



50 Engaging Ways to Transform Your Fans into Family

- by **Jere B**

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There Are Millions of Ways to Think Beyond the Box and Create a Culture of Fans who take ownership of Your Vision and become Family! Your Imagination is the Limit!

*Here Are A Few Successful Methods I have Utilized Multiple Times with My Band **SounDoctrine**, **Within My Own Career**, or when Consulting Other Artists. Twist These Up! Have Fun with Them and **Contact Me** with Further Questions or to Share Your Results!*

1. Write a Song With Your Fan.

SounDoctrine Once Held a Lyric Contest on Facebook. **JeAnnette Singleton's** Words Worked Well & Won and We Signed a Co-writing deal, recorded and released *"(That's Why) It's Called Love"* on our '**Inspire**' CD.

2. Feature Fans Frequently on Your Website

3. Feature Fan's Favorite Quotes in Your Newsletter

4. Honor a Charity Your Fans Support at Your Next Show

5. Feature a Few Fans In Your Next Video.

SounDoctrine asked fans to send in their wedding pics to be featured in our video for the song *"Marriage"*

6. Invite Two Fans to A Rehearsal. Have them Stream it on their Pages.

7. Invite Three Fans to A Recording Session. Upload it to Your Website.

8. Have a Fan Host an Old Fashioned House Party.

Sell Tickets for \$4.99. Stream It on FB Live

9. Use Your Song As a Bundle with a Book Release.

SounDoctrine partnered with author, **Gregory S. Trent** who wrote the book *"Selah,"* which was the exact title of our single *"Selah"* from the '**Source**' CD. For 30 Days after the initial release, anyone who bought his book got the single as a 'Freemium' (our \$\$ agreement was with him).

10. Do A Music Marketing Workshop in Your City teaching what **You've Learned** and invite **Another Band** to Perform. This move builds Solid Relationships with other musicians and also shows Your Fans whom You Are Fans of.

11. Hold a Can Food Drive for the Less Fortunate at your next show.

Early on **SounDoctrine** experienced the Value of Partnering with Our Fans to Help Out the Community, providing them a Discount on Admission Fee, Helping Out The Local Rescue Mission and Garnering Some Great Press in the Process. We began doing that in other cities as well.

12. Adopt a Color, Create a Symbol, Logo, Style or Phrase and Never, Ever Leave It.

Enhance It, But Never Abandon It! (Think P-Funk!!) **SounDoctrine** frequently refers to our music as *"Originalalternativefunkjazzfusion!"* [50](#)

13. Create a Blog Specific to Your Fans Demographics & Interests (**This is Different from Your Newsletter which informs them about YOU - The Blog is about THEM**)

14. Write & Market a Song Tied to a Personal Event.

(Think Tony, Toni, Tone's "Anniversary.")

SounDoctrine's "*Meant To Be*" doubled as a means to link to marriage & wedding blogs and sites. We also created an extended instrumental remix for bridal parties to use in the actual wedding.

15. Lead and/or Rally A Cause! Show Support for an Issue Bigger than Your Artistry. Draw Attention to It, Speak at a Rally and Let Your Voice be Heard!

16. Endorse a Candidate.

Yeah, I Know, but sometimes you have to draw a line in the sand. This move turns Fans into Family - or Enemies! It doesn't have to be a Presidential Race, but Someone Your Band Strongly Believes will Make a Difference in Your Community or Country.

17. Throw a Private Party Twice a Year with Invitations Only for the First 25, 50 or 75 Fans who Must Show Up by a Certain Time! Hold it in a Very Public Place, Ensuring Liability Insurance, Security, etc and Make It Very Special!

18. Produce a Live Event that promotes Other Named Acts and make it a Regular Event!

We were blessed to produce the [Youngstown Jazz Fest](#) for three consecutive years, which we spun off into a monthly "[Second Sundays](#)" Event which garnered corporate sponsorship and featured artists of higher caliber than [SounDoctrine](#), which kept our name associated with Quality.

19. Interview Famous Artists. Post The Interviews.

20. Get Interviewed. Ditto

21. Interview the Interviewer. Ditto, Ditto

22. Answer Every Single Social Media Correspondence Sent to You ASAP or Create a Clone to Do It For You.

23. Get Barbershops, Beauty Salons & Boutiques to Play Your Music in their shops. You Do Have Your Event Posters & Placards in There Too, Right?

24. Perform Live on Local Community TV and Yes, I Mean Schedule Them in Whatever's City You Perform in Next!

25. Help A Community Center/Adopt A Block or Become A Big Brother/Sister

26. Proudly Promote Your Faith / Lifestyle / Values & Principles

27. Heavily Endorse an Equipment and/or Software Manufacturer. Keep Track of Your Events & Projects that Utilize their Stuff and Contact them Repeatedly about being featured on their site(s).

28. Bring 15 Unsuspecting Fans In to Your Sound Check. Ask them how well they are able to hear from various seating/spaces in the venue and thank them. Once back outside in line, they'll call everyone they know, recount the experience and invite them to come down immediately.

29. Create a Cover Contest for One of Your Songs. Have Fans Upload to Your FB Page.

30. Share the Back Story Of Every Song (what you were feeling/thinking when you wrote it - what was going on in your life. Share the recording process and how you came up with "that" sound.

31. Become an Actor in an Indie Film.

**32. Stay to Meet Your Fans As Soon As the Gig Ends. Talk.
Take Pictures. Sign The CD. Laugh...As Often as Appropriate.**

**33. Thank Your Fans Publicly as Often As You Can.
Especially Online Right After The Gig!**

34. Host An Online "Ask Us Anything Event"

35. Chat Often. Skype a Favorite Fan. Make Them All Feel Like They're Your Favorite.
Dude, it's possible, I have three daughters.

36. Don't Be Afraid to Ask...

37. Share Your Mistakes

38. Be Genuine or Quit

39. Be Generous or...

40. Practice Excellence Daily

**41. Compliment a Woman Personally (that's a great color on you / Your Home/Office is Beautiful)
Compliment a Man on His Items or Achievements (Dude! How Much Did that Set You Back / Hey,
Great Job on That!)...before you call me sexist, try it!**

42. Call Out Your Fans Name from the Stage, During the Show!

43. Mentor Talent whenever You Find It.

I've Never Missed an Opportunity to Give a Person a Chance. Sometimes it's set me back,
Sometimes I've been bitten, but Often I've gained so much more in wonderful collaborations.

44. Remain Humble. Be Polite. Don't be a Jerk.

45. Give Music Lessons

**46. Visit Elementary Schools in Every City You Tour.
Perform an Assembly with an Educational / Anti-Drug Theme.
And Don't be a Hypocrite. (*Ask Me About This One*).**

47. Keep Your Email List Current

48. Purge Your FB Friends/Followers as often as Necessary.

49. Populate Your Linked In/Instagram Posts Meticulously.

50. Tweet Thrice A Day