



TABLE OF CONTENTS

Table of Contents.....	3
Introduction	7
The Concept of this E-book	7
The Secret	8
Is This E-Book For You?.....	10
How This E-Book Came About	13
My Story.....	13
How To Get The Most Out Of This E-book	18
Tap into your Business Creativity	18
What it Really Takes to Build a Loyal Fan Base	19
CHAPTER 1 ~ Money Taking Machines vs Money Making Machines	24
• What's the point of your website?	
• Start by naming what results you want.	
• The biggest reason that music websites don't make money is because they are not designed to.	
• Common objectives/goals of music websites.	
• What has to happen to make money?	
• So, how do you actually make money?	
• What you are really selling is a <i>feeling!</i>	
• Focus on finding people that feel connected with your music.	
CHAPTER 2 ~ It's All About The Fans	38
• Focus on what your fans want.	
• Money comes from fans.	
• 3 kinds of fans.	
• Appreciate all of your fans.	
• Oprah's fan magic.	
• How to "Kiss" your fans.	
• Name the benefits to your fans.	
• Find your fan buzz words.	
• How to get to know your fans.	
• Technical Tools to get to know your fans.	
• Creative ways to use the tools!	
• Contest Ideas.	
• Interview Title Ideas.	
• Interview Question Ideas.	

CHAPTER 3 ~ Become A Super Star With Synergy Fans! 50

- What is a Synergy Fan?
- Shoot for being a Super Star in your Niche or Synergy Market!
- How does this Synergy Fan thing work?
- A powerful way to reach Synergy Fans online is to have someone else introduce you.
- How to find Synergy Fans and make money.
- Lord of the Rings synergy strategy example.
- Advice from Captain T.

CHAPTER 4 ~ Building A Fan Focused Fan Club..... 59

- Start with how your fans want to *feel*.
- Your interactive website.
- Every aspect of your website should be designed to create the "Ultimate Fan Experience!"
- Delicious ideas from Cold Stone Creamery.
- Use your super artist creative powers and “brand your fans.”
- Fan Club and Street Team Invitation Ideas.
- Magic happens when fans feel important, appreciated and part of your musical journey!
- To Charge or Not to Charge for your Fan Club?
- Always offer a FREE newsletter to build your database.
- You make money by connecting with your fans!
- Resources for the technical side of paid fan club subscriptions.

CHAPTER 5 ~ Fabulous Fan Club Perks!..... 74

- Add your creative powers to the fan club ideas to create the “Ultimate Fan Club Experience” for your fans.
- List of fabulous fan club perks.
- Example of a fan club perk in action.

CHAPTER 6 ~ Mine The Gold In Your Database!..... 79

- Your database is the foundation of your financial freedom.
- Keep what motivates your fans in mind.
- Don't get in a jam with spam.
- Free database options.
- Effective and Affordable database options.
- The “Cadillacs” of Email Marketing.

CHAPTER 7 ~ Secrets To Making Your Newsletter An Absolute “Must Read” 93

- Make your newsletter valuable to your fans.
- Make your emails from a “friend.”
- Write for your fans as though your success was dependent on them.
- Subject line strategies to make your newsletter a “click magnet.”
- Ideas to make your newsletter an absolute “must read.”

CHAPTER 8 ~ Make An Offer They Can’t Refuse! Irresistible Sales Strategies 101

- Perception is everything.
- Shift your focus from increasing sales to increasing perceived value.
- Awesome ideas on how to increase value.
- Sales Strategies.
- Assume the basic sale, and go for quantity.

CHAPTER 9 ~ Power One-Liners..... 109

- Get straight to the Benefit with Power One-Liners.
- The 3 critical questions.
- Why words matter.
- If you don't say what you sound like, you won't make any fans.
- Real examples.
- Make them curious with a short description - 10 seconds or less.
- Features vs Benefits.
- Ideas to kick-start your creativity.
- Let your fans rave!

CHAPTER 10 ~ Ecommerce “The Money Page” (Pay Close Attention) 122

- What is Ecommerce?
- The cost of processing credit cards.
- What you need to sell things online.
- All about Merchant Accounts.
- Google Checkout...Check it out!
- PayPal, PayPal Website Payments Pro and Virtual Terminal.
- CD Baby.

CHAPTER 11 ~ Selling Music Downloads and Online Distribution..... 146

- Digital music is not the future...it's now!
- The cost of selling digital downloads.
- Bargain with bundles.
- How to profit from the digital evolution.
- Cool tools to sell stuff via downloads.
- Online music distribution.

CHAPTER 12 ~ Shopping for Shopping Carts 153

- What is a shopping cart?
- The process of making a purchase.
- Choosing a shopping cart to meet your needs.
- The King of Shopping Carts.
- Free shopping cart options.
- Affordable and easy catalog/shopping cart solution.

CHAPTER 13 ~ Website Building Options for **Every** Budget..... 168

- What's the ultimate goal of your website?
- How to save money when hiring a pro to build your website.
- How to DIY (do-it-yourself) and hire professionals for specific tasks.
- How to DIY for \$19.99 a month.

CHAPTER 14 ~ Planning A Profitable Website ~ It's Easier than You Think..... 175

- The “big picture” plan.
- How to save mega bucks by planning your website before you hire a designer.
- Planning the navigation.
- Planning each page.
- Planning your website layout and image and graphic design.
- Website design tips.

BONUS CHAPTER 15 ~ Insider Marketing Tips from the Experts..... 186

- 7 Strategies for Driving Web Traffic to Your Music Website by David Hooper with Indie Musician.com
- Get a “Second Life” and Perform Live Virtual Concerts in this New Virtual 3-D World by Jay Moonah with Online Music Marketing.com
- Top 5 MySpace Design Mistakes by Michelle McCarty with MBSTIA
- Effective Marketing for Bands in Ever Changing MySpace Waters by Michelle McCarty with MBSTIA