

Step 7: Strengthen Relationship

Toolbox Teleclass Transcription

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Multiple Streams of Art/Music Income

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



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INTRODUCTION – WHERE DOES STEP 7 SIT IN THE SCHEME OF THINGS?

Welcome to step 7: Strengthen Relationships in the [Multiple Streams Program](#). So I'm just going to dive in here the--- I want to first of all talk about where Step 7 sits in the grand scheme of things.

So if you've been working through your Multiple Streams process and building your Multiple Streams business, you've chosen a niche. You've designed your product funnel. You started to drive traffic to your website and been building your list, and you've been starting to convert prospect, and by converting prospects, I mean taking them into your funnel.

In my experience, people who follow me on Twitter, people who are friends with me on Facebook or liked one of my Facebook pages, who are connected to me on LinkedIn, for the most part, they're really just prospects. They haven't really bought in yet.

On the other hand, people who have signed up for the free e-course, which is my pink spoon offering or signed up for my newsletter, who are have actually entered themselves into my funnel, they have converted themselves from prospects into customers, clients, and fans. Even if they haven't spent any money yet.

They've stepped deeper into the product funnel than someone who's just following me on social media, okay? So I did want to just differentiate that, and there are exceptions to that rule.

But there are also a lot of people who've found me on social media who have taken that next step deeper into the funnel and that's kind of who I'm talking about.

THIS IS ABOUT STRENGTHENING AN ALREADY EXISTING RELATIONSHIP

Now in Step 7 what we're talking about, first of all, I want to say we're not talking about strengthening your emotional relationship. This is not about your marriage or your friends or your family. That's not what we're talking about here.

We're talking about your relationships with your clients, customers, and fans okay? That means it's assumed you have created or initiated some level of relationship with these folks and this is about strengthening that relationship.

Now I want you...as I go through this content to hold two phrases in mind. These are phrases that were taught to me back in my network marketing days, when I really spent a lot of time and energy getting trained in sales and marketing, and I think they're really critical to hold as a context for everything we're talking about.



SOME WILL, SOME WON'T, SO WHAT, WHO'S NEXT?

The first one is some will, some won't, so what, who's next? In other words, of all of the people that you connect with on a day to day basis in all of the avenues that you are connecting with prospects and with customers, clients and fans.

Some will, in other words, some will buy from you. Some will come deeper into your product funnel. Some won't, so what? Who's next?

PEOPLE BUY FROM PEOPLE THEY KNOW, THEY LIKE, THEY TRUST

Your job isn't to convince people to buy your product. Your job is to create relationship, because that will organically pull people into your circle and that brings me to the next phrase I want you to hold as a context, which is people buy from people they know, they like, they trust.

Step 7 is about allowing people to get to know you, to get to like you and to begin to trust you. It's about deepening and strengthening your relationship with them, okay?

NEWSLETTER – FROM FREE TO PAID

One of the best ways to begin to do this is through your newsletter. Now I recommend--I have a couple of other classes, the interview with Elizabeth Edwards talks a lot about newsletters. There are other classes which I'll link to from this call that really go into, you know, how to build your list, but what I want to cover here is what to do with them now that they're on your list?

So maybe they've come into your list because they saw you play or they came to a show if you're a visual artist or you know maybe they signed up on your website or because they're following you on Twitter and Facebook, and they signed up from there.

These are people who have in one way or another told you that they are interested in you enough to give you their email address. So what you want to be doing is how do you take them from being just into you enough to give you their email address, which is a fairly low level buying, to the point where they're willing to give you their money, which is a higher level buying, right?

Giving you contact information for most people is not, as you know, as intimate as giving you cash, buying a CD, buying merchandise, hiring you, whatever.

So once you've got them on your newsletter list. What do you do with them in order to deepen your relationship enough that they feel like they know you, they like you, they trust you and they're willing to spend some money with you?



1-2 EMAILS/MONTH

First of all, how often should you be sending out newsletters? I recommend a minimum of one newsletter a month, a maximum of two to three. I follow some people who do it more frequently, but not many. For most people I must say they have really amazing content.

More than once a month is too much for me and I feel like a lot of people feel that way, but will know better based on your...what you know about your niche.

1 /WEEK = A LOT OF ENERGY TO MAINTAIN

The other thing to think about is that if you are sending out an email once a week, that's just a lot of energy to maintain. It just, you know, it means you had to be writing something every week.

It's a lot easier to write in your blog every week, and I would rather you write in your blog once a week and send a newsletter once a month.

LESS THAN 1 /MONTH – YOU LOSE THE POTENCY OF YOUR RELATIONSHIP

Less than once a month, if you start to lose potency of your relationship, I notice that when I was really busy and things were kind of crazy because of my moving and all of that, and I was only doing, you know, two or three newsletters a month, my numbers dropped.

Not only my numbers as far as the number of people who opened my emails, but also the number of people who unsubscribed when they got an email increase. So, you know, because they've forgotten who I was.

So you lose the intimacy. You lose the potency. You lose the connection, because they will all forget who you are and then they'll see this email, and they're like, "Who's this?" Unsubscribed or spam, right?

So less than once a month is not as effective. Too often can get you into just as much trouble, so you want to kind of find your happy medium, both for the amount of time and energy you have to put into it, but also for the amount of head space that your niche have for your data, for your information.

CREATE A CALENDAR/PLAN

I recommend setting up a calendar in advance--a plan, giving yourself a due date for when you're going to be publishing your newsletter. It's a lot easier and putting that into your schedule, so that like, you know, a couple of days before your due date you have that newsletter written and ready to publish and all you have to do is schedule it in your newsletter list.

So, and by the way, I strongly recommend using something like Mail Chimp, Constant Contact, Aweber, some newsletter database management system not your personal email because (a) it's a lot harder to schedule in advance, like I can write a newsletter today and



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go into Constant Contact and schedule it to be published in a week, two weeks, bi-weeks. I don't care. It doesn't matter.

In fact, I could sit down and spend two days and write all of the newsletter for the next six months and schedule them using Constant Contact, which is what I have.

The other thing is you're going to get a higher level of deliverables. You're going to get to be able to track how many people opened your emails, which links they clicked through on, all of that stuff, and so I can't recommend it strongly enough.

Finally, I recommend it, because if you don't, then you are much more likely to break the spam laws, which require you to give an unsubscribed link or unsubscribe information in each of your emails, which requires you to, you know, to offer people a way to just possibly unsubscribe themselves, and that's going to be true in all of these.

So that's what I recommend. I recommend using that on third party email list aggregate and deliver.

Okay, so set up a calendar. If you can set up a calendar like an editorial calendar, as if you are publishing an actual magazine, where the topic of your newsletter is already scheduled in advance, so that you don't have to figure out, "Oh god, I have to send out a newsletter this week. What am I going to write about?" Okay? That's going to really help you stay consistent with this. Consistency is really important.

PICK A FORMAT –

Pick a format for your newsletter;

WRITTEN, AUDIO, VIDEO OR A MIX

Now you can write, you can send written newsletters. You can also send audio or video newsletters, though I wouldn't send your audio or video content as an attachment, because a lot of people's spam filters will block those.

What you want to do is set it up on your website with a link in the newsletter. So you know, "Hey, I just created a new video blog. Click this link to watch it".

If you are a performing artist, some kind of an audio or a video is going to be great. It's going to be really helpful. Some people use pure texts. I like using HTML because I can include track-able links. I can include images. It used to be you know 5, 6, 7 years ago that a lot of people couldn't open HTML emails.

That is so much less true now. I would say that probably 90 to 95% of people have some kind of an email system where they can open an HTML newsletter and look at it, and have it look nice.



On the other side of that though is if someone uses mobile to read their email, the more stuff you have it in the harder it becomes to read. So there is that you know that balance as well.

You know, let me give you some ideas of what content you could be including in your newsletter, and actually. before I do that, I want to tell you that when you're writing your newsletter, I strongly recommend that you keep this 70/30 Rule in mind.

What is the 70/30 Rule? A 70/30 Rule I recommend you follow in all of your social media, in your blogging and in your newsletter meaning that 70% of what you send out is content, 30% of what you send out is marketing or marketing messages.

POSSIBLE CONTENT

So what kind of content do you want to be talking about?

Tell stories

First of you could be telling stories. Stories are hugely rapport building. When you talk about--and they can be stories about yourself. They could be stories that moved you. They could be stories, you know, in the world. You know, news stories that you think are important for people to know about, you know, anything, health stories.

Give resources (pertinent to your niche)

You could also give resources, and you want to be thinking specifically, "Who is my niche?" And so your resources need to be resources that your niche will want, need, and desire. And again, this comes back to Step 2 having determined what they want, need, and desire. You offer them resources that fulfill that want, need, and desire.

You will find yourself getting a lot more open if what you are giving them is content that they are interested in.

Now to some degree they are interested in you and so personal content is okay, and particularly as an artist to your fans, personal content is great because it gives them the experience of getting to know you.

If you are looking at business to business, you want to be a little more careful about personal content, unless it's really pertinent, but you know you do want to be offering resources that are of value to your marketplace.

Update them on your life and adventures

You can give them updates on your life and your adventures on your journey. If you're doing that, I recommend you do it with humor, with authenticity about, you know, who you really are and also with the lesson learned perspective, and this comes back also to telling stories...if you're telling a story with the perspective of "This was my experience and this is what I learned and this is why I think is applicable to you my readers".



So always kind of connect it back to them; otherwise, it's starts to be me, me, me, me, me and can get a little boring, and like self--like you're just completely self-absorbed. So if it's funny, if it's humorous, that won't happen and if you really connect it to them and how it's interesting and applicable to their lives, that won't happen also.

Book/Music/Movie reviews (again depending on your niche)

New material

You could write reviews about books, music, movies, websites, resources, tools, anything, right? So in other words, this is something that you personally use, and you're letting them know your opinion.

You write a book, this is what the book's about. This is why you think the book is awesome or this is why you think the book is a waste of time. You saw a movie. This is what the movie is about. This is what, you know, what you love about the movie, what you hated about the movie, blah, blah, blah, okay?

You could write about your new material. Let's say you've got a new song. I have a former member/friend, who very often in her email writes the story of her songs. She writes the story of what inspired her to write the song and then also gives you the lyrics, and so it becomes very much a story about her life in adventure, a story about what she's getting out of it, and then you can see where it leads her by looking at the new material. It also gives you kind of, it makes you feel like you know her, because it gives you a peek into her writing process as an artist, and then if you're a fan, that is so cool.

BOP – enroll them in your purpose

You can also give content about your BOP--your Bold, Outrageous, Provocative statement about who you are in the world, the impact you're looking to make. For example, if you are really passionate about a particular issue, a particular organization, you can write about that as well. So you can use your newsletter to raise people's awareness of this issue. For example, about clean water or about child abuse or child slavery or...you know, whatever—whatever you're passionate about, whatever you want people to know about, fundraisers that you think are important, anything like that, so you can use that to give you content, to write in your Ezine or newsletter.

KEEP THE 70/30 RULE IN MIND

70% CONTENT

30% MARKETING

PURPOSE IS TO ADD VALUE AND STRENGTHEN YOUR RELATIONSHIPS



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And again you want to keep that 70/30 Rule in mind because the purpose of your newsletter isn't sales. The purpose of your newsletter is to add value and strengthen your relationship. The sales will happen organically if you truly add value

You know I just sent out a newsletter yesterday. Actually, it was a sales newsletter asking people to, you know, vote for my South By South submissions and offering consultation while I'm in Nashville, and I--2 minutes before this got a phone call from someone looking for a consultation. He's been getting my newsletter for two years. And now he's ready to work with me.

I build that relationship. I added value to the point when he needed someone, I'm the one he calls. So you want to position yourself in the minds of your reader as someone who is a giver. As someone who's got their pulse...their finger on the pulse of what it is your niche is interested in. As a resource. As someone who is entertaining and interesting and inspiring, okay?

And that's kind of the perspective you want to have because again it's not about convincing people to do something because some will, some won't, so what, who's next? It's about knowing that people buy from the people they know, they like, they trust, and so your newsletter is a hugely valuable tool for people to get to know you, to like you, and to trust you.

And you know, here's the other thing about your newsletter. Whenever I sent out a newsletter people unsubscribed, that's just the way it works. Sometimes more, sometimes less, and you know what? Good! I don't people on my newsletter list who don't want to hear from me. Why would I want them on my newsletter list? They're not my target market.

One of the definitions of my target market is that they want what I have to offer. This isn't personal, right? Some will, some won't, so what, who's next? Okay. So really, you have to kind of...it's not so much about having a thick skin like nothing touches you. It's more about holding this whole thing in the right context.

This doesn't mean anything about you, about your value. It doesn't mean anything about the possibility that you will succeed. It doesn't mean anything about anything, except that that person wasn't your target market. They were a suspect, not a prospect. They weren't a customer, client or fan. They disqualified themselves. Good!

One of the best things you can do is really clarify that the people who were on your newsletter list are there because they want to be there, and that's why I recommend against taking people's emails off their Twitter account or their Facebook accounts and adding them to your newsletter. Invite them to join it periodically. Don't add them if they don't want to be there. They wouldn't, okay?

Alright. Great. So I want to open it up for questions for the one person who called in to the line...Gigi if you have any questions go ahead and hit *6.

Gigi: I've just unmuted it.



Debra: Excellent.

Gigi: I've been having a newsletters for a really long time so I guess my...both of my observations and question that one thing I like about Mail Chimp is that it actually tells you what your open rate, etc. are versus the industry you're in. You can see, "Wow this percentage seems to me that it's awful, but it's far from the course of the industry"

So for music, it actually shows, I think, the average music-related newsletters selling is an open rate is 16% and so given in those numbers are dropping monthly.

Debra: Right! That's because a lot of our artists don't understand how to use it.

Gigi: Well also though it depends on the age group you're going towards. like if I'm wanting to ask how the newsletter concept blends in with how you use other social media specially by a--so for example, I have 3 teenagers. They have email addresses. I think they check someone's every week or two.

So depending on the genre and age group, how does this change and then in a related way how do you work for the newsletter content and concept with your use of Twitter, with your use, you know, the deepen broad relationship you might have on LinkedIn or might have in Google+ nowadays or whatever it is. How do you kind of feed the different audience and how do you synchronize the content?

Debra: Okay, really-really great question. So, I want to deal with the niche question first. Part of your research in Step 2 is to figure out where your folks are hanging out and how to get in front of them.

So if your target market are the 16-25 age range or younger, I would suggest that you might be better off doing something like a text with a link to your blog, because they are more likely to click on a text link, because they get their text and they open their text and most of them have smart phones, so they can click on their text because if you have a smart phone you can send someone a link in your text, they can click that link and open up the browser.

There are tools to automate text. And there are also tools to invite people to give you their text number. So, it might be if that's your target market that you collect text numbers, not email addresses, okay?

The other thing about that is you are probably...if you're dealing with a much younger audience, you might want to format your newsletter differently, so that it shows up well on smartphones, iPads, that kind of thing.

So, your text-- your email might not have a lot of content in it. It might just be, you know, a sentence or two with a link to where you've got that listed on your blog, okay?

With regard to social media and that I think that this applies to all of them. For example, I use Constant Contact, you can...the Constant Contact for free will allow you to notify in your



streams all of your followers that you have a new newsletter with a link for them to click to open the newsletter.

My Constant Contact does track the open rate, but it doesn't give you the comparison. I didn't know that about Mail Chimp, that's pretty cool. Aweber also does that. The thing that I really like about any of these systems is that they don't just give you your open rate and bounce rates, spam reports, they also tell you who clicked on which links so that's going to give you information on how effective your content is in leading people to clicked through to more information because everything you do should be driving people to your website.

That's the purpose of all these--drive people to your website, have them take, you know, take some action that gets you on their website, because that's where they're going to find out, "Oh, they can buy your products" or "Oh you're playing in their neighborhood or whatever, okay?"

So in your social media a lot of times what I'll do is I'll say something like "Just wrote a new newsletter, did you miss it? Click here to sign up". So that you use the fact that you wrote a new newsletter to draw people into your funnel.

And again, it depends on who you're marketing to. The best answer to this is it depends on your niche. You've got to figure out who your niche is and how they want to receive your information.

It may be that if you're marketing to a younger audience that really they want to be able to look at it on your Facebook, so you want to push everything to your notes on Facebook. It just depends.

Was that helpful?

Gigi: Yeah, and part of it so is that I know that I get different and unanticipated responses, not necessarily by planning. So, for example, I use Network Blog to cross pollinate the blog work that I have through the different social media, so that it's findable and searchable by different audiences.

And I've automated that and have found actually some of the better outputs of it not necessarily the people who get the newsletter, but the people who get pieces of it in social media and then pass it to friends and do my work for me, because I'm finding that path along nowadays from email is getting to be lower and lower rates, and I know that I was on Constant Contact and now Mail Chimp and they actually track path along as well so that you can see, "Oh look, you know, these people who subscribed on my newsletter give it to a friend maybe. I should think about giving them a premium or giving them something for being a superb fan.

But I do find that when people come back to me and say, "Hey, it really fresh talking about XYZ," and also that person is not getting my newsletter and I offered someone to list it etc. but they already are participating where they tend to already, you know, d, drink and dine.



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Debra: And so that really is an aspect of getting to know who your folks are and where they're hanging out, and I also think that while you have to be a little bit careful going from one form of social media to another so that you're not breaking the kind of etiquette that the appropriate for that social media.

You know you don't necessarily want to push all your Tweets to LinkedIn. In fact, that's pretty frowned upon, because the people who are on LinkedIn are looking for-- they're just-- it's a different etiquette, you know.

You want to be a little bit careful about automating stuff, but you know I would say do all of it if it's working for you. Do it, you know. Test stuff. Always, always, always test it, you know. If you get great open rates when you tell a story and very little open rates when you give reviews, then that's what you want to be doing more of.

Do you know what I mean? So, it's about tests.

Gigi: And a lot of it is that the tools are so available now to do that, but sometimes we don't - -well there's also opportunity to also do and be testing. So, one thing that I know I've gotten success out of is to actually sending two different sets of content sometimes, so I can actually see the comparison of what sometimes tends to work better than others.

Debra: Right, exactly. So I just want to clarify what Gigi saying which is the A & B testing and that you know in the--in last month Toolbox Teleclass, one night when I talked about Converting Prospects, I talked a lot about testing, but really what you want to be doing when you talk about AB testing, that means that you divide your list in two, and you send one version of your newsletter to one group and a second version of your newsletter to another group, and you just see what works better.

You might want to test the title. You might want to test putting all of the content in the newsletter verses a click through to a blog post. You might, you know, there's different things you can test when testing, but I do recommend that you only test one thing at a time because if you try to test a whole bunch of different stuff all at once, you won't be able to tell what's causing the effect that you're observing, okay?

Just like when you're trying new medication you really should try one at a time, so you know what's doing what. So same kind of thing. Okay. Very good, thanks!

Gigi: Okay.

Debra: So moving on I wanted to talk about what--once people have bought in, you know, they've become a client, a customer, a fan. They've purchased from you. They're showing up at your gig. They're buying your product.

You also want to be thinking in terms of encouraging their investment in your success and pulling them deeper in your funnel.



PULL THEM DEEPER INTO YOUR FUNNEL

So first of all, I want to talk about pulling them deeper into your funnel. So, you want to think about your funnel not like at what its taught at standard sales and marketing classes, where you think about a funnel where there is a big open mouth. You pour a ton of new people in and they all...you know, out of the bottom comes a couple of high paying customers or clients.

The way I think you want to think about your funnel is that it's almost a calendar, and you pour a lot of people in at the top and you allow them to find where in the funnel they want to hang out, because some people are going to hang out with your free stuff and that's all they are ever going to do.

Some people want to hang out with, you know, the low end buy, and they just want to, you know, buy your 99 cents downloads or maybe they'll come to a show once every two years or whatever.

Some people are going to find everything you do, and some people will travel the course of the funnel, meaning they'll start out and for a while they'll just do the free stuff, and then they might transition into the low buying stuff...a couple of buck investment stuff and maybe six months later, they'll go to the next level.

It may take some 5 years to get to the bottom of your funnel. That's okay because your purpose, your job is to just give them the option, and let them find out how much they want to invest in you, okay?

It's really again some will, some won't, so what, who's next? Meaning you let them choose what they'll buy, and you let them choose what level of investment, financial-wise, time-wise, attention-wise, is what they are ready, willing, and able to invest.

ENCOURAGE THEIR INVESTMENT IN YOUR SUCCESS

Your job is to just give them all the different opportunities. Let them know that those opportunities are there. Make it stupid easy for them to choose those opportunities and even your relationship with them. Being a giver. Being a resource. Being someone who they learn to know, like, and trust. Okay? So, you want to have developed a funnel, and I will tell you. I'm still working on my funnel.

Very early on I develop the low-end and the high-end, and actually, when I first started building my multiple stream business, I only had the high-end. I only had coaching, and then I added the newsletter, which was free, and then I added the pink spoon, you know, the 10 Email Course which was free, and then I added the membership, which is the relatively low buying, but overtime it did mean a higher level of income. I'm still building into that middle area with the Multiple Streams of Music Income class and my e-book and my CD, and you know, different products along within the funnel.



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So it's okay, you don't have to wait until your funnel is perfectly built in order to start working on these steps, but obviously the more levels you've got in your funnel, the easier it is for people to figure out where they want to hang out, what level of investment feels comfortable to them. Okay?

So you want to be thinking in terms of letting them figure out what level of relationship feels comfortable with them, and the deeper in the funnel they are, the deeper in relationship with you. They should feel like they are, meaning that the product, that the bottom level should include deeper connection with you.

SOME WILL BE QUITE HAPPY FLOATING NEAR THE TOP OF YOUR FUNNEL

And for those people who really want a deep connection with you, you want to encourage their investment in your success, because look, like I said, some are going to be really happy to float near the top of your funnel.

STAYING IN TOUCH WITH YOU

They want to stay in touch with you.

PERHAPS BUYING A CD OR COMING TO SEE YOUR WORK

Perhaps they'd buy a CD or come to see you when you're in their neighborhood, and that's great.

OTHERS WILL BECOME LIFETIME FANS.

Maybe they'll share you with others to some degree, but they're not really deeply invested in you, but others are going to become your lifetime fans, and as your lifetime fans, what that really means for them is that they love you, and they want to see you be successful.

I mean, think about how you feel about the people you're fans of. Don't you love when they're successful? Aren't you excited for them?

I think just this weekend Beyoncé announced that she was pregnant, and people's response was almost uniformly thrilled for her and excited for her. What that says to me is that she's got a lot of people who are invested in her happiness and her success and are ready to celebrate with her. So that's the relationship I want you to build with your lifetime fans.

BUILD THE LOWER END OF YOUR FUNNEL SPECIFICALLY FOR THEM

But because that's...they feel that way about it--about you, they want more engagement. So you want to build the lower end of your funnel specifically with them in mind.

Study with you

These are the people who want to study with you. Who are ready, willing and able to spend money with you, but what they want to be buying is engagement.



So, for example, they're going to spend more money if it gives them front-row seats to see you. They're going to spend more money if they get to have dinner with you before the show. They're going to spend lots more money if they get to go out on a yacht tour, on a, you know, on a cruise with you and hang out with you for a weekend, okay?

High end products

High level of your personal involvement

This is a higher level of your personal involvement. That's what they want, but here's the thing. The people who are ready, willing, and able to invest in you in that way are also ready to support and promote your success.

GIVE THEM WAYS TO DIVE DEEPER IN RELATIONSHIP WITH YOU

So not only do you want to give them ways to dive deeper in relationship with you...

GIVE THEM WAYS TO SUPPORT YOUR SUCCESS

You want to give them ways to expand your level of success.

Street team

For example, have you invited them to play with you on your street team?

Fan club

Invite them to join your fan club for a small amount of money.

What did they get with that small amount of monthly income? You know 5 bucks, 9 bucks, 19 bucks, whatever it is. You know, it's...they're part of your fan club. What did they get? Advanced announcement of releases, better seats at your gigs, signed CD's or artwork okay, signed merchandise, the opportunity to hang out with you before or after a gig, the opportunity to share you with their friends, the opportunity to become your affiliate, for example.

Volunteerism

You can also invite them to volunteer for you. The interview with Tiamo, which I'll put a link to talks about this in--he's just absolutely a master at getting his fans to work for him. He puts them to work and not just as a street team, but as assistants.

You know. I know a lot of really well-known artists who are really good at this. They got, you know, their assistant. Their fans build their new website or their fan has taken over Tweeting for them. You know, those kinds of things, and they're doing it on a volunteer basis, because they know you, they like you, they trust you, and they want to see you succeed.

Angel investors

And you can have them become angel investors, you know, what is now become almost folklore, you know, with (oh-god what's his name just completely went out of my head), there's a singer/songwriter folk artist, Ellis Paul! Who basically sent out a call to his



Facebook friends in his email list that he was looking for donations to fund his next CD project, thinking he'd raise part of it that way either with advance sales or with, you know, donations or angel investors. He raised \$150,000.

Now I promise you he didn't do this by marketing to complete strangers. He got that result because he'd already deeply engaged with his fans, and if you've ever seen him live, he creates rapport with his audience, better than almost anyone I've ever seen.

There's just a way in which he connects with his audience that makes you feel like he's up there performing for you personally, but he carries that through in all of his interaction--in his social media, in his newsletter, in his website. Okay?

So, it is the reason he got that kind of response was because he'd already created that relationship, okay? That's why you want to do this so that people want to invest in your success.

NEVER CONVINCE – ALWAYS INVITE

Finally, never convince--always invite.

THIS ISN'T ABOUT SALES – EVEN THE MARKETING INFO IN YOUR NEWSLETTER ISN'T ABOUT GETTING SOMEONE TO DO SOMETHING THEY DON'T WANT TO DO

This isn't about sales in the classic sense. Buy! Buy! Buy! Even the marketing info in your newsletter isn't about getting someone to do something they don't want to do, they can't afford to do. It's all about inviting them to play with you.

You make that invitation attractive, and I use the “attractive” in terms of the Law of Attraction, where you're attracting people towards you. You make that attractive because of your level of engagement.

YOU ARE OFFERING AN OPPORTUNITY

You're offering them an opportunity. Some will want that opportunity. Some won't.

SOME WILL WANT THAT OPPORTUNITY

SOME WON'T

YOUR JOB IS TO GIVE THEM THE INFORMATION THEY NEED TO MAKE THEIR DECISION AND THEN MAKE IT REALLY EASY FOR THEM TO TAKE ACTION

Your job is to give them the information they need to make their decisions, and then make it super easy for them to take action. Make the action really clear. Tell them how to do what you want them to do.



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And put it inside of engagement. Put it inside of something that offers them value. That offers them connectiveness. That offers them real rapport and the feeling like "Yes!" they want to play with you more, and so they do.

So that's this class, if you have any other questions or you want to share with me what your takeaway is from this class.

Gigi: I'm not sure if I have any questions. This is a past item too already. While it's great to hear both the reasons and details more, I've been working with the funnel in a way that you're commenting for a while, and especially having listened to you in the past, but also Michael Port who got some great stuff in it.

Debra: Yup.

Gigi: And a lot of it though is I find that the things that surprise me in the funnel are the people who have been, you know, sort of drinking from the well for years and years, and 5 years down the pike suddenly turn to me and say, "Okay, it's time now. Going to go. Wow!"

I thought this was just a total get free stuff from me voyeur, but it's the combination of the right opportunity and having built the trust in me for the years that I show I'm capable of, and other pieces...the reputation that was built--it echoes.

My favorite metaphor is not all of us are like chocolate truffle. The part of it is you're really looking to provide the knowledge, that the audience is going to love you, knows about you, and get reminded of why you're wonderful and fit what they're looking for, instead of trying to make sure everybody adores you and signs up for your newsletter. So it's nice to reinforce the-- you want people to leave, but it's not a fit. You don't want them to hang around. You'd like them to move on, and people who really like what you're doing to drink from the well and pass the water to other people.

Debra: Yup, yup. Exactly. And I also find it really kind of interesting in the process that some people will just unsubscribe, but other people feel the need to tell you that they're unsubscribing. "Take me off your list!" Well, just click the link guy. You know, it's not that hard. And if I were taking it personally, that would hurt my feelings or that would upset me or that might scare me like, "Oh my god! Am I doing something wrong?" No, that guy just de-qualified themselves. Great! We only want customers who have qualified themselves.

Gigi: If you want them to actively de-link and not mark you as spam, because if enough mark you as spam, then you've got other problems in your mail to get stuff out, so making it really obvious that they can leave and happily should do so is like a thing.



Debra: Yeah, absolutely, and for any of you guys that are on my newsletter list, the first thing you will see that the first paragraph of every single thing you get from my newsletter is this is not spam. Click here to unsubscribe if you don't want this. You know, just unsubscribe, and the truth is that when I started doing that my spam reports just plummeted to the point where I almost don't ever get any. I may see that go up a little bit right after a big conference where I've added like 750 new names, because I went to TAXI, and I got, you know, 750 new people on my newsletter. And then they'll look at it and say, "What's this? I didn't ask for this." Even though they did. They physically signed up at my table for my newsletter, but people don't remember.

And that's fine, you know, but putting that blurb at the top, you know, "You're on this list because you asked to be" or "You're on this list --this is who this list is and if you don't want to be on this list, just click this link."

And mine says, "Click this link. I'll promise it will work, and it won't hurt my feelings." Because you'll be surprised at how many people don't want to unsubscribe because they don't want to hurt your feelings.

And if you don't give them a blind unsubscribe option in your newsletter when they are ready--when they are so fed up that they just can't stand getting your stuff anymore, that's when they start hitting spam.

Because there's not an easy blind way for them to unsubscribe, because you know what? We don't want to hurt anybody's feelings. So definitely--that's the other reason I strongly recommend using a newsletter system because it has that automation.

And then you don't have to deal with it either.

Gigi: And on this side is that--it tells you who really likes what you're doing, and the one thing that I have found is really valuable is to send individual digital thank you notes to the people who do open all the time, who do read frequently, and who do pass us to other people.

And sometimes that thank you note will then start a new conversation with that person who already know--I have information that they read each of my monthly newsletter, and they pass it to 5 friends, and I know they're possibly prime to be marketers for me or something else. And I have that information that...who they've gotten a family.

Debra: Exactly! Very good. The other thing that I like to do is use something called an auto-responder, so when someone new comes in to my newsletter, they actually get added--they get a series of introductory emails that give them a little more information about who I am, what I do, and gives them really solid contact.



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And invites them to play deeper. So, I think the fourth or fifth email they get from me is that I invite them to become part of my R&D team, which is a specialized section of my newsletter, and I send new ideas to them or questions to them of things that I'm just not sure. You know, should I go this way? Should I go that way? I ask my R&D team first and let them give me feedback, but also invite them to become affiliates.

And I've gotten some pretty good solid affiliates as a result of that. So, very good. Alright! Well, that's our class for today. Thanks for joining me, and I will be announcing next month's classes shortly. I'm in the process of figuring out what those are and scheduling them. But I also--I have set up my Ask Coach Debra Call already, so if you have questions from this call feel free to submit them on the Ask Coach Debra call, and I will be happy to answer them.

Alright, and I look forward to talking to you all. Have a great night.