

Email List Jump-Start Checklist

STEP 1: Set-up Your Email account

Start by setting up an account with an email service provider. If you don't have one, I recommend [ConvertKit](#).

I've currently use a few different services and have used many over the years but I've been using ConvertKit for Music Marketing Guy for over a year now and I love it. The cater to creators like us. Plus, they now offer a free tier which really makes it a no brainer.

For the following examples I am going to use ConvertKit because you can use their landing page feature to get up and running fast.

1) [Sign up for free account](#)

Click the above link and let's do this.

2) Set up your account and create your first campaign

Once you are signed up they will walk you through how to set your list. They're tutorials are very helpful which is another reason I love them.

Tips on segments and tags:

For segments: 1. Fans 2. Industry contacts (bloggers, radio peeps, playlist curators, etc)

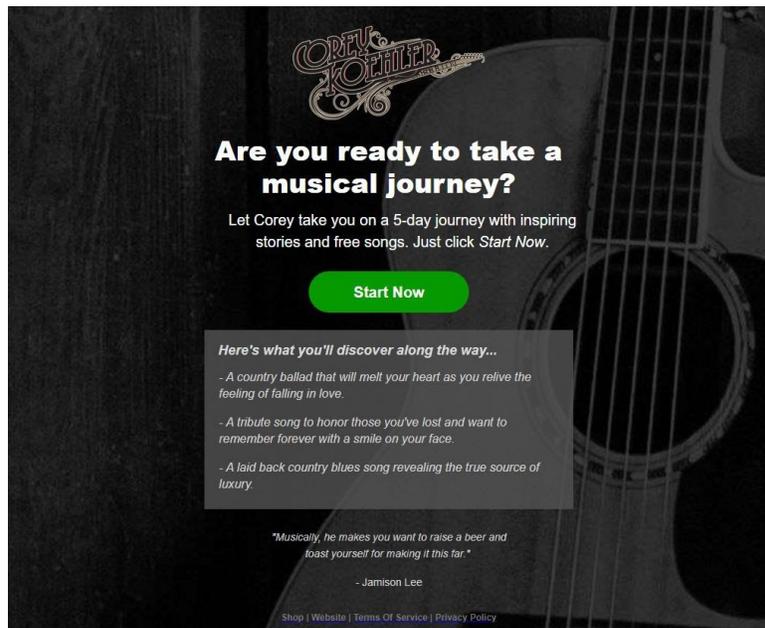
For Tags: you could use: "purchasers" and "free download" for fans. And use "blogger", "Spotify Curator", "radio", etc.

3) Set up a landing page

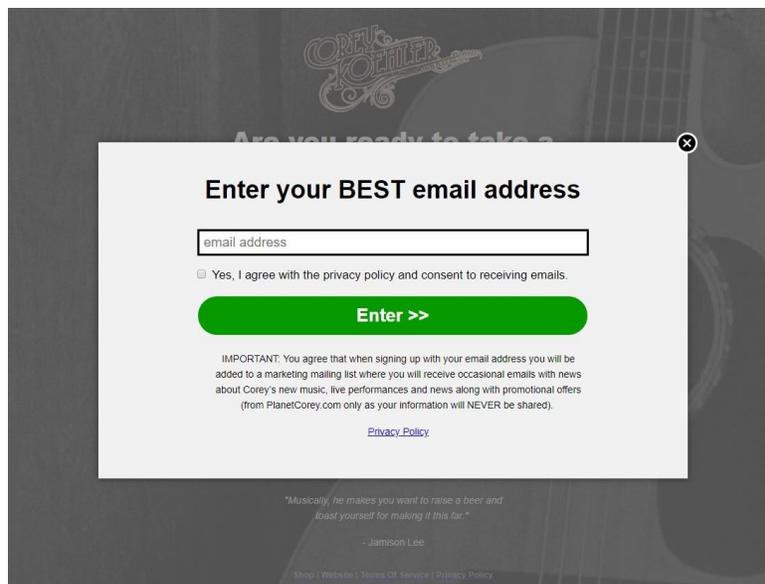
Now just set up a landing. Click "Create Landing Page" or select "Landing Page" in the top menu, pick a cool one and start tweaking.

Here's an example of a simple landing page I use.

I use a two step sequence:



When a visitor clicks on "Start Now" they get this...



4) Share landing page

There you go, now you have somewhere to send people.

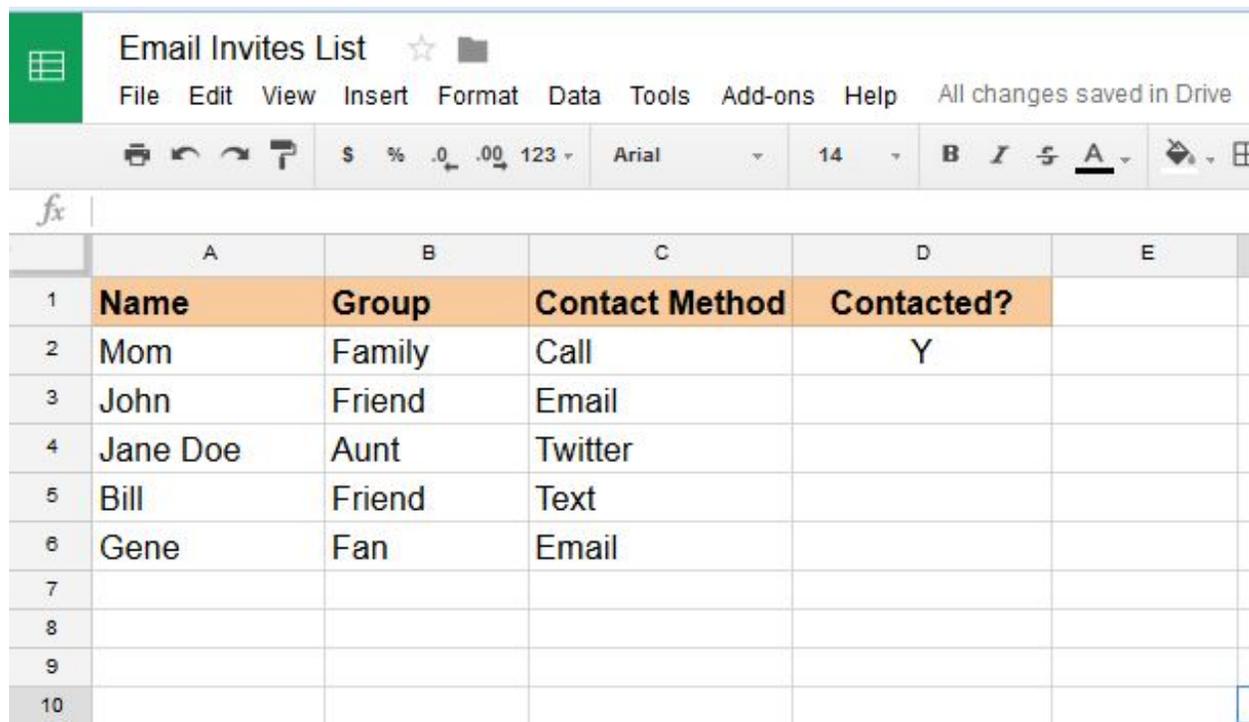
Now, continue to *"Jump Start Your Email"* list below

STEP 2: Jumpstart Your Email List

There are a few ways to build an email list but to start lets keep it really simple.

Step 1: Manually reach out and invite 50 people to your list

Start a spreadsheet (google doc or something). Then list out 50 people that you are close to: moms, dads, aunts, uncles, good friends, neighbors, work peeps, super fans, current industry contacts, etc.



The screenshot shows a Google Sheet titled "Email Invites List" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar. The spreadsheet has the following data:

	A	B	C	D	E
1	Name	Group	Contact Method	Contacted?	
2	Mom	Family	Call	Y	
3	John	Friend	Email		
4	Jane Doe	Aunt	Twitter		
5	Bill	Friend	Text		
6	Gene	Fan	Email		
7					
8					
9					
10					

Then "one-by-one" send them an email, text, a Facebook message, phone call or whatever. Tell them what you are up to and ask them to join. And offer a free track or something.

Say something like this...

*Hey man,
Just wondering.
I am starting a newsletter for my band and offering some free music.
I'll be sharing music, show dates and stories about the bands journey.
Do you want to be included?
Reply to this email and let me know.
Corey*

When they reply "hell yeah" you reply something like this...

*Suhhh...weet!
Here's how. Just click on the following link and introduce yourself.
<http://yourlandingpage.com>
BTW, can you think of anyone else that might like our music? If so, can you send them that link and ask them to introduce themselves too?
Would be a huge help.
Corey*

This will be a great way to jump start your list and see how well everything working before moving on to new fans.

Step 2: Manually reach out and invite 50 MORE people to your list

I bet you know at least 100 if you really think about. Rinse and repeat.

Step 3: Spread the link love

Now you should have a good start to your list. Next, add links to your profiles on all your social media sites. If you want to track which sites send the most sign-ups, create a copy of your opt-in page for each site.

If you have a website add some forms to it too.

And if you are playing live, create sign-up sheets, flyers or cards that you can have at your merch table or hand out to people.

Step 4: Start thinking about where you can find more fans

You will need to go beyond family and friend obviously so you'll want to start looking for places to get more fans.

There are [some great courses on finding fans](#) so i won't go into too much detail here. But just list a bunch of artist similar to yourself and figure out where most of they're fans are hanging out. Then start hanging out. Engaging with them without being over promoting yourself. If you are using Convertkit, they have a great great training to help you grow and nurture your list.

STEP 3: Build A Bigger Email List

For a LOT more on how to identify, build and keep your fan base around using the latest and greatest strategies, I highly recommend The Online Musician Course.

It is taught by Leah McHenry. She shows you step by step how she went from \$0 in music sales to \$1000 to \$5000, to \$10,000 and beyond.

[Click Here To Check Out The Online Musician 3.0](#)

I've taken many courses on music marketing and online marketing in general. This is by far the best on Music Marketing (I'm a little jealous I didn't create this to be honest). She takes you starting from square topics like: like identify your audience and create a brand for music. And leads you to how she gets a steady flow of fans using free and paid traffic sources.