

The 1,000 Fan Formula

The 3 Step Method for Earning a Full Time Income as an Independent Musician

ACKNOWLEDGEMENTS

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The shortest distance between two points is a straight line.

The ways that bands measure success is wrong. Most think that it's the number of shows that they perform, the attendance, how much they're paid or how much they sell at each show that is important. In truth, all of these things are important, but one metric trumps them all...

When it comes to building a successful music career, most bands are tied up, blind folded and turned around in a pitch black room - they're completely blind and barely know up from down. Their plan to 'make it' is to play music, put up a website or maybe a profile on Myspace and Facebook and hope that somebody 'discovers' them and gives them a career.

This is what they do because this is what the media has ingrained in them.

We've been taught that successful bands are not made, they are found. They are discovered and granted the privilege of earning a career by fat cat record labels (who ensure their pockets are padded many times over before the artist ever sees a single cent).

Others float in the limbo of the internet realizing the old way is dead but aren't quite sure what the new way is either; is giving away all your music that you worked so hard to create really a smart idea?

This report is for all the musicians who want to take the blindfold and the handcuffs off, turn on the light and see the straight line between them and success. Success doesn't come easy no matter what career you choose, and music is no different; but it's a heck of a lot easier when you know which direction to take and can start moving there one step at a time.

Remember - a journey of one thousand miles begins with a single step.

So how do you get "there" from "here"? Again - you have to go back to the straight line that is the surest way to your goal. The line that connects a band with success is the amount of true fans that they have.

Having these fans isn't enough, you need to be able to communicate with them at a moment's notice and you need to develop a relationship with them. Simply put, if you're not building an active fan base using the internet then you're going nowhere fast.

So what constitutes a true fan?

A true fan is someone who is happy to spend one day's wages on your band each year. The example most often used is \$100 per year.

Enough of these fans and you can quit the day job - keep at it and you could be making a six figure income while making your own music; and without a single label in sight.

This is not a fantasy, it's a proven system. The internet makes it possible for you to cut the middle man and deal directly with your audience and profit wildly at the same time. All it takes is unwavering commitment to yourself, your craft, your fans and to follow the formula that I'm about to share with you.

Have you ever wished or dreamed that you could be making a full time living as a musician and a performer? If so, get ready to kiss your excuses good bye. You'll now have the precise strategy needed to turn your dreams into a reality - but be careful what you wish for...this will take some work.

However, wouldn't you rather work hard for yourself and make your dreams a reality? If not, then don't bother reading any further - after reading this report you'll have the formula you need to build a sustainable music career. If you don't succeed it won't be anybody else's fault but yours.

That's a hard pill to swallow for many people who'd rather live in denial and pretend that others are keeping them from their dreams.

For those that have been busting their ass but getting nowhere fast - you'll now know how to get some traction in your music career. For those looking for a magic bullet where you can be lazy, do nothing and become a famous, wealthy celebrity overnight - keep looking.

With that said, lets dive into the 1,000 fan formula.

THE 1,000 FAN FORMULA

Okay, so here's the formula that can make or break your music career. It's the 1,000 fan formula and it goes like this:

If you have 1000 fans that are each willing to pay you \$100/year then you'll earn \$100,000 each year as a musician.

If you want to make a comfortable living as a musician, all that stands between you and success is having 1,000 fans. If you get one new fan a day you can be earning a six figure career within 34 months.

Why is this formula so important for bands like yours?

1. It gives you a solid, definable target to measure your career progress.
2. It's attainable for almost anybody with some degree of talent and passion for what they do.
3. You don't have anyone else to rely on (or to blame) in order to have a successful career... except yourself.
4. It gets you out of your own head and focused on what matters. If you're ever uncertain of what to do (spend 6 hours in my room playing guitar or hang posters for the show on Friday) you can always ask yourself which activity is going to increase your odds of getting even one new fan...or keeping an existing one.

The degree to which you succeed with this formula is the degree to which you embrace it.

If you think about it, having fans makes everything better. You'll have more attendance at your shows, more money from download/CD/merchandise sales and if it is a record deal that you're after - having an established and measurable fan base will give you all the leverage in the world in able to negotiate the best possible deal around.

So you may be asking, what is a 'fan' and how do I get them. Well, a fan in this case is someone who is willing to spend money on your band. They're willing to travel out to your shows even several hours away, buy everything you make and want to interact with you and get personalized items from the band (autographs, hang time back stage etc).

You may be saying that you have fans, but they don't buy anything - they want a drive to the show and to get in for free - well, that my friend is not one of the 'true fans' that makes this formula work.

- Casual fan = Window shopper, occasional buyer.
- Fan = A repeat buyer.

- A rabid fan = A repeat buyer that's willing to pay more for premiums like front of the line access, boxed sets, limited edition copies etc.

Like any business, without paying customers your band will eventually fold. How long it will take comes down to how much money you have to throw away and whether you live at home with mom and dad or not.

Remember, I said that there was going to be some work involved and this is going to be the first step - to find your audience and hopefully some of these true fans. If you've already been established for a while, you might need to figure out how many 'real' fans you have versus fair-weather fans that won't pay for much.

But before we get into how to find and capture the attention of these fans, let's explore the formula a little more.

So here's what the formula looks like:

$$Q \times VF = I$$

- **Q** = Quantity
- **VF** = Value/Fan
- **I** = Income

This means that the number of true fans that you have multiplied by the value per fan equals the income that you can make. So if you have 50 fans that average about \$35 a year on merchandise the formula looks like this:

$$50 \times \$35 = \$1,750/\text{year}$$

With this formula, succeeding at music becomes much less abstract; rather than having to 'write the hit song' or get the ultimate record deal you can focus on what is actually going to earn you income. It becomes a numbers game, the more fans you have and the more money they spend on your stuff each year determines the amount of money you make.

This formula is extremely liberating for bands that have relied almost entirely on live shows to earn more and sell their products; **this is a way to make money without having to trade your time.**

Read that last sentence a few times over and let it sink it - it's extremely important.

I realize that right now I'm being pretty heavy-handed with the money talk; but I only say this because...

Without money, your days of making music are numbered.

The day you run out of money (or get kicked out of your parent's house) will be the day that your music dies. Many musicians deny how important money is to their lives and end up working low paying day jobs on the side to support their lifestyle.

They feel stifled because they can never give music 'their all' and therefore often fail to reach the level of success they feel they're capable of; I don't want that to happen to you. Wouldn't you rather have your music generate money instead of constantly going out of pocket and having to work a day job?

I thought so!

Hey, making a living with music would be pretty cool right? If this is you, then you just need to work the formula backwards.

What you do is take the amount of money that you're surviving on right now and divide it by the amount of money per rabid fan (\$100) and you'll then see how many true fans that you need to have to be able to quit your day job. Here's an example for someone who earns \$35,000 a year at their day job:

$$\mathbf{\$35,000 / \$100 = 350}$$

So all you'd need is 350 rabid fans to be able to quit your day job - that's less than making one new fan per day!

If you want to keep a part time job even (say at a music store for instance), the number of fans required will be even lower still.

While you may be happy making a full time income with your music, you don't have to stop there. Earning a six figure income is possible as a musician if you're able to apply this formula to your band and work it consistently; I believe that it's better to "aim high and slightly miss than to aim low and hit it on the bull's eye".

With that in mind, here's that six figure fan formula spelled out for you again:

$$\mathbf{1,000\ fans\ x\ \$100/year = \$100,000/year}$$

If you're in a band, the number changes a little bit. For instance, if you have four band members and you make \$100,000 per year with this formula each member is only making \$25,000 each. In order to have each member of the band earn \$100,000, you have to multiply the number of fans that you need by the number of members in your band.

Yes, this does increase the number of rabid fans that you need to make a six figure income, but the work involved doesn't necessarily have to increase as long as each band member pulls their

weight in the marketing department. If each band member is accountable and spends a little time each day following some of the strategies outlined in this report, you'll have 4 or (insert the number of members in your band here) band members working together to find and draw in these fans.

Can this be done? Just consider that there are over a billion people with access to the internet that you can reach online - with more coming online each day. Do you think you can find 350 - 1000 people that will like your music enough to pay you \$100/year out of more than a billion people online?

Even if 99.9% of the people online HATE your music...you can have a career with the .01% left over!

People are becoming celebrities online with Youtube videos getting tens of thousands of views.

You just need to find that tiny decimal amount online that love your music, let them know that you exist, what you have to offer and then sell it to them.

This formula is not under dispute, what is in question is your ability to work it in your favour. Do you have the drive to adopt this formula and see it through until you succeed?

- Yes, you can argue that it is very difficult to find 1000 true fans.
- Yes, you can argue that once you find a true fan, keeping them won't be easy.
- Yes, you can argue that it is difficult to get each fan to spend \$100 on your music each year.

The fact is that there are some variables to the formula. Life isn't black and white - as the saying goes, if you wait for all the lights to turn green, you'll never get anywhere in life...and it's absolutely true.

You have to get in there and get your hands dirty, commit yourself to the method and work your way through the little road blocks that come along the way.

"The person who says that it cannot be done should not interrupt the person doing it." - Chinese Proverb.

None of this is easy, but this is the single best formula to get you to your goals. You are going to have to bust your ass to provide value to your audience, but what's the alternative? Busting your ass at a job and stifling your music career?

How's your current strategy working for you?

Again, the best part about this formula is that it will get you out of your own headspace. Most musicians identify so closely with their music that they lose sense of the outside perspective; this formula helps to bring you back to earth and focus on what will directly increase your income.

If you agree that having a thousand rabid fans is the key to having a successful music career, what would you do differently than you do now?

Would you be willing to give your music away to 100,000 people online if it meant you found 1,000 willing to pay you \$100 a year?

1000 out of 100,000 is 1% - this is a pretty standard conversion rate on the internet. Success, in this instance is a numbers game - if you attract 100,000 people to your site you'll have a great chance to make 1,000 fans. You can increase that number of people who become rabid fans significantly when you target people who actually enjoy your style of music to begin with.

100,000 sounds like a big number ... but when you look at the total population online it is chump change.

If you're ready to move along to the next phase, read on my friend and find out how to find your fans online.

FINDING & CAPTURING YOUR AUDIENCE

Why do you want to find your online audience? Well...you kind of need to if you want to have a snowball's chance of getting those 1,000 true fans that will enjoy your music right? The old way of sending out generic garbage to a mass audience doesn't work anymore - you need to narrow your focus and appeal to less people.

It's the 'less is more' concept. When you try to appeal to everyone, you actually appeal to nobody. This is often where bands sabotage their success, when they're hesitant to say that they sound like other bands.

Sounding like other bands is a good thing; it allows the people that like those other bands to find you.

The first step is to identify 3 - 5 famous bands that your band sounds like; you don't have to sound identical, but you should be in the same genre of music, for example, Metallica, Black Sabbath, Pantera and Slipknot would work as Similar Sounding Bands (SSBs) for a hard rock/metal band.

Led Zeppelin, Johnny Cash, Celine Dion and Lady Gaga would not work as SSBs because they sound far too different from each other to have a big enough common audience that likes them all.

If you're having troubles with this step, ask friends or fans outside the band who you sound the most like - you may be surprised at what you hear!

Once you've narrowed down your SSB list, you need to make sure that you include those band names somewhere on your website. You can add them to your biography or an About the Band page so that the search engines will find it and add it to their search criteria - this is a basic form of search engine optimization (SEO) that will enable your band name to come up while searching for these other similar sounding bands.

The easiest step to begin with however is to go to where your potential fans are hanging out.

STEP 1: GO TO THEM

Until your audience knows that you exist, it's much easier to go to them than to have them come to you. Your task is to find out where your audience is hanging out and meet them there, this includes forums, blogs and social networks like Myspace and Facebook.

Find the communities surrounding those bands that sound like you and become a part of them. Go to Google and enter "Pantera forum" or "Metallica forum" (or U2 or Neil Young if you sound like them) and see what you get. Look for a forum that has at least a couple hundred members and with lots of activity, this will ensure that you're not wasting your time at a 'dead party'.

Sign up to the forum, flesh out your profile and include a signature link back to your band website. Every single time you make a forum post, you'll now be promoting your band as well. If people like what you say, they'll be more inclined to click on your signature and check out your website at some point in time.

DO NOT SPAM.

Make sure you add meaningful comments, otherwise you will not benefit from this strategy.

Do this strategy for each SSB that you wrote down above. The more forums you join, the better - but you also don't want to lose all your time doing this - so make sure you only join an active forum with plenty of members for maximum impact.

Expanding on this, you can also join forums about the genre of music that you're in (metal, punk, thrash, country, hip hop - the more specific the more interested the participants will be in your band). You can even dive down into forums geared to the instrument you play, bass, guitar, drums, keyboards, vocals - each band member can hang out and contribute in these places and have a link back to the band site to capture new potential fans.

This strategy allows you to go where your potential fans are, to see what they're interested in and allows you to engage with them. With a little luck, those that are interested in you and your music will be diverted over to your main website and have the chance to volunteer to become a true fan.

STRATEGY #2: SEO YOUR WEBSITE

While the last strategy had you entering into their conversation, this method is about YOUR website (you do have your own website right?) where YOU get to control the conversation and talk about whatever YOU want. A well optimized website will rank higher in the search engines and allow your band to become much easier to find online - not only for your band name or genre of music, but for the SSB names as well.

There are some important keywords that need to be on your website to have maximum exposure online:

- Your band name
- Your music style/genre
- Your city, state/province & country
- Your SSBs
- your CD & song titles

You need to put these keywords into the meta tags section of your html code, and use them in the title of your page whenever possible - if this sounds like I'm speaking a different language let me

know and I'll show you what I mean with a quick video. For the record, Wordpress can make this a lot easier.

When people start showing interest, you need a way to capture their email. This is crucial - because it's one of the forms of measuring your progress towards reaching your goal of 1,000 fans. Remember, 1,000 fans means complete freedom to do music full time on your own terms - you do want that right?

Your website will have an email capture form and they will gladly sign up because you are going to make your visitors an irresistible offer. Most often this will be a free track or even album download that they will get in exchange for giving you their email address.

To increase your sign up conversion, make sure that you stress that you're giving them a FREE gift, that you won't spam them and that they can unsubscribe at any time.

If you're really savvy, you can have customized email capture pages based on where the traffic is coming from. For example, if you're participating on a U2 forum (because they're one of your sound-a-likes) then you could have a special list geared to those fans.

TIP: Any time you can narrow your focus on a specific crowd, you increase your conversion rates - the percentage of people that sign up to join your list.

The key to this strategy is finding your SSBs, entering the conversation and having them follow you back to your site. Then you need the freebie that will entice them to part with their email and join your list. Once there, you'll engage them via email to strengthen the relationship further.

At this point you're building up a list of 'warm prospects' that could potentially become fans. They haven't actually purchased anything yet - so even if you have 1,000 of these people you're not at your goal of having 1,000 rabid fans; but you are much closer.

Once you have some prospects on your email list, you can now engage them and increase your odds of making a sale dramatically. By sharing informative and helpful emails with them about SSBs, the genre and your band, you can increase trust and interest in your band (more on that in the next section).

When a sale is made, a fan is then moved from your general list to a buyers list (some auto-responder systems do this auto-magically) - this is how you can start measuring the amount of rabid fans that you actually have.

All these pieces then need to be assembled into a SYSTEM that works day and night. Whether you're in front of the computer, asleep, on tour or at your *gasp* day job. I've included some resources at the end of this report to help you along, so don't worry about sweating all the details. It's not rocket science and the reward for having a system like this will pay for itself many times over.

Once it's all set up, you just have to focus on continuing to create great music, entertaining performances and consistent promoting so new fans are constantly discovering you. Once they hit your website and sign up for the mailing list - the machine takes over and works for you 24/7.

BUILDING A RELATIONSHIP

Okay, so you're finding your fans or they're finding you...now what?

You need to establish a relationship with them so that they'll stick around and hopefully spend some money on your music and merchandise. To reach this goal you need to build a relationship and think about THEM before yourself.

When all you do is talk about what you want and try to get people to give it to you, you send them packing - this is called SPAM my friends. Examples of this include the various 'come to my gig' or 'buy my stuff' emails or posts where there is zero value offered and zero incentive given to the reader to actually give you what you want.

I'm going to dive into the whole value thing in more detail in the next section, but just get this for now -

Nobody cares about you or what you want...it's all about what's in it for them!

When you're first starting out you have to cater to your audience as much as possible.

So, if you've taken my advice and approached your audience on forums and blogs, you'll need to discuss the topics that exist there and engage in conversation without always hijacking the thread with the "I'm in a band...check out my website" sales pitch. The signature link will do its thing, as long as you come across as honest, sincere and helpful in your posts.

Your signature should direct them to an optin page or to your website with an optin area clearly viewed above the fold that allows them to sign up for a free download.

ONCE THEY'RE ON YOUR LIST

Once they've signed up, it's up to you to keep their interest. This is where you need to engage, entertain and educate them. Having an auto responder sequence allows you to break the ice with your new subscriber, introduce yourself and let them know how often to expect mail from you.

While you don't want to bombard them daily with meaningless messages of as-it-happens show updates, emailing infrequently can also cause your subscribers to forget you even exist; the fact is that the audience for your band may fit in one of these scenarios or another one entirely, so you'll have to test it out for yourself.

For example, if you decided to promote your band on blogs and forums for a SSB, you can give them a free download of one of the cover versions of those bands songs that you performed and recorded. You can send out a series of emails on how that band influenced particular members in

the band (or even why someone in your band dislikes them). You could recommend certain songs you've written that you think they may enjoy, or even other bands to enjoy. Maybe there's another cover that you have up on Youtube that you can send them the link to and get their comments on?

Sooner or later, you'll need to sell something...that is the point after all, but you should be giving useful information all the while. Selling products is touched on more in the next chapter on creating value but I'll mention a few things here.

First of all, if you have nothing to sell you're going to be seriously disadvantaged - creating content is what you need to be doing constantly and isn't as hard as you may think. You can shoot video, record a rehearsal or a live show and offer it to your fans. Always strive to offer something that is quality if you plan on selling it, you don't want people to get the notion that you quality is subpar and that you're asking top dollar.

If you have nothing to sell yet, or only have one download or album you can also look into becoming an online affiliate for related products. Just sign up to become an Amazon affiliate and you can start earning commissions for items that you recommend with a hyperlink. You can review an instrument, CD or just about anything else and make some money for sharing your information with your list.

Just make sure that anytime you make a recommendation that it is sincere and that you think your audience would like to know more about it. Maybe you found a great set of headphones or you're overjoyed about a new brand of guitar strings; share the info and you might get a commission at the same time.

You need to be approachable, so that if they reply to your email you actually can read it and reply back - or answer the question in a news letter about the band.

This is just a brief introduction to email marketing for your band. There is a complete art and science to writing emails and interesting headlines so that people will actually read them and there's a lot of competition in the inbox these days with plenty of emails going unread. Still, there are few better opportunities for engaging your audience and developing a rapport with them, so don't ignore the power of email.

There are also SMS texting services that allow you to message your fans directly on their mobile phones, definitely another great way to get in touch with your fans if used with respect and with the intention to provide value.

DEFINING & CREATING VALUE

Before we get into how you create value for your fans (so that they're willing and able to pay you \$100 each year) I want to briefly explain what value actually is.

Value is a term used too often as a catch phrase on commercials and infomercials and may have lost its meaning to you...so here's what it means.

Value means offering something that your audience wants more than their money so that they're willing to give you their hard-earned cash in return for what you're selling.

In essence, you trade them value for their money.

Put another way, you can get money from a complete stranger in two ways - either you take it by force or you convince them to give it to you of their own free will.

(For the record, you'll make a lot more money and spend a lot less time in jail if you can convince people to give you their money instead of trying to take it. You'll also keep all of your teeth at the same time!)

Since most people are very attached to their money, you'll often have to make them an offer that they just can't refuse (and not in the "Godfather" sense either). A good rule of thumb is that for every dollar you want them to spend, you need to provide at least 10 times the value.

So if you want to get a dollar for a single download, you're going to have to bundle the rest of the album (\$10 value) in order to make the sale. Offering ten times the value is possible when you're dealing with digital downloads because they cost nothing to duplicate and send to your fans - you're not paying shipping and handling or anything like that. Once your music is recorded and converted to a digital file you can make unlimited quantities without incurring any added cost.

Those of you that are ahead of the class may be thinking of that \$100/fan value that we've been talking about and worked out the math - if you want to earn \$100 from a fan each year then that means that you have to give them \$1,000 in value each year! Wow, that's a lot of 99 cent downloads!!!

Don't worry, there's a way to do this without having to write 999 songs each year, I promise!

The key concept is to offer value.

People want to know what is in it for them; it's your job to give them a reason to want what you're offering.

This is where most bands (and businesses) fail; they're too worried about what they want instead of what their audience wants. Bands resort to spam techniques that cause the audience to ignore them or become pissed off.

How many of those "please vote for my band to be in the Vans Warped tour" have you been exposed to? Let's be honest, how many of you thought..."Why should I?" Even if you want to help others, "Why should I" can be an almost automatic response in your mind and with good reason.

Every day we're bombarded by sales messages telling us to do this or that. Buy Coke. Drive a Chrysler. Date a Big Mac. Eat a cheerleader (Just checking to see if you're paying attention).

"Why should I" becomes a common response.

The smart marketers will give YOU a benefit to do what THEY want.

Most of the times this will be to win a prize, for maximum impact - the prize should be something that matters to your audience. Offering your mom's Celine Dion T shirt as a prize when you're a Death Metal band may not go over very well.

Get into their headspace, find out what they want and give it to them. By doing this you are providing value and will find much less friction and more results with less effort.

Now that I beat **VALUE** into your head, I want to keep this short and explain how to get more value per fan.

Most of us want to be optimists, but come with a lot of negative wiring. We see the empty seats when we're up on stage, or the people leaving during a song and not those who remain. We see those who duck paying the cover.

FIGHT the urge and resist doing this - it will only cause you to be negative and pissed off.

Focus on what is working, focus on those who stay for your show, focus on those who pay.

There are three types of fan:

- 1) Casual fans who may like a song or two and even part with some money to come to a show or buy a download of some kind.
- 2) Fans that come to shows and buy most of your stuff.

- 3) Rabid Fans who can't get enough of what you have. They'll pay more for autographs, access to the band, rare demos and premium products.

Where is the fastest way to earn money? Attempting to turn the casual fan (against their will) into someone willing to spend more money on your band and possibly piss them off in the process? Or engage the rabid fans and give them what they want?

Rabid fans can help subsidize the cost of any project you're doing for the rest that don't pay. To capitalize on rabid fans you still need to find and identify them. The best way to do this is by making one time offers, bundling products together and selling higher priced premium items.

Think about it, would you rather sell 100 downloads at 99 cents each or 2 premium band packages consisting of 1 hoodie, 2 Cds, a live DVD and a t shirt (just in time for Christmas) for \$49.97?

Nuff said.

You need to diversify your offerings. Think beyond downloads; think beyond t shirts, buttons and stickers. Think about DVDs and new types of merchandise. Even downloads can be upgraded - give away free MP3s but charge more for higher quality FLAC files, these will appeal more to the audiophile fans out there that want the best quality recordings around.

But don't forget about value - make sure your audience WANTS the stuff, and whatever you do -

Don't pay money for something that people don't want...that's a great way to go broke.

Involve your audience. Ask what they want. Poll them on the options and go with the popular vote. Use print on demand services so that you don't have to carry any inventory or do any shipping. This is how you're going to get to your goal of earning \$100 per fan.

The 1,000 fan formula is about averages; some fans are going to spend more than others but it will average out to about \$100 per fan. You need to be able to spot the ones who want more and give them what they want. This is much easier than trying to get others to spend money who don't have it or who simply don't want what you're selling.

One Time Offers (also known as OTO) and up selling have become a core component of many online business models. You can give away a single download for free when someone signs up to your list, but if they buy right away you can create a special deal where you'll sell them 10 songs in FLAC format for \$9.99 or something like that. Many people won't buy, but you'll get an extra \$10 per person who does.

I saw a recent statistic that 10% of people will pay more if offered an upgrade (think of the famous McDonald's 'do you want fries with that?' up sell).

Bundling together physical products is another great way to increase sales; bundle a CD and t shirt along with an album download for \$20 (up from \$5 for the album download on its own) and you've just made more money and identified a potential rabid fan at the same time.

For those of you who are saying that you don't have the money for creating multiple lines of merchandise - that's not an excuse anymore. Print on demand companies like Audiolife.com can create inventory when it sells so that you don't have to pay in advance for shirts (for instance) that nobody wants to buy.

If you want to dive more into this concept right away, Greg Rollet has a product for sale called the [New Music Economy](#) that goes into more detail on print on demand companies and creating a profitable business model for musicians. At \$47 you can quickly learn what took me more than two years and countless hours to figure out on my own for "free" online.

CONCLUSION

The straight line between you and success is the number of rabid fans that you have.

If you gather 1,000 of them you can make six figures as a musician and beyond, but depending on your current earnings you can quit your day job and make music full time with substantially less than that (like 350 if you currently earn \$35,000/year).

My goal with this report was to cut through the noise and give you the means to earn a full time income with your music with three simple steps:

1. Find your fans and capture their email to build a list.
2. Develop a relationship with them by being sincere and caring about what they want.
3. Offer them value in exchange for money.

Some of you will be encouraged to learn that you don't have to write a hit song or be in the right place at the right time to thrive in the music business; others will refuse to put in the work involved stating that they're 'musicians' and not 'marketers'.

The choice is yours; just realize that it is your music career that you're choosing to have or not have in the process. All the talent and great music in the world isn't going to help you if nobody knows about it. Yes you can hire someone to do the marketing for you, but you should understand how it all works before handing the fate of your career over to someone else.

The 1,000 Fan Formula can account for a full time income if applied to your band, and this is without counting other sources of income streams like royalties, live performances, teaching or playing cover shows.

Even if you have a hard time finding rabid fans, you can also make money with your mailing list - anywhere from .50 to \$1.00 each month. So even if a list of 1,000 not-so-rabid-fans can still add up to an extra \$500 - \$1,000 a month that you wouldn't otherwise have by promoting other products you use or think are cool.

While the steps involved are simple once you understand them, they're not easy. I understand that technology can be a bit of a stumbling block, so I'm going to share what I've learned with you so that you can set up a business and pursue a full time music career on your terms.

NOW WHAT?

I know that there's a lot to absorb in this report, so here are the main action steps that you need to take to move forward and see some positive results.

1. Get your band name registered.

2. Build a website (I recommend using Wordpress).
3. Make a list of 3 - 5 of similar sounding bands (SSBs).
4. Search Google using the <name of the band> and <forum> to find communities of the SSB or the style of music.
5. Check to make sure there is an active population there (ideally 200+ unique members) and plenty of discussions taking place.
6. Join the forum and enter conversations, asking questions or providing answers where possible.
7. Create a signature link back to your band website
8. Rinse & repeat for other SSBs or a forum based on the genre of music or the instrument that you play.
9. Allocate 30 - 60 minutes a day for this & do it at least 5 days a week.

These steps are as important as creating your music and making killer live performances. Aim for progress and not perfection - or else you'll do nothing but procrastinate. Take small steps each day and you'll gradually build up momentum, just do it!

Thank you for your attention and best of luck with your music career.



A handwritten signature in blue ink that reads "Mike". The signature is fluid and cursive.

www.indiebandalliance.com

RESOURCES

Full Disclosure - Some of the companies mentioned below will pay me a small commission should you click through my link and buy their services. I only recommend products I use or have personally researched.

[DOMAIN NAME REGISTRATION @ \\$9.98/YR](#)

Use the express checkout option so that you're not hit with any unnecessary up-sells.

[YOUR OWN WEBSITE](#)

Use [Wordpress](#) - I've been using it for over three years and it is amazing. It's **100% free** and there are thousands of plugins and themes to give your site all the features you'll ever need to sell downloads and much more. If you use either the budget or medium level hosting I recommend below, you can easily install Wordpress with a few simple clicks.

WEBHOSTING:

Which is right for you? If you have 0 to 5000 hits per month to your site and you keep most of your videos, photos and mp3 files on other sites like Youtube, Flickr and Reverb Nation (hint) I recommend **budget hosting** and saving money.

Medium Hosting costs more than double the price but offers unlimited storage and bandwidth.

- **BUDGET WEBHOSTING:** \$47.40/year (works out to \$3.95/month)
- **MEDIUM WEBHOSTING:** \$8.95/month (use coupon code: **diybandwebsites** to save \$9.94)
If you use this coupon, and experience difficulties installing your Wordpress website, I'll gladly do this for free.

[EMAIL LIST SOFTWARE](#)

This is pro-rated software that is 100 per cent FREE until you get 500 subscribers - half of what you need for your 1000 total fans. They also have a musician guide to get you started that is highly recommended.

SHOPPING CARTS/ECOMMERCE:

PAYLOADZ.COM:

Lets you sell up to \$50 dollars of downloads for free. They can host your digital files and allow you to sell them via Paypal. The bottom line is pay-as-you-go downloads.

PAYPAL:

Your online bank account! You can sell items online with just a Paypal account plus webhosting to store your digital products online.

PRINT ON DEMAND SERVICES

Print on demand is making it possible for you to create products just like a major label band: CDs, DVDs and your own line of branded merchandise await you without having to pay for inventory upfront and out of pocket. It's possible to create a product, set your price and sell online and pay only after the sale is made; many companies even look after the shipping for you too!

- Audiolife.com (all kinds of merchandise)
- Kunaki.com (CDs/DVDS)
- Cafepress.com

AFFILIATE INCOME

Join the [Amazon.com affiliate program](#) and earn from 4 - 6% on any item that is purchased after a visitor clicks on your link. The more visitors to your website, the more you can potentially earn.

FURTHER TRAINING

[The New Music Economy](#) by Greg Rollet