

Incentives

In an ideal world, people will listen to your music, visit your website and give you their email address to be kept up to date with news and releases.

In reality, that rarely happens.

Last time I checked, the % of people who simply entered their details on my simple sign-up form was well below 1%

Luckily, we don't have to simply rely just on those people who use our basic sign-up forms.

The solution to this is to offer incentive - or bribes - to get people to sign up.

It makes sense when you think about it:

You get an email address which you can promote your music to, so they should get something too. Unless they're a real super fan, updates on your gigs and releases probably isn't going to cut it.

With more and more people practicing good inbox hygiene and trying to reduce their email subscriptions, you need to offer something specific and attractive.

A few year ago it was easier, because you could offer someone a free download.

Some musicians still do that, but it's not really effective because hardly anyone is using downloads these days.

So, with that in mind, we need to get a bit more creative about what to offer someone in return for their email address.

The best incentives are very specific and personal to your project, so I'm going to share some ideas below and then ask you to come up with some suggestions for what your incentive can be.

Remember: the goal is that this is the thing that moves people from casual visitors on your website or social media pages, to a confirmed email subscriber...