

## Music Promotional Ideas: An Email List

What is the use for a website if no one ever comes to it? There is no use for one. People keep telling you to get a site and get a page, do this and do that. But one of the most important things you can do for your site and for your music is build a solid, opt-in email list because it will be one of your best musician resources.

First of all, what is an opt-in list? Well, it is exactly as it sounds. It is a list of email addresses that you have collected by having people choose join the list. And really, they are a part of a growing list of fabulous music promotional ideas. This list needs to be a priority to you and needs to constantly grow in order for it to be successful.

Let's say you want to let all your fans know that you have an upcoming show or that you are releasing a new album. Well, bam! If you already have your opt-in list up and going then all you have to do is create the PR or announcement and hit send. In five seconds you have just reached every single one of your fans on the list. If you have been searching for ideas on how to promote your CD then you have found your new tool.

So, how do I build this list? That's an easy answer. You need to designate a spot on your page where people can sign up with they visit your site. Collect as much information as possible so you can personalize emails if needed. You can also have people put there email addresses on pieces of paper at your gig. Ask existing friends and fans to forward your emails to other friends that may be interested in hearing from you. Your fans will always know how to promote your CD.

You can also get people to your site to opt-in by offering free stuff. I mean, who can say no to free stuff? Since you aren't a millionaire...yet, you can offer free MP3 downloads of your songs or other creative, low cost things such as posters or pictures. Just be creative with your music promotional ideas. If you get the people to your site then you have won half the battle.

The Internet is your gateway to success. And building an opt-in list will bring you one step closer to that success. Keep your fans informed with newsletters, freebies, show schedules and album release dates. Put a music player on your site as well so your fans can listen to your tunes with surfing the net. Just remember to always keep up with your list and personalize your emails as much as possible to keep it real.

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