You can measure with social media through the level of engagement your fans have with you. So how often are you getting retweeted, how many times do your posts get share, commented on, liked.

One of the nice things about having a Facebook fan page is that they actually will tell you how many people saw a particular post, what's your edge ranking, and so that tells you how much traffic are you getting on your website. So what's your Alexis rating? What's your...what kind of Google analytics are you using? What's your bounce rate and how long do people stay on your website?



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All of those things are ways for you to measure your fan base and because really what this is when you do something how many people does it impact? How many people see it? How many people care that they see it and by care that they see it that means they actually open the email right. That means they actually comment on the post or share that post, right?

So that's pretty much your measure, okay? So that's kind of what I'm talking about. When I am talking about fan base, I'm talking about real people taking real action in response to the things that you're doing, whether those things are in the real world or online.

HOW TO BUILD A FAN BASE IN PERSON

So, let's talk a little bit about how to build a fan base in person and then how to build a fan base via the internet and social media.

So by far the most powerful thing that you can do to engage someone to the level where they become a fan is a live interaction, whether that's them seeing you play on stage or them seeing you speak or them meeting you at an event, at a showing, you know, at the you know open studios, a book signing, it's really them meeting you live or in person.

Even if they never have an actual conversation with you, seeing you up on stage draws them much closer to you in a way that's just immeasurably more effective than anything else you can do. So if you're someone who resists live events, whether it's a networking event or a performance type event, I can't strongly recommend enough that you get over that.

Now if you have physical challenges or locational challenges where you know the nearest town is of 500 miles commute for you or something like that than there's a lot you can do to create what feels like an in-person meeting through the internet, and I'm going to talk about that and more and more people are absolutely having success doing that through YouTube, through Google Hangouts, through engagement in social media, that is happening more and more but it's harder. There just really is no better way to engage people interest in you than a live exposure.

And I think that that has so much to do with how we operate as human being, that you know 93% of the information we get from someone is not the content of their words. It's tone. It's posture. It's physical communication. It's how we engage with them through our eyes, our ears, and our feelings, and that's where the connection is made and that just works better in person than it does online. It just does.

GIGS

So, okay, how do you build a fan base when you're in person? So first of all I'm going to talk about gigs, live gigs, whether...and this could be anything from open mic to being a featured performer to being part of a multi-person show to anything like that, but where



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your, that your, if your gig whether you're the only performer or you're one of many within specific thing, the live gig.

SIGN UP SHEET

First of all, your sign-up sheet for your email list is critical, have one at your merch table. Talk about it often, mention it often. "Hey don't forget to sign up your email list at the back of the table. Hey don't forget to give me your email address so I can send you out more information about this thing that I'm talking about, and oh by the way, you know, I talked about...I'm going to be sending out newsletter next week with more about this story that I'm sharing with you now. Make sure you don't miss it. Sign up on my email list."

Give them a reason right to sign up but make it easy for them. Put it at the back of the room, pass it out throughout the room, to some degree that depends on the venue and you have to have the venues okay on how you do it. I will tell you a way better way to get people to sign up for your email list.

So first of all if you have a merch table and you're selling merchandise, you can ask them, you know, if you're using like the square, you get their email address right then and there so that you can email them their receipt, that's actually part of the square process. We love the square for that.

But even if they're paying you cash, have the people working on your merch table ask for the email address and put it so that you have their email address and you can say, "So I can send you a receipt..." or give them a reason to do it.

CONTESTS

But the best way is to have a contest. So here is how this works. So you take...you go to Staples and you give them a form to xerox onto card stock that has 2 across and 3 down like a 3x5 card size form that people will fill out with their name, their email address, their zip code if playing but if location by zip code is important to you. You can ask....you can put a little check box there to find out if they are interested in signing up for your street team, right? There's all kind of ways to, you know, use that to gather data about your--the people watching you, but most importantly, you want their name, you want their email address.

And then when you do is you collect everybody's cards in a big hat and at the break you pass out a CD, a t-shirt, a mug, something cool, and if it is a CD or a t-shirt that you're already selling at the back at the merch table, sign it. Make it special somehow. So, they're really winning something more than just, you know, a \$50 CD or a \$20 t-shirt or whatever it is. So that's the way to do it at gigs.

NETWORKING

When you're out and about, when you're going to events, when you're at parties, when you're going to networking events, wherever you are be collecting people's business cards.



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COLLECTING CARDS

Now it's good thing to have business cards for to give business cards out. That's great, but it's more important to get theirs and ask for their permission to put them on the email list, and you just do it like, "Oh, can I have your business card? Oh great! Would you mind if I added this to my email list? Don't worry, if you don't like it you can unsubscribe."

You know, "there's an unsubscribe link on every email so don't worry about that," and get their permission and collect their business cards. You know add those to your email list. So always be collecting business cards wherever you go.

I actually got a guy on my email list that I met on the Bart train in San Francisco, I mean, you never know right? You could be meeting people everywhere, at diners, wherever. You have a waiter, if you have a good connection with the waiter, get their email address, because not only do you not know what kind of a fan they'll become, you don't know who they know.

Some people seem pretty not so special when you meet them, but they've got enormous social circle who they're deeply engage with, and if they find out more about you and they like you and they recommend you, they can be absolute goldmines, which leads me to the last piece which is family and friends.

FAMILY AND FRIENDS

So yeah of course you would like to add your family and friends to your email list. Do not do it without their permission and when you after asked and received their permission, invite them to share your email list with their friends, and make it easy for them. Give them content to share, ask them to forward the email, ask them to share it on Facebook, you know, just ask, because it never hurts to ask. It never does.

HOW TO BUILD A FAN BASE VIA THE INTERNET

Okay, so let's talk about how to build a fan base via the internet. So I talk about this in more details in some other classes. These concepts are also going to be developed a lot more when I develop where I'm going next with the Artist Marketing and Business Academy, which I'm hoping to announce the details of probably in the next months to 6 weeks. I would think by the beginning of July, but I'm not going to-- a little teaser there.

So, the first thing I want to talk about in building a fan base via the internet. So, here's the thing: most people when they want to figure out what their reach is on the internet, they Google their name.

And while I recommend Googling your name, so that you see who's talking about you and what their saying, and in fact, I recommend setting up what's called a Google Alert, where you basically and this is free with a Gmail account, you go into...it's called Google Alert. Just Google it, it'll come up.



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You go in, you sign in with your Gmail address, and you ask Google to do a search base on a particular set of keywords that you've picked out and your name, your band name, your business name, your competition, your niche can all be keywords that Google will search for you, and they will send you updates--every day or every week depending on how you set it up--about websites that mention your name, your business name, whatever. That's great, and it's good to keep track of that.

However, that doesn't really tell you how many people are finding you via the internet, because if they don't know you exist, they don't know your name and they're not searching by your name.

So, you need to be a bit canny about this and learn some SEO skills. That is certainly an area that I will be developing out, building out in class work, but here are a couple of ideas of how to do this, because what you want to be doing is driving traffic to your website, and then giving them the ability to sign up for your email list on every single page.

It's really easy to do this in Wordpress because you make a widget with a sign up box for your email, and since you're going to be doing this legally in using a new letter data database service whether it's mail champ or constant contact or Aweber or whatever, what they will give HTML code you just drop that HTML code into a widget in the sidebar and that way it shows up on every single page, and they can add themselves to the newsletter.

Blog posting and blog commenting

And I'm going to get into a bit more about that in a moment, but one of the ways to for example drive traffic to your website and attract traffic to your website is through blog posting and blog commenting on other people's blogs.

So, Ariel Hyatt has a wonderful book, Music Business Success in 9 Weeks, talks a lot about how to do the blogging for social media house has also has a lot about that, and I will post those resource links. I'm just making a note to myself on what to post as resources for this call.

Okay, blog posting. You want to be very aware of what are the keywords that your niche market is searching and then write blogs about it and use those keywords organically in your blog post in a way that is how humans use that language.

So, don't do what they call keywords stuffing, where you, let's say you're talking about fishing tackle and you...say you use the word fishing tackle in every sentence in the post because nobody writes like that. That is just not how people write, won't make sense, and that's called keyword stuffing and Google can blacklist your blogs for doing that.

But talk, you know speak normally and, but use the keyword. In the title, use keyword in headers, so that when your niche is searching for those keywords they find you. So that's for blog posting and make sure that your blog post content, not advertisement.

You're going to hear that theme a lot from me, "content, not advertisement." This is all about organic and engagement-focused relational marketing. This about attraction not...it's about



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pull, not push. It's about bringing people to you, rather than pushing them to do something. It's about attraction marketing.

So blog posting; Now, what blog commenting is is that you find...you decide who your niche is, and you find the blogs that they're frequenting and you read those blogs, and you comment on them and where the blog allows you to put a link to your website, which will then make your name in that comment a clickable link.

Now you can use something like Disqus or Gravatar to make that work. So, some of them allow Facebook connections, but here's the thing. If you use...you sign into Facebook, it's going to send them to your Facebook profile, not your website.

So, I actually recommend signing in, not to through your Facebook profile, but through Disqus or Gravatar or as a guest and putting your website in there. So that they are then going to read your comment and say, "Oh that's intriguing. Let me find out more about this guy," and then go click the link and go check out your website.

And that drives them to your website where they are going to see a quick and easy link to sign up. So that's blog commenting, and I will say one more thing about blog commenting and then move on. Your comments cannot be soul-less, shallow crap like, "Oh wow great blog post man."

And they can't be gibberish and selling your stuff, because first of all, a lot of that stuff's going to get caught by spam blockers, because that's called comment spamming. And no one's going to click the link to your website, unless you say something of value.

So make a comment that pertains to the blog you're reading, that picks out a particular point, adds to that point, disagrees with that point, comment on the actual blog post, just like you would in a conversation. Like you would not in a conversation say, "Oh yeah I really get that, by the way check out my website," because that is just like ick. You would not do that in a conversation. Don't do it on the internet.

KEY WORDS ARE KING

Okay, when it comes to everything you do on the internet whether it's your page content, your blog post, it's your profiles on your social media everything, everywhere keywords are king, so make sure you know what your keywords are and take advantage of them, okay.

SIGNUP ON EVERY PAGE OF YOUR WEBSITE

Oh, I missed something about the signup on every page of your website. I did want to make sure that your signup for your email list needs to be more than just a signup on my email list, because unless they are already seriously a fan, they are not going to do it. So just not...because we are all on e-mail overload. We all get too many emails.



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GIVE THEM SOMETHING FOR SIGNING UP

And so, you need to give them a reason why they want your email, so give them something. On my...I do multiple things to build my email list. I have my Ask Coach Debra calls every month. I have my free 10-week e-course which has articles that you can't get anywhere else.

I also invite people to sign up for my Words to the Wise newsletter, right? So even though that is a blatant signup for my newsletter, it has kind of a title that tells them that it's content, not advertising, okay? Words to the Wise newsletters, so there's going to be some words in there.

What I would recommend is give them something that is primarily free for you to deliver. So whether that is an MP3 downloader song or an image if you're a visual artist that they can setup as a you know as their desktop or something, some free thing that's not...that's free to them and not too expensive for you.

It's really easy to that using something like Constant Contact or Mailchimp, because every time someone signs up, they get a thank you email through the system. It's automated, and I don't know if Mailchimp does this, but I know that Aweber does this and another Constant Contact does this, where you can setup a several email auto responder, and in those emails, you can give them the link to download the songs, so that's easy delivery. You just, they click the link. The download opens up on their computer, and they can download it right then and there.

So that's how I would recommend delivering it. Make it super easy for yourself. Make it automated for yourself. Something that you're giving away for free should not cost you a lot to deliver. It may cost you something to create the first time, but once it's created it should be passive, okay?

HOLD CONTESTS

You can also hold contests on your website. You can have what they call squeeze pages, which are basically a page that does nothing but tell people to give you their email address.

And they're going to get something out of it and this is why, and it's all they do, but if you can make that contest a limited time contest, so there is a call to act that will work better.

You could give away if you got...if you're dropping an album, you could give one lucky winner the full album for free. You know, or something like that and you just do that to get people to sign up for your email list.

GIVE THEM A REASON! (WIIFM?)

But the bottom line for all of this is you've got to give them a reason--what's in it for them? You have to...they have to know what the benefit is—of giving you their email address or they're not going to do it.



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Gone are the days where people just willy-nilly signed up on email lists because we're so overwhelmed, and so people become extremely stingy about giving out their email and so you need to make it worth their while or they ain't going to do it.

Alright, let's talk about social media. I would say that social media is the thing that has really changed the landscape around Internet marketing in the last 5 years, 5-7 years, but really 5 years since 2008, since Facebook really took off and killed off MySpace.

The first couple of years of MySpace there was some serious stuff going on 2003-2004, but by the time 2005-2006 came around, it started being spam hell for most people and that's when MySpace really started to die.

So a couple of things and actually before I go into this, I'm going to take a moment to have a drink of water and I know I do have one caller on the call live, if you have any questions on what I've already taught, feel free to hit *6, come off mute and ask them.

HOW TO BUILD A FAN BASE VIA SOCIAL MEDIA

Okay, you have a question? No? Okay. So, moving along, how to build a fan base via social media.

A LIKE IS NOT A FAN

I said it at the top of this call. I'm going to say it again and again and again until people finally get it: a like, a follower, a circler, a click on YouTube, a watcher on YouTube is not a fan.

I would say that someone who subscribes to your YouTube channel might be one step up above a like as far as their level of engagement with you, because that means that they want YouTube to tell them when you've got new content, because you know, you get an email from YouTube about your subscriber if you're active on YouTube.

But really people who are in your broader circles in social media, they're not really part of your fan base. So you need to understand that and understand how to work social media to get these suspects and make-turn them into prospects, and then from prospects into customers, clients, and fans, okay?

USE YOUR SOCIAL MEDIA SITES AS A PORTAL TO YOU

You want to, first of all, use all your social media sites as a portal to you. Drive them to your website and from your website to your email list. Now obviously this is not one directional. Your website will also drive them to your Facebook page. They may see your website and decide to follow you on Twitter, you know.

There is back and forth engagement, but for your purposes, the way you focus your energy is driving people from your social media to your website. And even driving people from your email list to your website.



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You know, when I started sending out my newsletter, I used to put the entire article in the newsletter. Of course, this is back in 2003, and I had a HTML website, so adding content to the website was kind of a nightmare.

It just wasn't an easy thing to do, but as soon as I converted to Wordpress, I started putting just the first paragraph.

DRIVE TO YOUR WEBSITE

Just enough to wet your whistle in the newsletter, and then driving people to read the rest of the article on the website, because you always want people on the website.

And you want people on the website, not just because you want them on the website for what they're going to find on the website, but because it raises your ranking with Google. It raises your ranking on Alexa. It establishes your platforms.

The more traffic you've got on your website, that's a selling point. If someone comes to you and says how big is your platform, you can name your Alexa ranking. And if they know at all what they're doing, that's going to mean something to them.

And if you don't know what Alexa is, Google it and go check it out, and put in your website address and see how many people actually see your website, and where you rank compared to all the other billions of websites out there.

BUILD YOUR SOCIAL MEDIA PLATFORM

METHODS DIFFER FOR EACH PLATFORM

Okay, so everything is a portal to you, to your website, from your website, to your email list, and from your email list, of course, back to your website. Let's talk about ways to build your social media platforms.

So here's the bottom line. Message differs for each platform and knowing what is acceptable on that platform and what is cool and not cool is really critical. Because if you mess that up, you will lose people for good.

You know, if you do something, for example, if you push your tweets to Facebook, you will lose Facebook fans so fast. At the same time, if you push everything to Twitter, so that Twitter is getting the same announcement from 5 different places, always in a 5 minute radius, and so basically you're stream looks like announcement, announcement, announcement, announcement, announcement, announcement, and then silence for 2 days, and then announcement, announcement, announcement, announcement, announcement-- no one is going to follow you. They will be bored.



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KNOWING WHAT IS ACCEPTABLE AND COOL IS CRITICAL

So you need to know what is acceptable and cool, and what is not cool for each platform and every platform is different.

YOU MUST FILL OUT YOUR PROFILE AND BUILD SOME CONTENT HISTORY BEFORE YOU GO AFTER PEOPLE.

The first thing you must do before you do anything else in any social media site is fill out your profile fully. Making sure that your keywords for your niche market are really juicy with keywords.

And then also put in some decent content before you start trying to drive people to your social media. Before you start trying to get people to follow you, like you, circle you, whatever. Make sure you've got a fully filled out profile with a picture, not a logo. A picture.

The only place that you might be cool with a logo is Pinterest. Everywhere else, I strongly recommend a picture because you need to humanize your engagement as much as you can.

That doesn't mean you don't put up pictures. It just means that your icon—who you are, your kind of identify, your image is your picture. So that's kind of the basic, and then putting in some content, so that when people say, "Who is this guy? Let me check him out," they go to your stream and there is something there to see.

And that something is not marketing. That something there is content, content, content. That they're going to find interesting. Okay. I'm going to very quickly in our last few minutes, I'm going to take about 10 minutes and talk about the different platforms that I'm most familiar with, but before I do that I want to give you the answer to the question most people ask when I'm talking about this, which is:

Which platforms should I be on and active on? And my answer to that question is it depends on who your niche is. If you know your niche and you know where they're hanging out, you know the answer to that question.

So if you know that your niche are total geeks then you need to be on Google+, because that's, you know, really a haven. A lot of people on Google+ are in the technologically savvy world. The rest of the world is being a little bit slower in adopting Google+.

If your target market is extremely visual, then you need to be on Pinterest. I'm not going to talk about Pinterest, because frankly, I haven't spent a lot of time learning about it, because it's not where my target market is for the most part.



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But if, for example, you decided your target market are scrapbookers, they're going to be on Pinterest, because that's basically social scrapbooking. That's what it is. You need to figure out where they're hanging out, and then that's where you focus your attention.

But I'm going to cover what I think are the top 4 places for building a real social media platform. I'm not including LinkedIn though that's a big one if you're in the corporate world. If you're not in the corporate world, it's not going to be all that useful to you.

But if you want to get, for example, if you want to get in front of music supervisors or executives, that might be a good place for you to hang out, but it's more business to business than it is business to consumers.

TWITTER

Okay talk about Twitter. It is my favorite. It is my favorite because of it is the fastest, easiest, cheapest one to get up and running well. So, on Twitter once you filled out your profile, uploaded your picture, personalized your wallpaper, which is really easy to do, so that you are a real person on Twitter and filled in 12-20 tweets over 5 days.

Let say you do 3 to 4 tweet a day for 5 days, so that you've got some content there. And your content is relatively steady. So, a minimum of 3 tweets a day I would suggest. Minimum of 3 tweets a day. If you follow me on Twitter, you know I tweet a hell a lot more than that, which is why I got four thousand people following me on Twitter, because I'm really active.

AGGRESSIVE FRIENDING

Once you've got that up and running, then you can do some aggressive friending. I would recommend you do that. There's a couple of ways to do that. First of all, by the way, all this content is available in the [Twitter 101](#) call. So you might get more information there.

Search

You can use search message top find your target market on Twitter, and then follow them. If you are aware of an artist who is similar to you, who is really successful and has a lot of followers.

Follow the followers

One of the things that you can do is go start following their followers. Now, I did this. I actually started following the people who are following Derek Sivers and Ariel Hyatt when I first started on Twitter.



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That was one of the fastest ways that I found to really build. That got me from about 50 up to about 500, and then once I tipped over 500, I started to getting enough followers every day that I didn't need to go out after them.

If you tweet enough and you tweet with lots of keywords and good content, Twitter will recommend you to your niche. They just will. They just start recommending you to your niche. It's magic, and I get between 5 and 30 new followers a day, depending on how active I am, but also how many bots. Some of them aren't real people.

Watch your ratio

You need to watch your ratio. You never want to have more than 25% of followers to following. Meaning you don't want to be following a hundred people with only 25 people following you or following a thousand people with only 250 people following you.

You want to have a much closer ratio. Honestly, ideally it's tip in the other direction, but I don't recommend you aggressively unfollow people because that's a really good way to get blocked by Twitter.

BE ATTRACTIVE IN YOUR TWEETS, AND ENGAGE, ENGAGE, ENGAGE

Where you follow people and as soon as they follow you back, you unfollow them. That's just poor Twitter etiquette. But mostly what you want to do is be attractive in your tweets. Not be pretty, be attractive. Be interesting, be engaging, be funny, be fun.

Talk about the things your target market is interested in. Retweet your target market. Engage with them. Start conversations. They can be provocative. They can be bold. They can be outrageous, but start conversations. That's Twitter.

FACEBOOK

Facebook I think by far is the hardest to get real traction in, because Facebook works against you. They actively work against you, using something called EDGE ranking, which I'm not going to go into too much details because I don't have time.

But basically, your EDGE ranking is how popular are you: how many times are you being re-tweeted, commented on, and shared. So the way you get seen by more people is by either buying advertising, in other words, promoting your post or being really viral in what you're posting about.

So if you know what who your target market is and you can create posts that they engage with, and this is a bit of experiment. You'll find out what they'll engage with and do that regularly. Twice a day is a good amount on Facebook.



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USE YOUR PAGE NOT YOUR PROFILE

And by the way, I'm not talking about your profile. I'm talking about your page here. You don't want to use your profile for building your fan base. It's not searchable. *It's* not visible. *It's* not going to be useful.

But use your page to do this. You have to engage to some degree with your profile or it doesn't work but that's again a longer conversation.

EDGE RANKING MEANS THAT ONLY IF YOUR FAN BASE ACTIVELY ENGAGES IN A POST WILL IT BE SEEN

EDGE ranking, you know, if you Google EDGE ranking on Facebook, you'll get a ton of blog post about what it is, how it works, how to use it, but I think that Facebook wants you to pay them for advertising and so they do things to discourage kind of guerilla, viral marketing tactics.

USE ADVERTISING JUDICIOUSLY

YOUTUBE

They actively discourage it, and so Facebook is my least favorite of all of these. I love Facebook. I love hanging out on Facebook, but from a marketing perspective, it's my least favorite.

Youtube and Google+ besides being connected to each other, because they are both owned by Google. And going to automatically raise your SEO, because it's Google for God sake. I think Google+ is the next--it's going to be the next big thing with very clearly defined (cut) Google+ is called what the plus, and I will see if I can post a link to it if that's still up and available about how to use Google+, but the way he described it is that Google+ is about your passion.

And if you know who your niche market is then you know what they're passionate about, and if they're passionate and they're passionate on Google+, you can find them magically because Google+ is run by Google, the master of the search.

So it's a really good way to find people. Youtube, because it's a visual medium does break some of the boundaries that I talked about at the beginning of this call, that you know, because it's visual.

Because if they watch you doing a vlog, which is a video blog post on Youtube, they feel like they're meeting you in person. If they watch you hanging out in your bedroom` playing a song, they feel like they get to know who you are, okay.



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COVER SONGS CAN MAJORLY DRIVE TRAFFIC

The thing to know about Youtube is that cover songs can drive traffic hugely if the song and the artist you're covering are popular, particularly if they're in the news right now. So for example, Taylor Swift just swapped the Billboard Awards. Now would be a great time to do a Taylor Swift cover song, because she's big.

And doing a cover song is legal because it's a cover. It's a tribute. In the about section, make sure that your name and your website are in the very first line, so it's above the more tag, so people don't have to open that up in order to see it.

Make sure that your website is a clickable link, meaning that you type it in with <http://>. Fill that description with the keywords of the people you're looking to attract, your niche market.

IT IS A SOCIAL MEDIA SITE – SO FIND MUSIC THAT IS SIMILAR TO YOURS AND ENGAGE WITH THEIR FANS

Remember also that you Youtube is a social media site, which means that the more social you are on Youtube, the more attractive your channel will be to people. That means, you comment on other people's videos. You watch other people's videos. You find videos of the people who your niche market is going to love, and perhaps already love, and then comment on them.

Do it while you're signed in through your Youtube channel, so that your name becomes a clickable link back to your Youtube channel, and make sure your website is all over your Youtube channel, so that there's an easy way for people to follow you back to your website.

VLOGGING AND GOOGLE PLUS HANGOUTS

You can also, on Youtube, you can do vlogging so it doesn't have to be music. You can do a video blog, which is basically you speaking your blog post out loud. Then don't read it. Rest on it, you know. Make it more casual.

YOUR WEBSITE ABOVE THE FOLD

Make sure that your audio is decent. The video doesn't matter that much, as long as they can see you. If it's grainy, if it's out of focus it doesn't matter much as the audio. People don't care. The other thing that you can do with Youtube, which I'm going to talk about a bit more in a moment, are Google+ hangouts, which you can then stream live to Youtube, and make a living on going video on Youtube, so that it continues on.

And then also what you can do is on your blog post on your website--in your website blog, you can embed to Youtube link. So let's say you have a 300 word post about



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mushrooms, and let's say that you're niche market are foodies, and you're writing a blog about this dish that you cooked last night and what a disaster it was...let's just say.

And you write a 300 word post about it and it's pretty funny and you tell the story into the webcam. Make it a video, post it up to Youtube. Grab that embed link and embed it into your website, and then wait 3 or 4 months and do it all again.

In other words, Facebook, Google+ and Twitter about that blog post can give it a whole second life. Alright that's Youtube. And finally in the last...actually, I'm going to go a bit over on this because there's so much information here.

GOOGLE PLUS

Google+, the magic of Google+ is both in circling and in communities. As I said that there's a 147 page ebook about it, and I'm still working my way through it. I'm about a quarter of the way through it and it's awesome. It's got amazing ideas about how to use Google+. There's communities. People share circles, so if you find a niche and there's an authority within that niche, who has Google+, they may share their circle of their friends within that niche.

COMMUNITIES THAT TARGET YOUR NICHE

And if they do that, then you can circle all of their friends within that niche. And so there's all these ways to kind of build that.

KEY WORDS

Keywords are hugely king. Google will find your Google+ posts in a Google search for keywords if you do it right.

You can also get some real traction by plusing other people's post. By sharing other people's post.

AGGRESSIVE CIRCLING

You can do some aggressive circling. In other words, you find people in your niche and you circle them. They'll get a notification if they set it up that way if someone circled them.

HANGOUTS

And now come and check out your profile and decide whether or not to circle you back. But the thing to know about that is that is if they land on your profile and there's nothing in it, they are not going to circle you back.



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And if they land of your profile and found out that you've circle 4,000 people and only 20 have circled you back, they're not going to circle you back. So you want to be careful with that in the same way that Twitter is.

And my recommendation on all of these, even though you can protect your tweet, you can hide Facebook post so that only your friends see it. You can hide your Google+ posts, don't. Be public. That's the whole point of doing this! Be public.

I'VE GOT A FAN BASE LIST, NOW WHAT?

This last piece is the beginning of a much longer class. I've got a fan base list. Now what? Once you've start building that list, what do you do with them? How do you turn those prospects into customers, clients, and fans?

And how do you get them to share you with the people in their lives? That's a much bigger question. The [interview with Elizabeth Edwards](#) actually does talk about this quite a bit, so that would be a good call to listen to.

USE A LEGAL METHOD – NOT YOUR GMAIL ACCOUNT!

First of all, now that you've got a fan base list, use a legal method. Do not use your ISP or your Outlook to send emails, even if you put them in a BCC. Because, first of all, if you have any kind of a marketing message in there—you're actually breaking the law.

Because there's no automated, unsubscribe link doing it that way. And you want to give people away to unsubscribe from your email list without having to confront you personally and say, "Please take me off your list." Because people don't want to hurt your feelings, and they will actually to more likely to click the spam button than to ask you unsubscribe from their list.

One last thing I want to say is absolutely do not add followers, friends from Facebook, Twitter, Google+, Youtube to your email list. It is illegal. And it's just frankly rude. I may have liked you, but I have not signed up for your email list.

If you signed up for my email list and then you turn around and add me to your email list, I mean just imagine that. I speak across the country, really across the world to thousands of people every year. And a lot of them sign up for my email list. Can you imagine all of them added me to their list? I mean, my God!

You know it's just rude. Give me the opportunity, invite me, encourage me. Give me a reason to do it, but don't do it for me. And I'm not talking about me personally, I'm talking about me as the all of the suspects in your life. Do not add people to your email list without their permission. It's just rude okay.



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If they've bought something from you, if they've signed up for a free download, yes, they are opting in by taking that action. Just give them a way to opt out, and you'll stay in good stead with them.

CONTENT NOT ADVERTISEMENT OR ANNOUNCEMENT

Make your communications with your fan base content, not advertisement. Give them juice. Give them meat.

BE FUN, FUNNY AND INFORMATIVE

Be fun, funny, and informative. Know who you're talking to. Know who your niche market is and give them something they will value.

BE BOLD, OUTRAGEOUS AND PROVOCATIVE

Be bold, outrageous, and provocative in your conversations with them and invite them to engage with you. End your article with questions.

DRIVE THEM TO YOUR WEBSITE

Invite them to comment on your blog post. If you're blogging frequently but you only sending out newsletter once a month, include the title as clickable links to your blog posts.

You know, invite them to go read your blog post. That's great, but do it in a way that's informative. That's makes them want to click through or they're not going to. So you want content.

One of my favorite things that I have seen, I've seen a couple of different things. One of the reasons I invited Elizabeth to talk about this topic is that one of the things she does in her newsletter is tell the stories of her songs.

Tell the back story. Why, how is she inspired to write this song or that song and then she post the links. Not the links, the lyrics. So that you get her poetry. Another client whose email list I still don't even know we're no longer working together, he put 3 favorite quotes of the month.

He will put up a recipe that he loved. He will post about a charity that he's passionate about. His newsletter is usually maybe a page and a half long with only the bottom quarter of that second half page being promotion of his gigs.

It might be a poem, it might be a resource. It might be links to books he's reading. It might be someone he just discovered, someone else's music who he just discovered, and he loves and wants to share with you.



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But it's content and why does he do that? Because I told him too. But he does it really well. Because it's interesting. It's entertaining. You know, it could be tales from the road, right? Just whatever. But make it content, not advertising.

IF YOU'RE ONLY ANNOUNCING A GIG – BE LOCATION SPECIFIC

If you occasionally only announce a gig, and it's a live in person location specific gig, send that to that zip code who would be likely to go there. Don't send it to everybody. Unless you're sending-- unless you've got the Fall tour, and you're heading 7 states, that you might send to everybody, because to some degree you don't know who knows who and where they are and that's great, but really if you're just playing in one town, one gig, and you want to promote that one gig, be zip code specific.

That's another reason to use a professional system, whether it's Mailchimp, Aweber, Constant Contact or whatever that you can then sort by zip code. That's why you want to ask people for their zip codes, so that that helps you do that.

So alright, so that's how to build a fan base from scratch, and I'm going to give you one final caviat. I don't talk about how to make the work you're doing amazing. It's just not something I cover in the Artist Marketing and Business Academy, because frankly it's not my skill. It's not my wheelhouse.

Telling you how to write good songs, how to write good novels, how to make amazing films, how to be a good actor. That's just not what I do. I tell you how to build your business, so that you can do that stuff. All of these techniques will not work in the long term if when they check out your art, it sucks. The best marketing plan in the world will not work if the quality of your product doesn't pull people in deeper. Now it's true that some are going to like it, some are going to hate it.

So what? Who's next? You want that framework and all that you do, but you need some to like it. You need some to love it, which means you need to be creating really high quality product, and I can't tell you how many times someone sent me a question on Ask Coach Debra or on ask me to check out their Youtube video on my Twitter whatever, and when I got there and I listened, I was singularly unimpressed. People won't come back. They won't. They won't ever, so don't disappoint them.

Make the best product that you could possibly make at the highest quality level that you can afford and always, always, always be developing your craft. Okay, any question before we call it a day? If you're still with me, just hit *6 to come off mute... *6 to come off mute.



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Alright. Everybody listening to this as a recording, stay tuned. There are going to be some major announcements coming down the pike in I'm hoping 6 weeks or so-ish about changes in the Artist Marketing and Business Academy. If you have not yet, please do fill out the survey. I sent out an email a while back. I'm going to be tallying up the responses I got an over 50 responses last I checked. Thank you, thank you to everybody who did it already. And so I'm going to be following up and then taking that information to inform the design of the transformation of the Artist Marketing and Business Academy. So if you want your needs to be heard, make sure you fill out the survey. Alright everybody, thanks so much have a great day.