

THE FAN-BUILDING FORMULA

**THE 7 STEPS YOU NEED TO MASTER TO
CREATE SUPERFANS & MAKE A LIVING
FROM YOUR MUSIC**



Despite what a lot of people think, this is the best time to be in the music industry.

There are endless ways to find and connect with your ideal audience of fans who love your music. No longer are you at the mercy of corporate gate-keepers. There is nothing standing between you and reaching the people who are waiting to fall in love with YOUR music.

When you get this right, your music can bring you financial freedom that allows you to keep making music!

With that being said, let's dive into the Fan-Building Formula...

1.

QUALITY MUSIC

This is probably pretty obvious, but it must be said. The first thing you need to start building a fanbase and making an income from your music is QUALITY MUSIC.

If your music isn't good, nothing else will matter. You and I don't have the budget to launch a massive international advertising campaign to make people think our music is good. It has to actually be good. That's why a lot of the content on OAA is dedicated toward helping you create your own high quality music from home!

HOW DO YOU KNOW IF
YOUR MUSIC IS GOOD
ENOUGH?

Here are some ways you can test to see if your music is good enough to start promoting:

- Listen to your music in a playlist with other songs in your genre. How does it stack up? Does it distract?
- Get feedback. Ask people for their honest feedback on your song!
- [Get your song reviewed on AudioKite.com.](#)

2. Micro-Genre

The second step to creating superfans is choosing a micro-genre for your music. You don't need to write massive hit pop songs in order to make a living from your music. You just have to write songs that are hits inside a particular micro-genre of music.

When you niche down, and pick a micro-genre to create your music inside of, then you suddenly become a big fish in a small pond...which is much better than trying to compete with giant artists who have a lot more resources than you.

With a "Micro-genre", you have to ask yourself....

"WHAT IS MY TWIST?"

Your "twist" is whatever it is that sets you apart.

Example: My top genre is Electronic, then Synthpop digs deeper, and then Synthwave digs even deeper. Then it's Futuristic Popwave. Futuristic Popwave is my micro-genre.

3.

Culture

Next, it's key that you learn how to build a culture around your micro-genre. This can take some time and experimentation, but once you build a strong culture, you have the potential to really grow your income.

You build your culture by working on your brand and image, and by what you post on social media.

BRANDING: Branding is simply who you are and your music. It's what other people think and feel about you and your music.

You want your music, micro-genre, social media posts, album art, and so on, to all be congruent. This will help your audience know that everything comes from the same person or band. Make sure there is a theme going on between everything that makes up the experience for your audience.

When you post on social media, make sure that it either entertains, inspires, or educates your audience.

It's the culture and brand surrounding your music that can turn listeners from fans into SUPERFANS!

And a superfan is someone who spends at least \$100/year on you and your brand. Get 1,000 of these super fans, and you are making \$100,000/year from your music!

4. Email Marketing

Your email list should be the foundation of your music marketing. Email marketing is how you can really start to build a relationship with your fans. Social media is not something you own or control. In fact, increasingly, social media platforms are making it so that you have to PAY to reach your fans. Plus, you can get your account shutdown for no good reason. You don't want to lose all your fans overnight if that happens.

When you have an email list, you have an asset that is worth real money! Your email list is something you DO own and control, and it's the best way to get a message to your fans. Plus, you even even upload your email contacts to Facebook and show ads to those people!

Now, to grow your email list, you're going to need professional email marketing software. You can't just send mass emails from your gmail as that violates anti-spam laws. The best email marketing tool for Music Artists is ConvertKit, and it's what I use.

You can get started for free by clicking here.

(This is an affiliate link so if you decide to upgrade to the paid version I'll earn a small commission at no extra cost to you.)

Once you have your email list software, you can start offering a free song in exchange for an email address to begin building your list!

5. Online Launching

At this point, fans are finding you as you're attracting them with your high quality music, enticing culture, and engaging social media posts.

You've started to grow your email list by giving away a free song, and now it's time to LAUNCH.

Most indie artists rely on "hope" marketing, where they simply upload their music to the internet hoping people will find them. I've been guilty of this.

But real marketing is predictable, repeatable, and scalable.

So you want to put an automated system in place that allows you sell your music or other products in a way that is predictable, repeatable, and scalable. In the marketing world, this called building a "sales funnel". It's where you take someone who doesn't know you, and you have them receive content which eventually turns them into a buyer.

This probably sounds a little overwhelming and confusing right now, but I'll be putting out more content on OrpheusAudioAcademy.com that goes into how to do this.

6.

Paid Traffic

Paid traffic, specifically Facebook Ads, is how you can really explode your fanbase.

Since you've already done the heavy lifting of figuring out your micro-genre, culture, and you've started to build your email list...it becomes pretty easy to locate pockets of people on Facebook whom you KNOW would love your music!

Then it's just a matter of creating an effective ad that attracts them to you and your brand. This is the first piece of creating an automatic "machine" that sells your music for you on autopilot. You need to get traffic, meaning, people seeing your offer.

Once you've mastered the steps above, you can start building a giant list of engaged superfans for just a few dollars a day.

And eventually, you can even start to use Facebook's advanced "Retargeting" tools. It's like when you're looking at an item on Amazon, and then you see the same item show up on your Facebook feed.

You can post a video for your fans on Facebook, and Facebook will automatically track who watches more than 3 seconds of the video. You can then show a different ad to that audience of video viewers which allows them the further engage with, or even buy, your music.

7. Copywriting

The final step is to master copywriting. Copywriting is the art and science of using the written word to motivate people to take an action.

It's the headline you use in your press release, the text in an ad, or any of the words you post in a social media post. It's everywhere!

This is a skill that most people don't know how to do. Copywriting is a skill that can be learned and developed though. You are going to learn how to communicate best with your fans and your audience in a way that increases engagement and develop superfans.

Next Steps

I want to help you take the next step in your journey, regardless of where you're starting. Shoot me an email at: **Reagan@OrpheusAudioAcademy.com**

And let me know how I can best help you on your artist journey.

Adventure On!

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