



# ***SUPERFAN-BUILDING***

## *Email Templates*



## *EMAIL TEMPLATES*

Here you can find the email templates that I use to help build a relationship with all of the new fans that join my email list.

Each of these emails is providing more value to my new fans. In this case, the value is more free music. I even titled my email series "5-Days Of Synth Pop" so fans knew they were opt-in in to get a new free Synth Pop song each day for 5 days.

However, I'm also casually promoting my albums as well, and letting them know where they can buy the full-albums if they want.

After the series is over, it's a good idea to make a hard sell for whatever would be most valuable for you, whether that's buying a merch package, or joining your membership/fanclub.

Emails 1-5 are going to follow the exact same formula, and then the following email will be a little bit different. Without further ado, here are the email templates:

## *EMAIL TEMPLATES 1-5*

Subjectline: [Email Series Name] [Day 1] [Free Song Title]

[Intro]

Welcome, and congratulations on becoming an official citizen of Andromeda Coast!

Or, what we affectionately call a "Coastlander"!

💣 \*Fireworks ensue\* 💣

And being a citizen, Coastlander, of Andromeda Coast is awesome because...

1. There are no taxes 💰
2. All the people are cool, yo! 😎
3. And! You'll have access to a treasure trove of exclusive & behind the scenes Andromeda Coast content!

Also, to ensure you don't miss any updates, f.free music, or awesomeness...

Be sure to add our email to your contacts.

We're looking forward to getting to know you better!

[Link to song]

**Okay, on to day 1 of the 5 Days Of Synth Pop!**

The first song is called "Dive Bomber"

And [you can download Dive Bomber for free by clicking here!](#)

>>> [Dive Bomber Download](#) <<<

[Insert Album Art Here]

## *EMAIL TEMPLATES 1-5 CONTINUED*

### [Background]

Describe how you got the idea for the song, the writing of the song, the production of the song, and any other interesting details.

### [Lyrics]

List the lyrics to the song here

### [CTA - Call to action]

You'll want to have a call to action at the end of every email. You can ask your readers to follow you on social media, or to consider buying your full-album if they enjoyed what they heard.

### [P.S. Line]

I like to ask for my fans to hit reply and tell me what they thought. Not only can this help you build even more of a personal relationship, but it's good for email deliverability rates

[P.P.S.] - Hint at what email they're getting the next day

## *EMAIL TEMPLATE 6*

Emails 1-5 should be sent one day after the other. Email 6 is no exception, as it will be sent the very next day after email 5.

The goal of this email is to make an offer to your new fans.

I recommend pitching them on joining your membership/fanclub, as once inside, you can earn regular, predictable, monthly income.

If you don't have a membership, then pitch something else. Here is a template you can follow:

[Thank them for listening]

[Tell the brief story of you and your music] - What is your mission? How did it start? Why is it important?

[Transition into your offer]

Focus heavily on the BENEFITS for THEM, not how it would help you out. People are much more swayed by what's in it for them.

So talk about how buying from you will make them feel better or improve their life in some way

## CONCLUSION

Synth Pop 🎧 [Day 1] Dive Bo...



🕒 Immediately

Synth Pop 🎨 [Day 2] Picture P...



🕒 1 day

Synth Pop 🧑‍🎤 [Day 3] Hard No...



🕒 1 day

Synth Pop 🎧🎵 [Day 4] Earth...



🕒 1 day

Synth Pop 🕒 [Day 5] In Time



🕒 1 day

One last thing... 😊



🕒 1 day

Write up each of these emails, put them into an automated sequence in ConvertKit, and then set up an automation so it is automatically sent out to everyone who opts-in.

And that's it! You have your superfan-building email sequence created! One thing to keep in mind...

Email marketing is a numbers game. If you can get a 25%-35% open-rate, and a 2%-4% click through rate, that's actually really good!

Also, a good conversion rate (meaning the percentage of everyone who opts-in who become customers) is about 2%-5%. If you can get 5% that is REALLY GOOD!

So if you do some quick math, this means you'll need about 100 people opt-in in to get 2-5 sales/conversions. So get out there and build that email list!

The good news is...

## *CONCLUSION CONTINUED*

Someone who buys from you is as much as 10x more likely to buy from you again than someone who hasn't bought from you before.

This means everyone who buys from you is a potential superfan (someone who is willing to spend up to \$100 a year with you).

So you'll really want to take care of your customers.

If you keep building your email list, and keep building up your relationship with your subscribers and your customers, you'll be well on your way to making a great part-time or full-time income from your music.

If you have any questions, feel free to email me at:

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Keep creating,  
Reagan Ramm

