

FAN *Funnel* *FORMULA*



**DISCOVER HOW TO TURN
FOLLOWERS INTO FANS AND FANS
INTO PROFIT**



Here is a big picture look at how the Fan Journey works for turning casual listeners into super fans

TRAFFIC - EXPOSURE



LEAD MAGNET - FOLLOWER

EMAIL - FAN

OFFER - SUPER FAN



WHAT IS A FAN FUNNEL?

So just what is a fan funnel? Well, in the marketing world, this is more commonly known as a "sales funnel", and all it technically involves is a series of webpages and offers. I know, doesn't sound so flashy, but it's what will enable to generate new fans and customers on autopilot.

What a sales funnel (or "fan funnel") does it automatically move (funnel) people from just knowing about you to actually being a fan and a paying customer. It looks something like this:

THE FAN FUNNEL



Every successful business follows this model. What this might look in more real world terms is this:

1. You run an ad to one of your songs (on a page you own)
2. That fan puts in their email address to get the song for free, or to be added to your private community (your street team), where they get more exclusive content
3. You make an inexpensive offer to your new fan, this could be a merch item or a download card where they can get an exclusive album
4. You make other offers (automatically) to your email list over time, like joining your paid fan club, or having a custom song made by you.

Each step of the way, you are losing some people (not everyone will click on the ad), but some will, and you can start to automatically convert these people into customers.

Eventually, this just becomes a machine where you can generate predictable outputs (sales) based on your inputs.

For example, you might find 2% of people who join your email list end up joining your fan club, which is \$10/month.

If you're getting 1,000 people joining your email list a month, then you're getting 20 new fan club members month, and growing your revenue by \$200/month. Factor in churn (people leaving the fan club), and let's conservatively say you're then only growing your income by \$100/month.

That's not bad!

And this doesn't even factor in other revenue streams like merch you can offer, streaming royalties, digital music sales, merch, etc.

Finally, you want to have some "high ticket" offers as well, like making a custom song for someone, or doing a house concert. Something you can charge \$1,000 to \$4,000 for.

So in summary, having a fan funnel makes building a music business just a matter of math.

What can you do to increase how many people are joining your email list each month? Or what can you do to increase the conversion rate of your emails (the rate at which people take action and buy from you).

These are all advanced concepts for down the road. Right now, with the rest of this guide, I'll walk you through how you can set up your very first fan funnel.

THE 4 STEPS OF THE FAN FUNNEL

There are essentially 4 steps the fan funnel, and they are...

Step 1: Traffic Generation

First, you need to actually get people listening to your music. If you have a giant advertising budget like the big record labels, you can just afford to dump your music in front of everyone...

But I'm guessing this isn't you. This means you need to be strategic, and ONLY put your music in front of people who are the most likely to love it and become fans.

You can get a better idea of who is most likely to love your music by [downloading my micro-genre discovery worksheet here.](#)

From there, it's just a matter of deciding which platform(s) you want to focus your effort on. It's much better to go deep in one direction than diluting your efforts across several platforms.

Decide which platform fits best with your strengths and go all in on one or two of these, whether that's Instagram, TikTok, ads, or YouTube.

Step 2: Fan Magnet

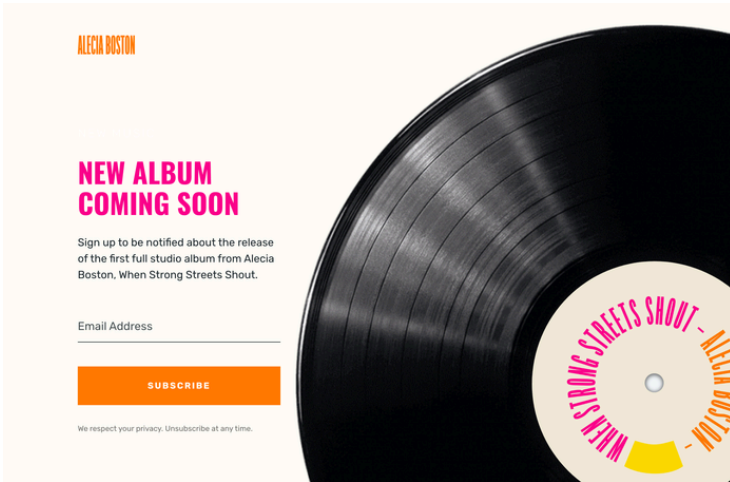
Step 2 is to get your listeners and blooming fans onto your email list, as this is where you can really start to turn those followers into fans.

A fan magnet is simply something of value that you give to your fans in exchange for their email address. A great example would be a free exclusive song.

But you can [check out my article here which gives you a bunch more ideas for fan magnets.](#)

You can [use a free email tool like ConvertKit](#) to create a webpage to collect the emails and automatically deliver the free song.

(Example of an opt-in page you can create in Convert to build your email list.)



In ConvertKit, you can see in the image below how you can automatically deliver your fan magnet to everyone who signs up. In my case, I'm sending new subscribers to a dropbox link where they can download my song.

Form Settings

×

General

Domain Name

Incentive

Advanced

☒ Send incentive email
 This will be sent once to new subscribers from this form.

Edit Email Contents

[Learn about the incentive email](#)
☐ Auto-confirm new subscribers

After confirming redirect to:

URL

Download

<https://www.dropbox.com/s/vr15qwvmh55zdgf/Running%20Up%20>

Cancel

Save

Step 3: Automated Email Sequence

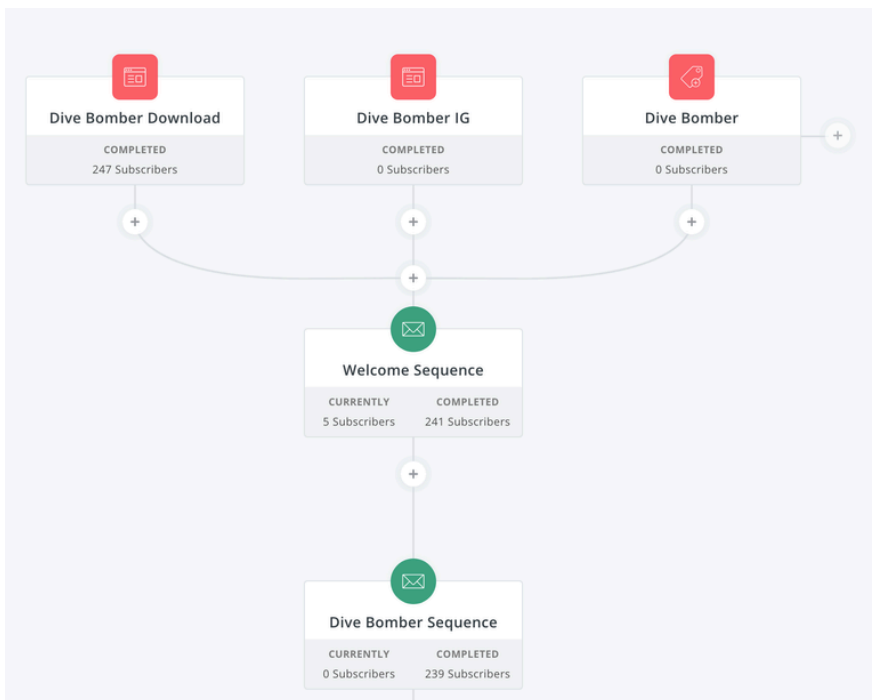
Next we actually want to start sending valuable emails to your new fans, so it's best if you create an automated email sequence. [You can do this very easily in ConvertKit.](#)

The key is to lead with value. Can you give another free song? Or introduce your burgeoning fans to more content that they would like?

That's what you want to include in your email sequence. Help them get to know you, and build up that "know, like, and trust" factor.

If you want more help knowing WHAT to email list, and how to actually construct your emails, [you can grab my free email playbook here.](#)

In the image below, you can see how I'm using ConvertKit to automatically add new subscribers into an email sequence (I'm also tracking where my subscribers are coming from so I can know which platforms are most effective.)



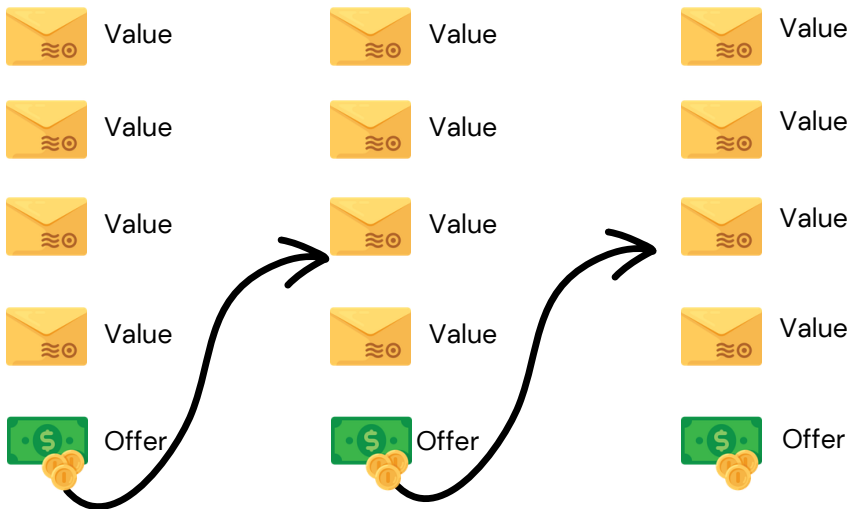
Step 4: Offer

Finally, you want to have some kind of automated offer that you make at the end of your automated email sequence.

This could be to buy a physical album, some merch, join your Patreon, or whatever you have to offer.

You can also extend your automated sequence so that you're promoting something new every month or two (while also mixing in valuable emails).

It could look something like this:




Done right, once you have this system in place, you can actually start to generate automatic income from your music.


If you want to know more about how to generate sales from emails, [check out my article here which breaks down the 9 simple steps.](#)

For more help...

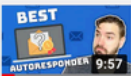
If you want more help growing your fanbase online, [check out my YouTube playlist here.](#)

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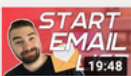
How To Make A Living From Your Music

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Why Musicians & Producers Need An Email List (Automate Sales)

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This Is The Best Email Newsletter Service For Music Artists

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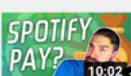
How To Start an Email List For Musicians [For Free]

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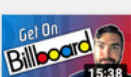
How to Grow Your Fan Email List (Email List Growth for Music Artists)

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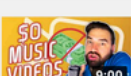
7 Passive Income Streams For Music Artists

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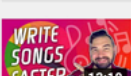
How Much Does Spotify Pay Artists (Per Stream & How To Grow)

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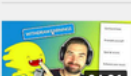
How To Get On The Billboard Charts As An Indie Artist

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10 Zero Budget Music Video Ideas

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How To Write Songs Faster & Release More Music

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How DistroKid Can Help You Grow Your Fanbase [DistroKid Tutorial]

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