

EMAIL PLAYBOOK

FOR MUSICIANS





THE MONEY ISN'T IN THE LIST

A common phrase a lot of marketers will tell you is this: "The money is in the list."

That's actually a terrible way to put it because it implies that simply having a list is what matters, and it also implies that the size of your list is what's most important.

You could have a list with 100,000 people on it, but if you don't send the right emails, you might as well not have a list at all. Plus, you could also flush your hard-earned money down the drain because you're paying an email service provider for those subscribers you're not even using.

Here's how I would like to rephrase this common idiom:

"The money isn't the list itself. It's in your *relationship* with the list."

No matter how many email subscribers you have right now, I want you to do this thought experiment with me. I want you to imagine a location that's big enough to physically fit all of your subscribers.

For example:

- If you have 10 subscribers, maybe it's your living room
- 100+, maybe it's a movie theater
- 500+, a banquet hall or ballroom
- 1,000+, a concert hall
- 10,000+, a basketball arena
- 100,000+, Ohio Stadium "The Horseshoe" (Go Bucks!)

You get the idea...

Now, I want you to imagine seeing all of those people there. Really visualize them, and do this knowing that they came to this one location because of you. They're all looking forward to what you have to say.

Whether it's ten or ten million, that's incredibly powerful.

How To Use This Playbook

Whether you're adding emails to your autoresponder series or trying to come up with an idea for your next broadcast, this playbook will become your guide.

A playbook (like ones that teams use in sports) is made up of different plays, each with their own unique purpose and structure, each used for different scenarios.

In pure "choose your own adventure" style, you can select a play or email type that works best for you, and then use the information I've included along with that play to help you structure your next email.

Two Key Terms

- **Autoresponder Series (or Email):** An Autoresponder Series is another way to refer to a number of automated pre-written emails that get sent to your subscribers in sequential order. For the various types of Autoresponder Series emails, check out this post.
- **Broadcast Email:** A Broadcast Email is a one-time message that is sent to all of your subscribers (or a particular segment of your subscribers as determined by you) at the same time.

5 Universal Rules For Almost Every Email

Rule #1: Keep Your Email Formatting Simple

You want people to actually read your emails, not get distracted by the design and formatting of your emails. A little branding (like a logo) is okay, but even then not all email clients include images, and adding designs to your email just adds another opportunity for something to break or look funky.

Send email like you're sending them to a friend. This is more personal, and actually will help build your relationship with your fans better than if you sent something fancy.

Rule #2: Each Email Should Include One Specific Call To Action (CTA)

When you craft any email, you should always ask yourself: "What's the purpose of sending this?"

Each email you send should have one specific goal, and each email should include one specific call to action. You can have multiple instances of the same call to action within an email, but it's a good rule of thumb to pair one email with one CTA.

As far as what CTAs to include, I'll go over that in the playbook in the next section.

Rule #3: Keep CTA Links on Their Own Line

This rule might not seem significant, but it is. This matters because a lot of your subscribers will open your emails on a mobile device, and most people suffer from "fat finger syndrome".

In other words, it's not always easy to tap on a link when it's surrounded by other text.

Always place the link on it's own line, and I even like to bold this text as well, to make it even more clickable.

Rule #4: Always Preview Your Emails Before You Hit Send

Please preview your emails before you hit send! Actually send yourself a copy of the email (which most email services providers enable you to do) before you pull the trigger.

Read your email copy out loud and click on all of the links to make sure they go to the right places. You don't want to send an email only to find the links don't work, or worse, go to the wrong place (this, of course, has never happened to me before, but I imagine it must be pretty terrible *nervous laughter*)

Rule #5: Subscribe To Your Own List

And finally, subscribe to your own email list. This will help you understand the exact experience that a potential subscriber will have after they sign up.

Become your first subscriber so that you can catch any required frequency or rhythm changes in your autoresponder series before those emails get sent out.



All right, it's time to get down to business. Like I said earlier, on the following pages you'll see a number of different email archetypes you can choose from to include in your own autoresponder and broadcast emails.

These aren't the only email types available to you, but they are the most common I've found success with, and you're more than welcome to tweak them to your liking and put your own spin on them. These email plays are here simply to help give you ideas and direction.

Thanks again, and enjoy!

Personal Emails

Personal content is anything that has to do with YOU as a person. What are your interests and values? What is your every day life like? Fans like to feel like they know the artists they follow, and sharing more personal content can help you establish that connection with your fans.

Here are some ideas for personal posts...

1. **Thought of the week:** Have any deep, humorous, or inspirational musings? Share them!
2. **Travel photos & videos:** Any time you're traveling, this is a golden opportunity to create some email content. People like to see the interesting things you're doing.
3. **Your daily routines:** Morning routine, self-care routine, day in the life
4. **Ask me anything:** Let your fans ask you a question about literally anything...if you dare!
5. **Story time:** People love stories, so tell one that is inspiring, captivating, or humorous. Bonus points if you can tell one like Olan Rogers.
6. **Childhood picture or moment:** Bonus points if you can somehow connect it your music career.
7. **A recent let-down:** This could be an illness or failure you've experienced. Be transparent. Your fans will love you even more by showing you are a real person. Bonus points if you can find the lesson or silver-lining in this moment in order to give hope or inspiration to your fans. After all, as aspiring-influencers, we have a duty to build others up as musicians, and not bring them down. Plus, there's already so much negativity online. You'll stand out and attract followers if you are positive.
8. **A cause or event you care about:** Pick a cause you really believe in and write a post about it.

Professional Emails

This category is just anything that has to do with your music and your career as a music artist.

Just about anything and everything related to this topic can be an email.

1. **Song lyrics:** Got some especially cool, profound, or moving lyrics?
2. **Share Backstories:** To Your Songs: How did you get the idea for the song? What was the writing and recording process like?
3. **Latest News:** What's new with you and your music?
4. **Video Diary/Vlog:** Share how you are progressing on your next single or album.
5. **Song Clips:** Share a clip from a forthcoming song on your album.
6. **What's New In The Studio Or Updates From Your Latest Project:**
How are things progressing? Any interesting developments?
7. **Creative Or Unexpected Use For Your Music:** For instance, "my music can help you fall asleep at night," or, "my music is great for driving alone at night." You can also ask your fans for their ideas. Also feel free to get a little weird, and make up ridiculous new abilities one can gain as a result of listening to your music. See "Reductio ad absurdum".
8. **Behind The Scenes:** Any behind-the-scenes content on tour, at shows, or in the studio are also great content ideas.
9. **The Story Behind Your Music/Brand:** How did you start?
10. **How You Created Your First Album:** What did you do when you were starting out? What do you do differently now, and why?
11. **How You Stay Inspired:** Where do you get ideas? What do you struggle with? How do you overcome?

Promotional Emails

Now we have arrived at the promotional content ideas.

These are different creative ideas for how you can promote your music, merchandise, or anything else want to promote.

1. **Current Sale Or Discount:** If you have a sale or discount running, definitely promote that.
2. **Giveaways Or Contests:** Running a giveaway or contest is a great and fun way to promote.
3. **Why You Created A Specific Product/Merch Item:** Share the story behind why you created a particular item.
4. **Your Favorite Product/Merch Item:** Which product in your shop is your favorite, and why?
5. **Benefits Of Your Best Seller:** How will someone's life be improved as a result of purchasing your best selling item?
6. **Perfect Gift For X Holiday:** Is there a holiday coming up? Share why you have a product that would be great for that holiday.
7. **Share Customer Testimonials/Re-Post Fans With Your Merch:**
Testimonials and user-generated-content is super powerful because it taps into the concept known as "social proof".
8. **Flash Sale:** Flash sales can be powerful because people are encouraged to buy quickly before they miss out.
9. **Unboxing Videos:** Unboxing new merchandise or CDs for your shop? Go ahead and record it and share.
10. **Run A Sharing Or Promotion Contest:** Offer a prize or discount for sharing. If giving a prize, you can draw names from all the participants and have one winner.
11. **Ask for a Spotify Follow Or Stream:** Just include a follow link or a link to a song to stream

And There You Have It!

Now you have a giant list of email content ideas! So get out there and start emailing.

By the way, if you need help growing your email list, or setting it up...

[Then be sure to check out my email marketing playlist on YouTube.](#)

Keep creating, and feel free to email me if you have any questions.

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