

TEN TIPS ON HOW TO BRING THE FANS BACK TIME AND TIME AGAIN

An exclusive eBook by Marc Gunn of The Bards Crier Music Marketing and Promotion Ezine. Get more great music marketing tips at <http://www.bardscrier.com/>

About Bard Marc Gunn

Since February 2000, I have provided free music marketing and promotion tips for working musicians like you. The name may have changed, and I may have briefly dropped out of the music biz world, but my passion has never died.

What is The Bards Crier Music Marketing and Promotion Ezine?

The *Bards Crier Music Marketing and Promotion Ezine* is a Free music marketing and promotion ezine for musicians. It features articles on how to promote music, book reviews, awards, music business directory, and tips for unsigned bands. When you subscribe you get free tips on how to sell more CDs, plus other bonus eBooks.

Who am I that I can write about music marketing and promotion? My name is **Marc Gunn**. I am the lead singer and autoharpist for the **Brobdingnagian Bards**. We perform music that is like a Renaissance of Celtic music. Imagine the Barenaked Ladies as roaming minstrels. That's us.

Since my partner and I started playing music to us, we've steadily beaten the odds. We were a no-named band that barely knew what Celtic music was. Now we have tens of thousands of fans worldwide largely due to our astounding success on MP3.com. One of our songs, "[Tolkien \(The Hobbit & Lord of the Rings\)](#)" had over a million downloads before that website shut it's doors.

We had number one MP3 hits out the wazzoo, but ye know. Ye probably still haven't heard of us. That's because we've mastered the art of niche guerrilla music marketing. You may not have heard of us, but ask about us among the Renaissance Festival or even online Celtic community and more than likely you will have heard of us.

We've made an impact. And this impact is largely due to the tips you will read in this ezine. I'm a big proponent MP3s and aggressive guerrilla (meaning low-cost or free) marketing. I'm also extremely dedicated to reaching my goal of making a living as a full-time musician. It's taken longer than I anticipated, but it's a great story to tell.

Table of Contents

About Bard Marc Gunn.....	1
What is The Bards Crier Music Marketing and Promotion Ezine?.....	1
WHAT? THIS BOOK IS FREE?	2
TEN TIPS ON HOW TO BRING THE FANS BACK TIME AND TIME AGAIN	3
1. Make every show “worth” going to see.	3
2. Build your fans into a community.....	3
3. Stand behind your products.	3
4. Give and you’ll get.....	3
5. Make them feel like a million bucks.	3
6. Give your best fans rewards for being so.	4
7. Make it easy for your fans to do business with you.	4
8. Build your mailing list.	4
9. A phone call can work miracles.....	4
10. Thank everyone.	4
More Music Marketing Resources	5

WHAT? THIS BOOK IS FREE?

That’s right. You are more than welcome to give this eBook away for free to all of your friends. For that matter, give it away from your website or place a hard copy of it at your local music store. This book is designed to freely help you succeed as an Indie musician.

Now let’s get started...

TEN TIPS ON HOW TO BRING THE FANS BACK TIME AND TIME AGAIN

1. Make every show “worth” going to see.

I don't care if you are playing to one fan or a stadium, make your show a must-see. Keep it new and exciting. Consider gimmicks if you need them, new songs, write a song on stage, communicate with your audience, give away free stickers, pencils, tapes, buttons, compliments.

2. Build your fans into a community.

Meet each person in your audience and introduce them to other people at your show. Every time they make a new friend, they have one more reason to come out and see you play. It's not *just* about the music.

3. Stand behind your products.

Every time someone buys something from you, they are taking a risk. They may not like your music. It may sound strange, but give them a money-back guarantee. If they don't like your album, you'll refund their money. It'll take the pressure off buying an album they may not like, and more than likely they won't take you up on the offer. If they do, do it with gusto!

4. Give and you'll get.

When it comes to benefit concerts, there are dozens. Get involved and play for them. You might not get paid, but it shows you are active in your community and keeps you visible. Not to mention, I've found some of our most-profitable gigs come from these well-publicized, free events.

5. Make them feel like a million bucks.

Anytime someone takes an effort to meet, or thank you for your performance, they're taking a big risk coming out of their world into yours. So make it worth their while. Reward them... for free! Be kind and thankful. Make them feel your gratitude, and I guarantee you'll have a dedicated fan for life!

6. Give your best fans rewards for being so.

Eighty percent of your product sales will come from twenty percent of your fans. Make sure they know you appreciate it. Give them discounts, rebates, and coupons. My group sends out "Bard Bucks" with our CD orders, good for any future Bard products.

7. Make it easy for your fans to do business with you.

If you have a website, make sure you have a secure server to do sales. You can now use Paypal or the ever-popular Indie music store, CDBaby, to maximize your income and increase reliability of sales. Send out order forms with your mail outs. Be sure to tell your fans how they can get a hold of your products at every opportunity.

8. Build your mailing list.

A mailing list is an essential marketing tool for any band! If you don't have one, start one now. With email, it is as easy as can be, but make sure you use your snail mail addresses as well. Send out an email and/or postcard to everyone on your list and let your fans know that you are thinking about them.

9. A phone call can work miracles.

When you want to make sure someone will show up at your gig, give them a call. It adds a very personal touch that will more than likely bring them out to see you. If not, don't hold a grudge. Many people do not prefer live music. Expect and accept it.

10. Thank everyone.

I can't tell you how many people have grown to love us by sending thank you cards. Hallmark is my best friend. Whenever you play a show, send a thank you note to the booking agent, venue owners, people who came out, people who signed your mailing list. Your thanks will contribute greatly to your success!

Do you like what you are reading?
Share it with a friend.

More Music Marketing Resources

There are a huge number of great music marketing resources throughout the net. Below are my top 10 favorite sites for where to learn more about music marketing and promotion.

1. Jeffrey P. Fisher's Moneymaking Music Tip of the Week

This ezine has climbed to the top of my list. It's still as short, sweet, and to the point as ever. Quick inspirational tips on how to make it in the music business. Fantastic guide to making, keeping, protecting, and growing your music success fortune. Lots of good musician financial information.

I got Jeffrey P. Fisher's new book, *Moneymaking Music* a couple months ago, and just like fine wine, it's gotten better with time. I've always said that Jeffrey has a knack of providing solid practical tips combined with inspirational concepts, and "Moneymaking Music" is just that. That's why I've taken my time. I read a chapter and next thing I know I have a dozen new promotion ideas that I have to jump on before I read some more. I already have pages of marketing notes and I still have a few more chapters to go! Order your copy here:

http://www.bardscrier.com/cgi-bin/music_promotion1/jump.cgi?ID=240

2. Bob Baker's The Buzz Factor

Still one of my favorites, Bob Baker has kept going when I just got too tired to. It's not always my first read, but I read every issue because Bob Baker continues to lead the pack with great music marketing and promotion tips.

Bob Baker also publishes the *Guerrilla Music Marketing Handbook*. This book is essential for any musician looking to prosper in the music business. Order your copy at <http://www.bob-baker.com/af/bard.html>

3. Music Biz Academy

If you're looking for great Indie music business news, then the Music Biz Academy is the place to look. David Nevue scours the net for the most relevant indie news of interest, including articles and tips on the best new online music services.

David Nevue's book, *How to Successfully Promote Your Music the the Internet*, features some brilliant tips on how to increase your fan base, sell your CDs online, get listed in search engines and hundreds of other priceless tips on how to be successful online. It is a must have. <http://www.bardscrier.com/musicpromote/>

4. Harmony Central's Music Business Tips

Harmony Central publishes a variety of music biz ezines. My two favorite Music Business Tips. It's another quick-read ezine that you can glance at to learn something new and then get started promoting your business. It's designed for you who do not have a lot of time, and since I don't have much, I love it!

5. MusicDish e-Journal

MusicDish publishes a weekly newsletter packed with music commentaries and information. There's a lot of stuff I don't give a second glance, but I usually skim to see what the latest commentaries are and read those most-interesting to me. And trust me, there's always at least two articles with informative career tips by the top music biz professionals.

6. MusicBiz Daily

I'm not sure who runs the MusicBiz website, but I love the ezine. It has a very simple design that captures the latest music business news in a very concise format, and then offers links to the homepage where you can find out more. Sometimes it's best not to clutter your readers with lots of links. And MusicBiz does just that. Their motto should be, "Just music news!"

7. Kathode Ray Music Promotion Help

I'm pleased with the direction of David Hooper's latest Kathode Ray ezine. It used to feel more like a music sales newsletter, but David has finally found a great new market. Now, David provides audio tips on how to promote your band that includes live interviews revolving around the Nashville New Music Conference that he helps to organize. You will need to make sure your browser is up-to-date, but live teleconference interviews are well-worth it!

Check out his inspiring book *How to Make \$100,000 a year in the Music Business (Without a Record Label, Manager or Booking Agent)* at <http://www.amazon.com/exec/obidos/ASIN/1930575521/thebards>

8. Indie-Music.com

Indie-Music.com has long been known as THE place to find everything music biz related. If I need something, this is the first place I look because Suzanne Glass knows the business and her newsletter shows it. The ezine is packed with articles, information, and links for promoting your indie music business. If there's any downside, it's that there is just too much info to easily go read, but it is an essential ezine to subscribe to.

9. Indie Contact Bible

Big Meteor publishing sends out a monthly newsletter that features the latest additions to the book. This goes out every month to everyone who's ordered a copy. It is a necessary ezine for those interested in staying abreast to the latest music reviewers, radio programs, and online music services out there, because every music biz person knows that if you want to get your name out, start with the Indie Contact Bible! <http://www.bardscrier.com/icb/>

10. Inspiration for Songwriters

Once a daily inspiration, Inspiration for Songwriters goes out about three times a week filled with everything from songwriting tips to promotion and advice on building a career as a songwriter. It's published by Ande Rasmussen, president of the Austin Songwriter's Group and an award winning songwriter who's always looking for co-writers.