



© 2020 Gerald H. Beulah, Jr. / © 2020 Niayana Recording, LLC

ENTREPRENEUR MUSICIAN

50 Engaging Ways to Transform Your Fans into Family

by Jere B

There Are Millions of Ways to Think Beyond the Boxes and Create Culture of Fans who take ownership of Your Vision and become as Close to you (or closer) than Family!

Your Imagination is the Limit!



Here Are 50 Successful Methods I have Utilized Multiple Times with My Band SounDoctrine, Within My Own Career, or when Consulting Other Artists.

Twist These Up! Innovate and Create Your Own!

Have At It and Don't Forget to Contact Me to Share Your Results!

1. Write a Song With Your Fan!

SounDoctrine Once Held a Lyric Contest on Facebook. One of Our Fans, JeAnnette Singleton sent in the most beautiful words which were Exactly What The Tune Needed!

We Signed a Co-writing deal with her and recorded & released *"(That's Why) It's Called Love"* on our 'Inspire' CD!

2. Feature Fans Frequently on Your Website!

Create Space On Your Site which highlight their pictures, hobbies, achievements, Feature a Friend of the Month Motif!



3. Feature Fan's Favorite Quotes in Your Newsletter!

A Slightly different approach from your website. Another way to feature them and make them feel special!

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

We would frequently partner with local and regional charities in Advance of our entering a city, making sure that their work would be highlighted during our show. We would feature their merch on our table and provide the audience significant discounts at point of purchase , which we would in turn donate to the charity.

Of course Our Fans were free to Donate Directly or Volunteer.
A True Win-Win!



5. Feature a Few Fans In Your Next Video!

We asked our Fans to Send In Their Wedding Pics to be Featured in the Video for Our 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 & Stream It 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 our '[Source](#)' CD.

For 30 Days after the initial release, anyone who bought his book got the single as a 'Freemium'

(our monetary 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 we experienced the Value of Partnering with Our Fans to Help Out Communities we played by providing them a Discount on Tickets If They Came to the Show with a Can or Two, which Helped Out The Local Missions and Received Some Great Press in the Process.



**12. Adopt a Color, Create a Symbol, Logo, Style or Phrase,
Language and Never, Ever Leave It!!!
Enhance It, But Never Abandon It!**

*SounDoctrine frequently refers to our
music as "Originalalternativefunkjazzfusion!"*

**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.")

*Our Tune, "Meant To Be" doubled as a way to link to Marriage & Wedding blogs
We also created an extended instrumental remix for bridal parties to use in the
actual wedding and would frequently gift the song to Wedding DJs!*

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!

Make It Invitations Only for 25, 50 or 75 Fans
Have Them Dress in A Certain Color, Theme or Style

Hold The Gala in a Very Public Place, Ensuring Liability Insurance, Security, etc and Make The Evening Extremely Special!

Make Sure It's Kept OFFLINE During Event, But Blast The Videos & Pics The Very Next Day!



18. Produce a Live Event that promotes Other Artists 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*" celebration which garnered corporate sponsorship and featured high caliber artists 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 Thing
Sent to You ASAP
Or Create a Clone to Do It For You.**

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



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



**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 Equipment and/or Software

Keep Track of Your Events & Projects that Utilize their Stuff and Contact them Repeatedly about being featured on their site(s)



28. Bring 10 Fans Into Your Sound Check!

Ask them how well they are able to hear from various seating/spaces in the venue and thank them. Once back in line, they'll call everyone they know, recount the experience and invite them to come down immediately

29. Create a Song Cover Contest for One of Your Jams.

Have Fans Upload their version to Your FB or IG.



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 Your Recording Process and how you came up with *"that"* sound.

31. Become an Actor in an Indie Film.
[Check This Out...](#)

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

33. Thank Your Fans Publicly!
Immediately! Every Time!
By Name If You Can



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 Are Able To!

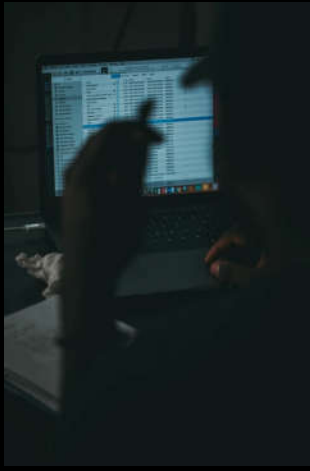
I've Never Missed an Opportunity to Give Someone a Chance.
Sometimes it's set me back, Sometimes I've been bitten, but
Often I've gained so much more in wonderful collaborations

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. Cull & Purge Your Social Media Friends/Followers as often as Necessary.

49. Make Your Posts Imaginative & Engaging

50. Never Stop Making A Unique Difference

