



THE
ULTIMATE
ALBUM LAUNCH
WORKBOOK

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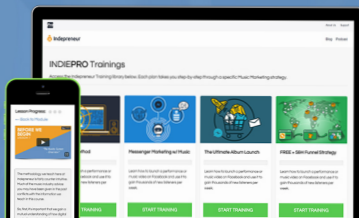
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DO YOU HAVE THE FULL TRAINING?

This workbook normally comes included with the Ultimate Album Launch video training. While this workbook can be incredibly helpful, the entire strategy and a full, over-the-shoulder walkthrough of the Ultimate Album Launch process can be accessed by clicking the button below.

If you already have the training, congratulations! You are all set to begin.



ACCESS FULL TRAINING

Dear Fellow Independent Musician,

You know that you need fans. You know you need subscribers so that you can contact those fans reliably. And, you know you need to be able to actually generate sales of your music and merchandise in order to have a career. Okay, so... *how?*

How do you get people to sign up for your email list? How do you create meaningful interactions with that list? How do you get them to actually *buy* something? The answers to these questions became clear to me in the fall of 2016...

It was then that my friend, hip-hop artist Nino Bless, gave me full "Permission" to try whatever crazy, out-of-the-box marketing strategies I wanted to with his music career. Out of that process, a strategy was born that has since been responsible for hundreds of thousands of fans, subscribers, customers, and dollars in music and merchandise sales.

The Ultimate Album Launch strategy isn't new - not entirely. The campaign you are about to learn and deploy is more of a Frankenstein - stitched together from time-tested, verified digital marketing strategies that have made information and e-commerce businesses so successful.

The bones of this strategy, which you are about to learn, were borrowed from legendary direct marketers like Ryan Deiss, Frank Kern, and Jeff Walker. The challenge was not finding ideas that were effective. The challenge was to arrange these ideas in a sequence that plays into the unique emotions and economic drivers of the artist-to-fan relationship.

It is the difficulty of that challenge that has led us to consistently upgrade and update this training to accomodate Indies at every stage of success. Simply put, the most important skill for any modern business owner to have is the ability to launch products and ideas effectively.

The businesses that learn to launch spring up (seemingly overnight) into multi-million dollar businesses. The businesses that don't fail to ever even scratch the surface - struggling to get a greater-than-1x return on their investment at even the smallest scale.

Most importantly, this skill is one that the music industry has learned the exact wrong way - spending unrecoverable dollars on building untrackable anticipation for an unprofitable release that fails to capitalize on existing listener and customer data.

And so, we have created this workbook and training to equip you with one of the most effective modern business skills in a style that is catered to your business and customers - music and music fans. Not just so that you can do well, but so that you can do better than the bad actors and laggards the music industry has become so adept at overpaying.

Learning and deploying this strategy will not be easy. It will not be intuitive. It will challenge everything you may currently understand about business and gaining fans. But, this skill will equip you to not only change your music career - it will ensure your part in changing the entire music industry.

Good luck, and stay indie.

- Kyle Lemaire, Founder & CEO

"The Buddy System is an 8-part framework that describes the 'Listener Journey'. Your marketing campaigns lead your listeners through the stages of this journey, generating subscribers, sales, and success along the way."

INTRODUCTION

While not focusing on the Introduction stage, the Album Launch funnel requires a pool or **stream of new listeners** in order to work. Many Indies will need a working **FANFINDER** campaign at the front of their Launch funnel.



PERMISSION

One of the *primary benefits* of the Album Launch funnel is **lead generation - getting new subscribers**. An engaged subscriber list is one of the greatest wealth-generating assets you can build as an artist and public figure.



AFFIRMATION

The Album Launch funnel allows you to build and profit from your **customer list**, Affirming the relationship with your listeners by **offering a product** that is directly related to your Nurturing sequence.



EDUCATION

While not focusing on the Education stage, the Album Launch funnel requires that your **listeners understand and align with your brand, message, and values**. The Education stage seeks this understanding.



NURTURING

The Album Launch funnel relies on its built-in Nurturing campaign to build fans. In the Nurturing stage, your **new subscribers must be given value** in order to build a strong and memorable relationship.



ASCENSION

The Ascension stage of the Album Launch funnel offers follow-up products when your customers check out. This **maximizes the value of each customer** you create - you will have more room to profit with added order value.



THIS TRAINING IS A:

CHECK LIST



Every Indepreneur training is developed with two strict guidelines:

1. Trainings must include well-defined steps which, when completed, ensure that the trainee has all assets necessary to perform the campaign or strategy being taught.
2. Trainings must explain every concept involved so that a new Indepreneur employee or student could perform the strategy or campaign being taught without assistance.



LEARN

Watch/read a lesson, taking your own notes to ensure a clear understanding.



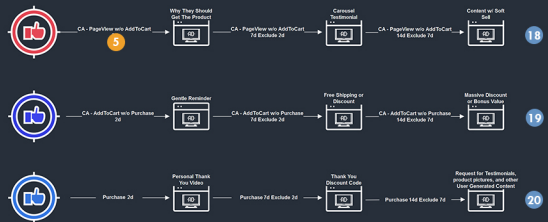
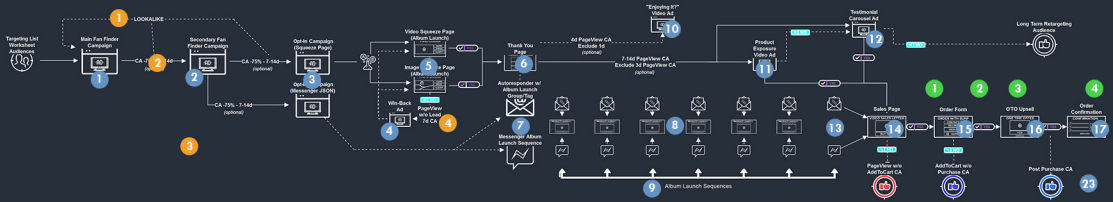
PERFORM

Complete the steps outlined in the current lesson with the help of this workbook.



COMPLETE

Review your work for errors and, once satisfied, mark the step as "complete".



DOWNLOAD NOW (JPG)

CONTENT

1. Fan Finder Ad (music/performance video, headline)
2. 2nd Fan Finder Ad (music/performance video, headline)*
3. Opt-In Ad (ad video/image, ad copy)
4. Win-Back Ad (ad video/image, ad copy)
5. Opt-In Squeeze Page (video, copy, page design, branding)
6. Thank You Page (video, copy, page design, branding)
7. Pre-Launch Sequence (email/messenger copy)
8. Content Pages (video, copy, page design, branding)
9. Launch Sequence (email/messenger copy)
10. "Enjoying It?" Ad (ad video/image, ad copy)*
11. Product Exposure Ad (ad video/image, ad copy)
12. Testimonial Carousel Ad (fan images, fan quotes, ad copy)*
13. Post-Launch Sequence (email/messenger copy)
14. Sales Page (video, copy, page design, branding)
15. Order Form Page (copy, page design, branding)
16. Upsell Page (copy, page design, branding)
17. Order Confirmation Page (copy, page design, branding)
18. Sales Page Retargeting Ads (ad video/image, ad copy)
19. Cart Abandonment Ads (ad video/image, ad copy)
20. Post-Purchase Ads (ad video/image, ad copy)
21. Post-Purchase Sequence (email/messenger copy)

*optional component

ASSETS/DATA

1. Lookalike Audiences
2. Video View Custom Audiences
3. Warm Audiences (video view, page engagement, email, messenger, etc.)
4. "Win-Back" Website Custom Audience
5. Checkout Funnel Retargeting Audiences

PHYSICAL ITEMS

1. Core Product (typically a CD or Vinyl)
2. Order Bump Product (low cost, high margin)
3. Upsell Product (t-shirt, hoodie, etc.)
4. Fulfillment Materials (referral cards, stickers, etc.)

TECHNOLOGY

1. CMS (Page/Website Builder)
ClickFunnels (recommended), Wordpress, Squarespace, Custom HTML
2. CART (Order/Checkout Technology)
ClickFunnels (recommended), Shopify, WooCommerce, ThriveCart, Ecwid
3. Autoresponder (email marketing platform)
MailChimp (recommended), AWeber, Constant Contact, GetResponse, Drip

*ManyChat (Messenger Marketing Platform)

*ShipStation (Shipping & Fulfillment Management)

*Zapier (Application Automation)

Depending on where you are in your career, you will need a unique set of **strategies and objectives** when planning your launch. Use the information listed below to determine which **launch type** you should use and what you should expect out of your launch.



GRASSROOTS

GENERATE SUBSCRIBERS AND FANS WHILE BREAKING EVEN

- <3000 Followers
- <500 Subscribers
- <50 Customers



AFFIRMATION

GENERATE SUBSCRIBERS AND CUSTOMERS AT A PROFIT

- 3k-10k Followers
- 500-2k Subscribers
- 50-200 Customers



ASCENSION

REACTIVATE EXISTING FANS AND MAXIMIZE PROFITS

- >10k Followers
- >2k Subscribers
- >200 Customers

There is a whole lot that goes into a successful Album Launch. After running dozens of Album Launch campaigns (and advising hundreds more), we have identified some ways to minimize the stress and time involved. Use this portion of your workbook to get all of the hard work out of the way first and completely organize your launch so that you can actually enjoy the creation process.



ORGANIZE

Before you can plan your launch, you have to organize the content it involves.



IMAGINE

Fill in the planning pages of your workbook and dream up your experience.



SCHEDULE

Schedule your Launch so you know exactly what you are marketing (and why).

STARTING RIGHT

The ground floor of any successful Album Launch is the **content**. You should only seek to deploy this strategy after the completion of a detailed, professional, and properly executed creation process. Only after creating a collection of songs, music videos, behind the scenes content, lyrics, and other associated works - **the product** - should you begin the work of marketing.

The first step in crafting a successful Album Launch is the **organization** of the product - **your content** - into a neat and easily accessible folder hierarchy. Please use the diagram to the right to create your Album Launch folder.



CONTENT IS KING

Fans want **content** - more, faster, better, *constantly*. Most musicians assume content can only be finished, mixed, and mastered songs or music videos. But, when you become a fan of an artist, you don't limit their value to just the songs they put out. **Anything** they do **can be valuable content**. Your Album Launch makes use of what other's throw away.

AUDIO

You have a chance to deliver your songs to listeners in which ever format they want. But, more than that, you have a chance to deliver audio that they would never get from another artists album. Demos, instrumentals, acapellas, and interviews can all be valuable content.

List any audio recordings, besides your songs, that you could give to your listeners

VIDEOS

Video content brings your album to life for your listeners. Whether giving your listeners a behind-the-scenes look at your creation process, music videos, candid performances, or a recorded explanation of each song - the videos on your content pages tell the **story**.

What videos can you use for your content pages (and how will you use them?)

TEXT/COPY

Believe it or not, 20 years ago, most music fans nearly memorized the liner notes and credits written in the booklet of their favorite albums. It felt like a gateway to a deeper understanding of the music. Now, you have a chance to TRULY connect using the written word.

List any themes or stories that directly or indirectly relate to your album/songs



Personal Communication

While time-consuming, talking personally and directly to your fans is absolutely essential to creating a successful direct-to-fan music career. Live streams, conference calls, direct email replies, and even personal phone calls powerfully endear your listeners into lifelong fans.

What types of personal interaction will you provide?



Micro-Commitments

You don't use your brain to click around the internet. Most of your internet use doesn't even get stored as a memory in your brain. That is why getting your listeners to think, interact, and respond can be incredibly important. Surveys, scavenger hunts, caption contests...

What will you include to get your fans to interact?



Easter Eggs

DVDs, online games, and even many websites contain secret content that can only be unlocked through a bit of detective work. Whether searching for a hidden link, piecing together clues, or typing in a secret code, "easter eggs" get your fans heavily invested in your content.

What content will you hide in your Album Launch and how?

COME TOGETHER

Fans want interaction - solid music brands are based entirely on the **depth** of relationship fans have. If your fans passively consume content and never get the chance to interact with you, it will feel like a one way relationship - and nobody likes those. Your Album Launch is an opportunity to **make your fans feel like they actually know you**. Fans are **friends; friends hang out!**

MAKE MORE OFFERS

Most musicians assume that their digital files are their product. Much of the struggling that Indies face comes from not having or making enough **offers** to their audience - and offers are defined by unique and enticing products. By helping you conceptualize and offer valuable products, the Album Launch funnel ensures maximum sales performance.



Order Bump

Your "Order Bump" product can either be a prior release (EPs work great!) or a souvenir/novelty item. Shot glasses, sunglasses, stickers, buttons, and other small items yield a high profit margin while still being inexpensive.

What is your 'Bump' product?

What is your printing cost?

Amounts/Sizes (if applicable)

What will you charge?



CD

The CD is the main offer that we use for Album Launches, as it has proven to be the most profitable and best selling. By including exclusive bonuses with the CD, you can increase its value.

What bonuses can you include?

What is your printing cost?

How many will you print?

limited edition

regular

What will you charge?



Upsell (Recommended: T-Shirt)

The typical Upsell offer is a T-Shirt, however we have used other merchandise and souvenir products in the past. You also have the option of offering multiple designs of shirts on your Upsell page.

What is your upsell product?

What is your printing cost?

Amounts/Sizes

What will you charge?



CONTEST/GIVEAWAY

What prizes can you give away that only likely fans of your music would want?

of winners (Grand vs Runner-Up)

How long will the promotion run for?

What will it cost you?

Contest or Giveaway?

How can people enter the contest/giveaway?

What are the rules of entry?

How and when will a winner be selected/announced?

How will this promotion incentivize sign-ups for your Launch?

FANS BEGET FANS

When you make a fan, you have the potential to make many more by activating their network. A primary strategy for many successful online businesses is to run monthly **viral contests**. Giving away products in exchange for subscribers and attention is a great way to **massively scale your audience**. A great contest or referral strategy can **double** or **triple** the success of an Album Launch.

What methods will you use to make people aware of your contest/giveaway?

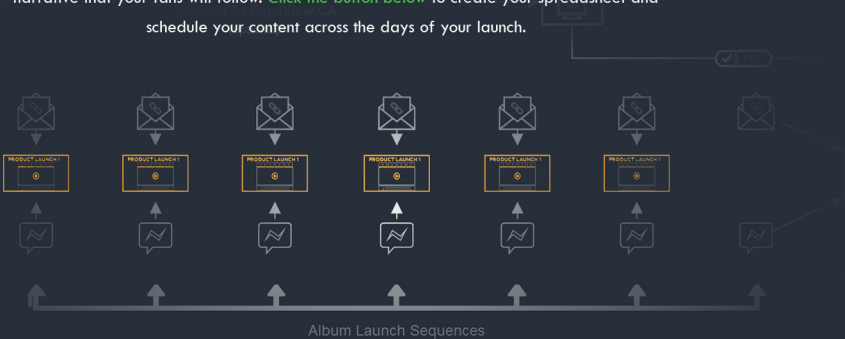
What other content/value can you offer to your audience in exchange for referrals?

CREATE AN EXPERIENCE

By now, you have written down all of the possible content you could include as part of your **ULTIMATE ALBUM LAUNCH** experience. Now, you have the creative challenge of weaving this content through **daily, hidden content pages** to create a compelling and exciting narrative that your fans will follow. **Click the button below** to create your spreadsheet and schedule your content across the days of your launch.

Product Launch w/
Email Tag

Trigger Album
Launch Sequence



CREATE YOUR SPREADSHEET

DREAM-COME-TRUE

Every business, whether they know it or not, has a “Before”, “During”, and “After” stage. **The Buddy System** has a way of accounting for each of these stages, but the one that is most often overlooked is “During”. You want to make the customer’s journey of buying from you a dream-come-true experience.

When planning how you will handle “fulfillment” (sending your products out to fans), it’s important to include strategies that will both **facilitate the Referral process** and create a **memorable unboxing experience** for your fans.



Bonuses/Packaging

Printed cards , custom tags/packaging, and especially hand-written notes can make a truly great experience for your fans. Attention to detail gets remembered and shared, and the next time you have something to offer, your customers will be interested.

What bonuses or custom packaging can you include with shipments?



Referral Materials

Referrals (fans telling their friends about your music) will happen far more often if you intentionally help them happen. Stickers, flyers, and other materials adorning your links can boost referrals dramatically and add an exponential growth factor to your marketing efforts.

What kinds of Referral Materials can you include with shipments?



Above-the-Fold

This is the first content a visitor will see when landing on your opt-in page. So, it's important to prioritize the information that your listener needs to know in order to make the decision to opt-in or not. This is where most musicians make mistakes!

Communicate your launch offer in a simple, benefit-driven sentence

Clarify the specifics of your launch offer in 1-2 sentences

In 3-5 words, explain what your listener will get by subscribing



Features

List ALL of the features/facts about your offer that you can think of (i.e. comes w/ exclusive songs, sent directly to your inbox, etc.)



Authority/Social Proof

When we are unsure whether or not we should take an action, we look for signs that tell us we are okay to do so. That's why ads feature real testimonials or quotes from authority figures.

List any positive quotes or reviews of your music from press, artists, or industry figures

List any positive testimonials you have recieved from fans



Benefits

List ALL of the internal or external benefits your listener might get out of your offer or it's features (tip: use the "so that" method)



Above-the-Fold

This is the first content a visitor will see when landing on your sales page. So, it's important to prioritize the information that your listener needs to know in order to make the decision to purchase or not. This is where most musicians make mistakes!

Communicate your sales offer in a simple, benefit-driven sentence

Clarify the specifics of your sales offer in 1-2 sentences

Communicate your call-to-action in 3-5 words



Features

List ALL of the features/facts about your product (i.e. 1 of only 200 ever printed, comes with extra songs, etc.)



Authority/Social Proof

When we are unsure whether or not we should take an action, we look for signs that tell us we are okay to do so. That's why ads feature real testimonials or quotes from authority figures.

List any positive quotes or reviews of your music from press, artists, or industry figures ABOUT the album/product

List any positive fan testimonials regarding the album/product



Benefits

List ALL of the internal or external benefits your listener might get out of your product or it's features (tip: use the "so that" method)

What is your Upsell Incentive?

discount

bonus/free gift

Communicate the value of your Upsell offer in a simple, benefit-driven sentence



Features

List ALL of the features/facts about your product (i.e. 1 of only 200 ever printed, comes with extra songs, etc.)



Benefits

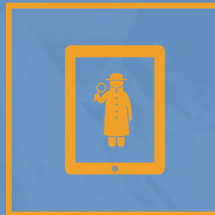
List ALL of the internal or external benefits your listener might get out of your product or it's features (tip: use the "so that" method)

Your Album Launch relies on a series of conversion- and consumption-focused web pages. You want your pages to focus entirely on moving a visitor to the next step in your funnel (or Buddy System). So, whether your page is meant to earn you subscribers or deliver content during your launch, you want to design the page entirely to fulfill that purpose. Now, we are going to build your funnel pages from the ground up, using the exact same start-to-finish method we employ in our agency.



EQUIP

Choose the technology you will use to build your pages and sell products



MODEL

Source design inspiration and create a wire frame template in Moqups



BUILD

Create beautiful launch pages using your wire frame and branding as a guide.

THE RIGHT TOOLS

In the last two years, we have been directly involved in **dozens of Album Launches**. As a result, we have also had the chance to test out dozens of **technology platforms** for building landing pages, managing email lists, and offering products online.

The main technology that fulfills all of the requirements for a financially successful Album Launch campaign is **ClickFunnels**. There are many alternative options (which we have listed on this page). However, ClickFunnels has been found to provide the **sweet spot** between ease of use, features, and cost.

We advise that you **strongly consider** using ClickFunnels to create your launch pages unless you are an advanced WordPress user. Instructions for this training have been tailored for use with ClickFunnels.

TECHNOLOGY OPTIONS

CONTENT MANAGEMENT SYSTEM (Website Builder)

ClickFunnels, Wordpress, LeadPages, Squarespace

SHOPPING CART (order/checkout functionality)

Clickfunnels, Squarespace Commerce, WooCommerce or ThriveCart (for Wordpress), Shopify, Big Cartel

NOTE: Shopify, Squarespace, ThriveCart, and BigCartel do not allow for design or customization of checkout experience

1-Click Upsell Functionality

Clickfunnels, Zipify's 1ClickUpsell for Shopify, ThriveCart or One Click Upsells (WooCommerce add-on)

NOTE: Squarespace and BigCartel do not offer 1-Click Upsells

Order Bump Functionality

Clickfunnels, Handsome Checkout Pages (WooCommerce add-on), ThriveCart (for Wordpress)

NOTE: Squarespace, Shopify and BigCartel lack this feature

USING CLICKFUNNELS?

We don't want to give you **pre-made templates** that will serve you for the length of this campaign; we want to give you **a skill that will serve you for the rest of your career.** This template below is not intended to be plug and play - it is better if you do not use the pages in this template for your launch. We have included it so that you can follow along with the **video lessons** and see the pages that were built. When you click below to get access to this Share Funnel, you will be prompted to create a ClickFunnels account. There, you will have access to a **special, \$20/mo. version of ClickFunnels** which only allows you 10 pages and 3 funnels. If you are setting up a Grassroots launch, this low-cost account is ideal.

[ACCESS THE SHARE FUNNEL](#)

BRAND COLORS

Brands are typically defined by 1 or 2 primary colors and 1 or more accent colors. This will define the look and feel of your brand, so choose carefully. To save time, write down your hexadecimal (hex) codes.

(Pro Tip: Use [Paletton.com](https://paletton.com))

Indie Blue
#6593c4

Burnt Orange
#f0a12a

BRAND FONTS

Brands typically have up to three fonts - 1 used for their logo type and 2 used for their website. Your website will need a primary or "header" font and a secondary or "body" font. Sometimes, however, these can be one single font type, like on our website.

(Pro Tip: Use fonts.google.com)

Header Font
QUESTRIAL BOLD

Body Font
QUESTRIAL

LOGO MARK

The logo mark is the quintessential "logo". Many musicians don't have one, opting instead for just a logo type. However, having an emblem to represent your music can be incredibly effective for merch designs.

(Pro Tip: Use 99designs.com or fiverr.com)



LOGO TYPE

A broad majority of musicians have a logo type, or a stylized version of their artist name. Often times, this can be just the artist/band name written in a particular font. Sometimes artists will enlist a graphic designer to add more character to it.

(Pro Tip: Use 99designs.com or fiverr.com)

Indepreneur

SETTING THE LOOK

Building and designing any kind of website without a solid **brand direction** can be an absolute nightmare. So, whether you have a full brand ID from a pro graphic designer or you've never even thought about branding, we need to **set your look** before we build your pages.

To the left, we have included the **four elements** of a very basic brand ID along with examples of these elements from the Indepreneur brand.

Create a document that houses your **brand elements, colors, and fonts** before you begin the process of designing your pages. Trust us, it will save you a lot of time (and make your pages look a lot better).

INSPIRE. MODEL. BUILD.

This set of checklists is to be used in conjunction with the **ULTIMATE ALBUM LAUNCH** video training. Please reference your video lessons when using this section of the workbook. Complete this process for each of the pages or page types in the checklist on the next page.

2. MODELING YOUR PAGES WITH WIRE FRAMES

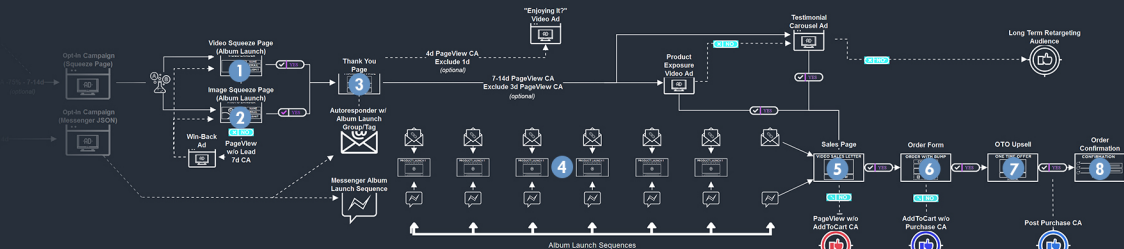
1. Create an account at Moqups.com and access the wire framing tool
2. Create a wire frame mock-up of your Above-The-Fold content
3. Reference the page planning work you completed earlier in this workbook to determine which other sections you will need (i.e. if you have a video to display, which video section you will model)
4. Copy all remaining sections you will need into your wire frame
5. Fill in any of the placeholder or copied text from your source pages

1. SOURCING DESIGN INSPIRATION

1. Search on Google for top-ranked/award-winning landing pages
2. Find listicles featuring top-ranked or well-designed landing pages
3. Keep a tab open for any pages or sections of pages that you like
4. Identify page sections for all the types of content you will need (video, long form text, short form text, headlines, images, buttons, etc.)
5. Identify the landing page you will model for your Above-the-Fold content (what visitor can see on the page without having to scroll)

3. BUILDING YOUR PAGES

1. Create a new page in your CMS (ClickFunnels, Wordpress)
2. Add a background section for each section in your wire frame
3. Add the rows (and columns) you will need to house the content in your wire frame
5. Add all the elements or content blocks you need to create the page
6. Fill in any elements or content blocks with your prepared text, images, and video links
7. Adjust the spacing, padding, and margins of your elements, columns, rows, and sections to achieve the desired look of your source page
8. Stylize your text and page content
9. Save



1 OPT-IN SQUEEZE PAGE

The Opt-In Squeeze Page is a conversion-focused landing page designed to do one thing: generate a subscriber. There should be no navigation, links, or information that is not related to your Album Launch offer.

2 OPT-IN SQUEEZE VARIANT

It can be smart to create two very different versions of your Opt-In Squeeze page in order to test ideas. ClickFunnels makes it very easy to create a page variant and run a split test on it.

3 OPT-IN THANK YOU PAGE

The Opt-In Thank You page is fairly straightforward to create. You will want to include instructions and information on what will happen next and links to any other helpful or entertaining content (or offers).

4 LAUNCH CONTENT PAGES

The goal here is to organize your content so that it is easy and fun to consume. First, create a wire and page design for one of your Launch days. Then, duplicate and modify for the remaining days.

5 SALES PAGE

Your Sales Page is meant to do the work of selling your product. It should be clean, engaging, and should only feature content that can assist your customer in the purchasing decision.

6 ORDER FORM PAGE

This page is where your customers will enter their credit card info and check out. So, it is incredibly important that this page looks professional - your order form should look trustworthy and safe.

7 1-CLICK UPSELL PAGE

This is a highly conversion-focused page. Normally, this page only houses your upsell video and the 1-Click Upsell button. However, some text elements can help assist the purchase decision.

8 ORDER CONFIRMATION PAGE

Like the Thank You page, the Order Confirmation page is fairly easy to create. Still, your technology should allow you to dynamically display order info on this page.

Video marketing is the new standard - while many people still like reading copy, people expect to be able to consume your message in a value-driven video at every step of the way. There are many videos you will need to create in order to run your launch. You will want to test a video against an image for almost every ad and web page in your Album Launch. This section of the Album Launch workbook will help you plan, script, and record your videos.



LEARN

Use the formulas and examples to understand the anatomy of a good video.



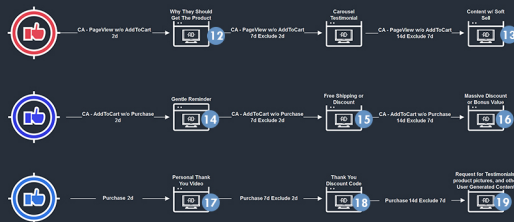
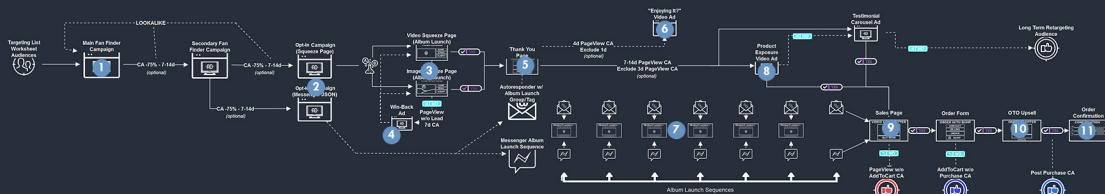
WRITE

Write/plan each video in your funnel and create a script or bullet list.



RECORD

Record and edit your videos ahead of time to simplify your campaign creation.



1. Fan Finder Video(s)

2. Opt-In Ad Video

3. Opt-In Squeeze Page Video

4. WinBack Ad Video

5. Thank You Page Video

6. "Enjoying It?" Ad Video

7. Content Page Videos*

8. Product Exposure Ad Video

9. Sales Page Video

10. Upsell Page Video

11. Purchase Thank You Video

12. Product Benefits Video

13. Content Video w/ Soft Sell

14. Gentle Reminder Video

15. Discounted Offer Video

16. Massive Discount Video

17. Post-Purchase Thank You Video

18. Thank You Discount Video

19. Testimonial/UGC Request Video

*optional

AIDA & EDIE Formulas

When creating videos and writing ads to be used throughout your funnel, you will need a **formula** to know how to structure your videos and what to include in them.

For this, we borrow two well established concepts from direct marketing: **EDIE** and **AIDA**.

EDIE stands for *Entertain, Demonstrate, Inspire, or Educate*.

The EDIE formula simply suggests that videos used for social advertising are most successful when they include one or more of these qualities.

AIDA stands for *Attention > Interest > Desire > Action*.

This formula is a step-by-step template for script or copy writing. It is so universal and applicable that it is often the first thing new copywriting students will learn. It is respected by beginner and advanced copywriters.

In your planning phase, ensure that your videos include one (or more) of these qualities:

Entertains

People share videos that give us a break from regular life. Videos that entertain through humor, talent, music magic, or any other uncommon feats are much more likely to generate a response.

Demonstrates

How-to content is one of the most successful types of content in marketing. Something as simple as an unboxing of a CD triggers the same narrative-based thinking that makes us watch and share. For this reason, demonstration works especially well with sales videos.

Inspires

When we see people being better, it makes us want to be better. In fact, inspiring content makes us want to share as a way of showing everyone else that we, too, lead inspiring lives. Ever seen weight loss posts on Facebook?

Educates

Content which educates or teaches new information does well on social. Stories that teach us about the music we love, information that inspires your music, or any other information unique to you as an artist is fair game!

When structuring or scripting your videos, use this step-by-step formula:

1. Attention

First, get the attention of you audience. Jump around, say something shocking, say their name, mention something specific about them, anything. Catch your audience off guard and stand out.

2. Interest

Convert the attention of your audience into interest. Attention is fleeting, but interest lasts a little while. So, give them a hook, an unresolved question, or an unfinished story. Then, get them saying yes by describing the issues they face and aligning with their worldview.

3. Desire

Generate desire by linking your audience's worldview with what you have to say or offer. This step is the start of a "rallying cry" - introducing your offer and its benefits by tying it to the emotions of your audience.

4. Action

"CLICK BELOW TO GET ____"
Clearly tell your audience exactly what to do next. Then, restate what they will get by doing it. Your call-to-action should be simple, clear, easy, and repeated more than once!

OPT-IN VIDEO AD

This ad and video is from Nino Bless' "AudioTrip 2" Album Launch. It hits on the "Educate" and "Inspire" portions of the EDIE formula. Because Nino's fans are anti-establishment, this video hits on several emotional drivers.

1. ATTENTION

Nino generates attention with a music-video-style intro which somewhat mimics a new video release. Not the strongest, but for Nino's listeners it works.

2. INTEREST

Nino generates interest by repeating his audience's frustrations back to them and announcing his new "label"...

3. DESIRE

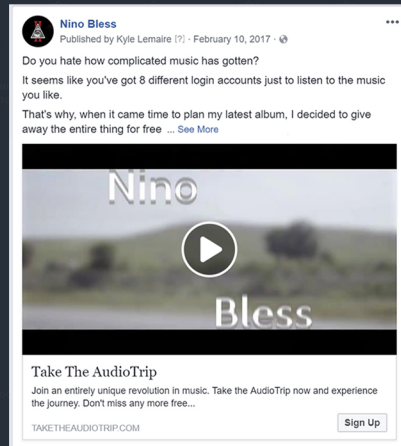
Nino generates desire by inviting his fans to be his label. Nino thanks fans and shows clips of direct fan interaction.

4. ACTION

"Enter your name, your phone number, your email, and after that you get all my content directly to you!"

EDUCATES & INSPIRES

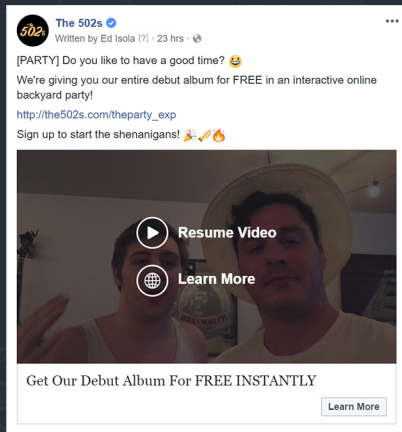
This video educates Nino's audience on his unique career strategy while inspiring them to go their own way.



VIEW ON FACEBOOK

DEMONSTRATES & EDUCATES

This video demonstrates the 502's Album Launch concept to their audience and educates them through explanation.



VIEW ON FACEBOOK

OPT-IN VIDEO AD

This ad and video is from The 502's "Party" themed Album Launch. It hits on the **Demonstrates** and **Educates** portion of the EDIE formula while capitalizing on the attention generated by their main **FANFINDER** campaign.

1. ATTENTION

The 502's get attention by calling out their audience directly and referencing the video their audience has seen in their Main **FANFINDER** campaign..

2. INTEREST

The 502's generate interest by reminding their new audience how much they enjoyed the video.

3. DESIRE

The 502's generate desire by explaining the features and benefits of their unique Album Launch.

4. ACTION

"All you gotta do is click below and sign up and we'll see you at the Party!"

PRODUCT EXPOSURE AD

This ad and video is from Starbenders "Julian" Album Launch. It hits on the **Demonstrates** portion of the **EDIE** formula, displaying and unboxing the beautiful vinyl while explaining the limited availability of the product.

1. ATTENTION

Starbenders get attention with a broken segue intro ("but what I want to share with you now") and emoji-heavy copy.

2. INTEREST

Starbenders generate interest both in the copy and the video by explaining features of their product.

3. DESIRE

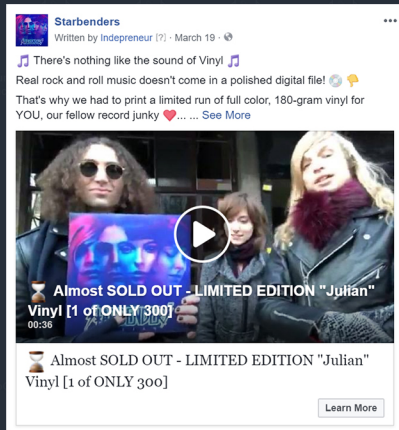
Starbenders generate desire by explaining that the vinyls are limited edition and will soon be sold out.

4. ACTION

Starbenders slightly fumble the call-to-action, which is excusable as this was a live-streamed video ("click the link below... or above?")

DEMONSTRATES

This video demonstrates the Starbenders Vinyl EP product by performing a live unboxing before a gig on a New York City street.



[VIEW ON FACEBOOK](#)

DEMONSTRATES

This video demonstrates the "AudioTrip 2" limited edition CD product to Nino's nurtured audience in an "unboxing" format.

This Limited Edition, Signed Copy Comes With A Lifetime VIP Pass



Me and the team behind "AudioTrip 2" printed 400 special edition copies specifically for fans who have taken the **AudioTrip**. Not only will your copy be signed by the entire creation team: it will serve as a **lifetime meet and greet pass** at every single live event I perform at.

For bulk orders, contact nino@taketheaudiotrip.com

[VIEW ONLINE](#)

SALES PAGE VIDEO

This video was featured on Nino Bless' sales page for "AudioTrip 2". It features the **Demonstrates** portion of the **EDIE** formula in a product unboxing format, generating desire for the product at the point of sale.

1. ATTENTION

Nino grabs attention by unveiling the product for the first time and holding it over his face.

2. INTEREST

Nino calls out his main supporters and the Album Launch experience they just participated in.

3. DESIRE

Nino shows the special inside booklet for the Limited Edition version and the blank page left available for autographs.

4. ACTION

While there is an order form on the page with a Call-To-Action button, there should also be a clear call-to-action in the video (big mistake!)

SALES RETARGETING AD

This ad and video was shown to people who visited one of The 502's sales pages. It hits on the **Entertains** portion of the **EDIE** formula with a handful of hilarious videos that also explain why they should get the product.

1. ATTENTION

The 502s grab attention in the post text with emojis and copy while also using the Carousel ad type.

2. INTEREST

The 502s lead guitarist Jonathan Ruiz uses his natural comedic timing to deliver a series of awkward jokes.

3. DESIRE

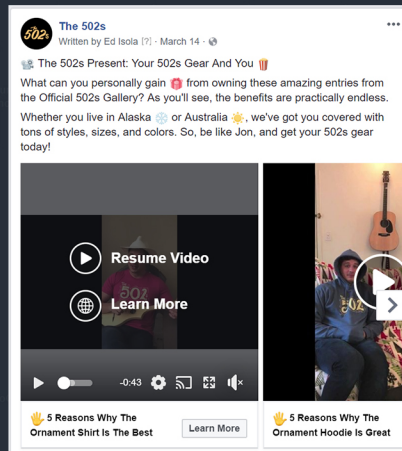
The 502s lead guitarist Jonathan Ruiz gives a subtle product demonstration by actually wearing the products.

4. ACTION

Each product video links out to a product page with a "Learn More" button.

ENTERTAINS

This video entertains the 502's sales page visitors with hilarious videos and entices them to return and purchase something.



VIEW ON FACEBOOK

CHECK YOUR WORK

Now, it's time for you to **write the scripts** for the videos in your funnel. In many cases, writing a **checklist of points** you wish to go over can work just as well as a full script.

This is where you want to let your **creativity** shine. Use the EDIE and AIDA formulas to create even more interesting examples than the ones shown here.

Once you have written your video scripts or points, use this checklist to see where your video can be improved. There are **18 questions** listed to the right - you want a **minimum score of 14** for any video in your funnel.

Before recording, ask...

- ■ Will my video Entertain, Demonstrate, Inspire, or Educate?
- ■ Does it grab attention in the first 5 seconds?
- ■ Does it generate the interest of my audience?
- ■ Does it generate desire for my offer or product?
- ■ Does it include a clear call-to-action?
- ■ Does it re-state the benefit (desire) for the offer?
- ■ Does it repeat the same call-to-action again?
- ■ Have I removed all unnecessary words or points?
- ■ Can this be delivered in 2 minutes or less?
- ■ Putting myself in their shoes, is there a reason to care?
- ■ Is that reason immediate (in the first 10-30 seconds)?
- ■ Have I made it clear who this offer is for?
- ■ Have I proved to my audience that I am like them?
- ■ Will my audience remember me when seeing this video?
- ■ Do I explain my offer in a way that creates urgency?
- ■ Should I include other footage, images, or sound?
- ■ Can I deliver this and still be myself while doing it?
- ■ If not, how can I change it to be more honest?

Y/N

A majority of the artist-to-fan communication in your Album Launch will be done through email and, for the advanced Indies, Facebook Messenger. For weeks leading up to your launch, during your launch, and after your launch, you will be sending out prepared messages to your subscribers. But, giving you a bunch of email and Messenger templates will not really help you craft YOUR message. So, instead, we're going to teach you all the copywriting concepts you need to know in order to write your own effective communication.



LEARN

Use the formulas and examples to understand sequential messaging.



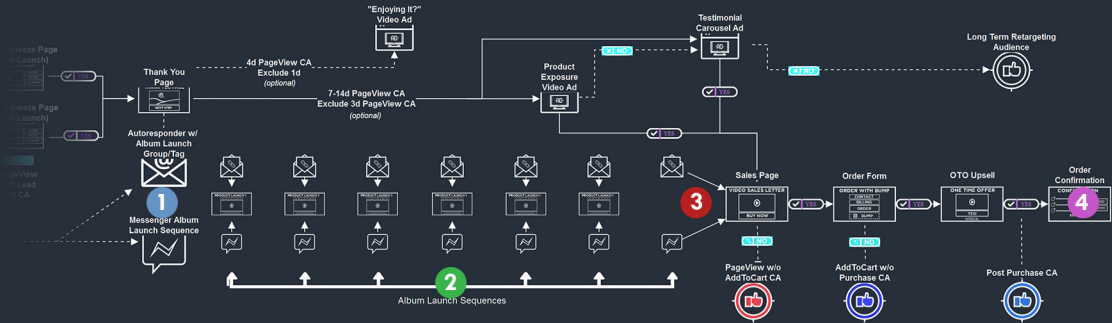
WRITE

Write the messages for your launch sequences using the itemized diagram.



AUTOMATE

Schedule and automate your launch sequences according to the video training.



1 PRE-LAUNCH SEQUENCE

8-10 messages | 20-40 days

The Pre-Launch Sequence is used to educate subscribers on your launch, deliver content, build anticipation, and announce special promotions such as contests and giveaways

2 LAUNCH SEQUENCE

5-12 messages | 5-12 days

The Launch Sequence is used to excite and prepare listeners for each day of your launch and deliver the links for each hidden content page.

3 POST-LAUNCH SEQUENCE

7-10 messages | 8-16 days

The Post-Launch Sequence is used to build urgency around your offer and communicate the benefits of your product. It also ensures that all of your subscribers see the offer.

4 POST-PURCHASE SEQUENCE

2-3 messages | 7-14 days*

The Post-Purchase Sequence is used to thank your customers, encourage follow-up purchases, and earn more marketing assets by requesting testimonials and pictures.

*scheduling of final message in sequence depends on product shipping times

Writing emails that get **opened**, **read**, and **clicked** is a science of its own. There are many tips and tactics to consider and weild. Like all things, though, great emails start with a great **foundation**. Review this diagram to learn the **basic components** of a well written email campaign.

Many email marketing platforms will allow you to customize the to and from section of your email. Dont ignore this! Make it personal.

You have to earn every second of your reader's attention - and it starts with the subject line. Short, punchy, important sounding, attention grabbing - and most importantly, REAL!

TO: Their Name <email@domain.com>
FROM: Your Name <email@domain.com>
SUBJECT: Congratulations

Hey *|FNAME|*, this is Artist...

In a second, I want to congratulate you. But before I do, I need to tell you something very personal that I haven't really shared with anyone before. I've always worried this might alienate people, but...

That helps remind me that I have to do something different with my time here. That every break I take is a waste of a golden opportunity. And, it's why I'm doing this differently too.

So, congratulations. You woke up this morning, and you've been given today:

<https://yourlink.com/day-1>

Thank you for taking this journey with me, I'll see you in there...

Sincerely,
Your Name
Your Artist/Band Name
Your Website

P.S. There is a deeper meaning to this album hidden in the pages you're going to see... I wanted to give something special to those *travelers* who identify with the message and pay close attention...

It can be smart to use a merge tag to dynamically add the reader's first name to your greeting. Sometimes, however, it's best to launch right into your email content.

This section is the introduction. Here, we need to generate interest in this email. You can do that by asking questions or opening a loop (beginning a story).

This section is the meat of the email; usually a story or a letter pre-framing the link or offer to come. Be careful not to lose your reader - compelling narratives excite emotions!

In this section, we need to restate the offer and call the reader to action, giving them instructions and, in most cases, a link. It can be beneficial to insert two links as shown here.

As a sign off, it can be beneficial to future-cast the offer you're making. For example, saying "I'll see you there" indicates that they will click the link. Seems stupid - but it works.

Use a personalized signature here, not just your artist or band name. People understand that someone had to write the email, and not using your name can create cognitive dissonance.

If your email is about an offer, you can include an extra benefit or reason to take the offer here. Make sure to repeat your call to action and link.

If your email is mainly about content, you can include your 2-4 main offers, calls-to-action, and links here in a numbered list.

Conversely, you can introduce bonus content here to condition your readers to read all the way to the end.

MAKE 'EM WAIT

LOOP THREADING EXAMPLE

LOOP 1 OPEN

"But first, let me ask you - do you want to know how to write the perfect line? I'll tell you the secret in my [next email](#)..."

LOOP 2 OPEN

"Last week we recorded a new song just for you. It's being worked on now... ..P.S. [Tomorrow](#) I'll tell you how to write the perfect line"

LOOP 1 CLOSED

"Okay, a few years ago I learned a secret for how to write the perfect line - poem, song, letter, anything..."

LOOP 2 CLOSED, LOOP 3 OPENED

"This song is actually about you in a pretty cool way. But, [before](#) I launch into another long story, let's get you the newest jam! Click below to..."

Studies of human memory have identified a phenomenon we call "[looping](#)". Researchers first noticed this in waiters who were able to take an entire table's order [without writing any of it down](#). However, once the food was delivered, the waiters would not be able to remember a single item...

We naturally hold on to information that is part of an [unresolved narrative](#). Just like keeping a few fingers in a choose-your-own-adventure book, this habit ensures that we don't miss out on potential opportunities or threats. You should [never leave a message fully resolved](#). Every email in your sequence should open one more loop than it closes.

BUILDING A LIST

Your subscriber lists are - no exaggeration - one of the most profitable assets you can build as a career musician. But, you also need **third party services** to help you manage these subscriber lists (MailChimp for email, ManyChat and Facebook for Messenger).

These services like to see certain **activity from your subscribers** to ensure that you're not just spamming people. So, we have listed out some **general objectives** you will want to achieve with your emails and Messenger messages. These objectives also help with the psychological relationship between you and your subscribers.

1. GET THEM TO CLICK YOUR OFFER

While there are many objectives for your subscribers, make no mistake - the main objective of every email is to get your subscribers to click on the main offer or point of your email. Whether your offer involves clicking a link or responding to the email, it is the most important thing your email must achieve.

2. GET THEM TO REPLY

When your subscribers don't reply, it tells both their email client and your email servers that you are a crappy mailer. Your email provider and Facebook can tell when a relationship is a one-way street. Ask your subscribers questions or request their opinion on topics that engage them. Generate replies for a healthy list!

3. GET THEM TO CLICK TO OTHER WEBSITES

Your email provider can tell when your subscribers click over to your website. But, they can also tell when your subscribers click to websites that you don't own. Your email service wants to see both kinds of clicks. Sending users to other websites from your emails can show your email provider that you are a reputable mailer.

4. GET THEM TO WHITELIST YOUR ADDRESS

When your subscribers add you to their contacts or whitelists your email address, it tells both their email service and yours that you are a reputable sender. It also ensures that they will get your messages! When a fair amount of your email subscribers have done this, it can help keep you out of the spam folder - even for subscribers who haven't whitelisted you yet.

5. GET THEM TO FORWARD YOUR EMAIL

This is one of the healthiest signals you can send to an ESP or Email Service Provider. When your subscribers forward your email, it tells their email providers that you are a reputable sender - definitely not a spammer. It can also earn you more subscribers if there is an opt-in link in the footer of your emails.

Announce your contest

Ask a personal question

Share the story behind a song

Leak a snippet of the album

Invite to a live stream

Send the link to a stream

Give a hint to your easter eggs

Share a motivational story

Share another artist's content

Ask their opinion about something

Explain your launch schedule

Share a link to press coverage

Give them a free song

Share your opinion (editorial)

Link to content on other platforms

Share a behind-the-scenes story

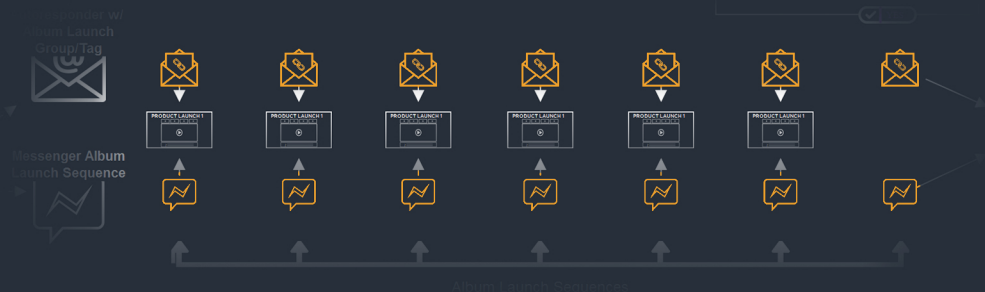
8-10 MESSAGES | 30 DAYS

Your Pre-Launch Sequence is intended to **warm up** your existing subscribers while keeping your new subscribers warm in anticipation of your Launch. Since we recommend that you begin campaigning 30 days out, you will need **8-10 messages** to send out 2-3 times per week.

There is no exact formula for this email sequence and it will depend largely on the **content** you have to offer and the **promotions** you have planned. To make sure you have enough ideas to craft a great sequence, we have included a **list of objectives** for your Pre-Launch Sequence. Pick some ideas, come up with some of your own, and write your sequence.

THE LAUNCH SEQUENCE

This sequence of messages will **make or break** your launch. This guide has prepared you with all the sequence-writing know-how you need to create it. First, you will need to **write the welcome message** that is sent immediately to new subscribers. With this message, your goal is to **generate a reply**. Then, you will need to **write the day-by-day content messages** that will get your subscribers to consume your Launch content. With these messages, your goal is to **generate a click**. Good luck!



1 PRODUCT EXPOSURE

SCARCITY, ANNOUNCEMENT

Now that your launch is finished and your cart is open, you want to give your list direct exposure to your main product. For this email, we typically use the AIDA formula; thanking users for joining the experience and introducing our product which was made specially for them.

2 THANK YOU

RECIPROCITY, SOCIAL PROOF

In the first email, we make a very direct, throat-grabber style offer. So, in this email, we want to remind the audience that we have delivered a valuable experience (which many people took part in). This activates the psychological triggers of reciprocity and social proof.

3 SALES PROGRESS

SCARCITY, BENEFIT

In this email, we want to activate the psychological trigger of scarcity while re-stating the benefits of your product. This will be the first exposure to the true scarcity of your product - by mentioning how many copies are left, we begin a countdown that naturally causes FOMO in the mind of your audience.

4 CONTENT SHARE

RECIPROCITY

In this email, we want to activate reciprocity by sharing some more content. This can help re-affirm to your audience that you are giving, reminding them of the experience you've already delivered while reassuring them that you are in it for the long haul and will continue providing value.

5 BREAK

At this point, you may want to give your audience a break from daily/bi-daily emails. Take a breather!

6 USER-GENERATED CONTENT

SOCIAL PROOF, SCARCITY

At this point you should have received some form of User Generated Content - reply emails, pictures of fans wearing your merch, etc. Share this content with your fans to show them it's socially okay to buy!

7 BONUS OFFER ANNOUNCEMENT

SCARCITY, URGENCY

By now, you have exhausted a lot of the psychological triggers that typically get browsers to purchase from you. Introducing a time- or quantity-limited bonus at this stage can help convince those still waiting to buy.

8 BONUS OFFER SCARCITY

SCARCITY, URGENCY

At this point, you can use the scarcity/urgency of your bonus offer to remind your audience (one last time) to purchase. It can also be helpful to include some as-of-yet unmentioned benefits.

9 FINAL EMAIL

Okay, you can't keep emailing people forever. Anyone who hasn't purchased at this point either won't purchase or they represent a far longer sales cycle than this launch provides for. Thank everyone sincerely and prepare them for life on your regular email list - tell them what you will be sending them and how frequently you will be sending it.

On average, you are **10 times** as likely to sell a second product to an existing customer than you are to sell a first product to a new customer. That is why the Post-Purchase sequence, though often overlooked, is one of the **more profitable sequences** available.

1

THANK YOU

SEND IMMEDIATELY

Typically, a "Thank You" ad campaign will show to have it's own ROI in Facebook Ads. That means that, when thanked properly, your new customers are likely to go back to your store and purchase more. Go above and beyond to thank customers for purchasing

2

CUSTOMER DISCOUNT

SEND 2 DAYS LATER (OPTIONAL)

If you have an online store separate from this funnel, giving your new customers a discount for a follow-up purchase is probably the most high impact thing you can do for your bottom line. Be sure to mention that the discount code is a gift in return for their support

3

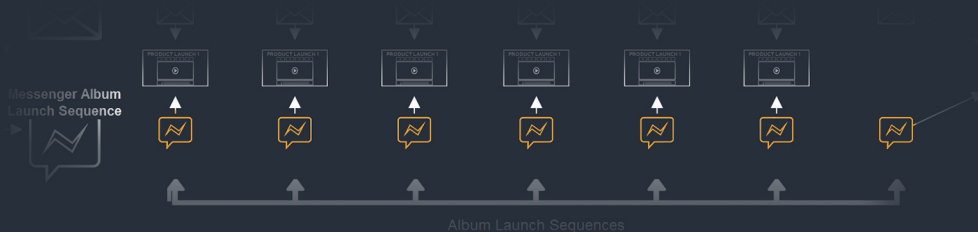
UGC REQUEST

SEND 7-14 DAYS LATER

The most powerful marketing assets are real-life testimonials - there's just nothing more convincing than a satisfied customer or fan. Requesting User Generated Content - video testimonials and merch pictures - can give you material to use in your marketing

USING MESSENGER

In addition to collecting email subscribers during your launch, you can also **collect subscribers in Facebook Messenger**. Using Messenger like an email autoresponder is a very different science; Mesenger is more like a **conversation** and requires a different set of ad creation and message writing practices. To learn how to use Messenger for your Album Launch and more, we recommend that you take our full **Messenger Marketer for Musicians** training. If you are an INDIEPRO member, the training is available in your library.



[ACCESS MESSENGER TRAINING](#)

Facebook Ads make the world go 'round. Seriously though, when it comes to keeping track of your fan base and intentionally building a relationship with them, there is no more necessary tool than Facebook Ads. In this section of the workbook, we will learn how to create a compelling, high-performing Facebook Ad. Then, we will write your ads and build your campaigns in the platform.



LEARN

Use the formulas and examples to understand the anatomy of a great ad.




WRITE

Write each ad in your funnel using the provided diagram and checklist.





CREATE

Build your ad campaigns using the video lessons and your prepared copy.


Nino Bless
 Sponsored · 🌐




🇸🇬 In 2018, I'm finally going to be touring...
 ...without a boo ¹ agent, promoter, label, or sponsor. I'm going to do it in a way that might shock a lot of people...
 But I need your help!... [See More](#)




Request Nino Bless LIVE In Yo ³ City
 We're going to tour 100% independent, just you, me ⁴ d...

Sign Up ⁵

309 Reactions 161 Comments 29 Shares

 Like
  Comment
  Share

1. POST TEXT

This section is your main opportunity to explain your message. For this section, we typically use the AIDA formula to write compelling copy. You can write a long or a short message, but it is wise to include your link before the “See more...” cutoff point

2. CREATIVE

This section is where you include either a picture or a video. For many reasons, image can sometimes outperform video and vice versa. For other ad types, you can use special creative like the “Canvas” ad experience or the “Carousel” ad.

3. HEADLINE

The headline is often the most viewed and read portion of your ad. Creating a compelling headline is key to a successful link-based ad. Grab attention and communicate the benefit!

4. LINK DESCRIPTION

Though optional, the link description can be a great place to restate the benefit through a different tone. Anything else your reader might need to know in order to click the...

5. CALL-TO-ACTION (CTA) BUTTON

Facebook seems to add more types of CTA buttons every single month! Though we typically use “Learn More”, there are many options to choose from.

WHAT THE HOOK GON' BE?

Writing ads can be like trying to be cool - you just end up feeling stupid the entire time. But, if you know which **hooks and angles** work with the natural triggers of the human brain (what types of ideas people actually respond to) the writing part is taken care of for you.

All you have to do is write ideas in these categories and create your ad using the very best ideas.

FEATURES/BENEFITS

Almost all ads contain at least some features and benefits - sometimes they are woven in to a story or even listed out as bullet points in the post text.

AUTHORITY

If you've got good press or blog coverage, now is not the time to hide it! Use quotes from respected blogs to convey authority.

CURRENT EVENT

"Everyone is talking about ____." Using a major current event grabs attention - steering it around to your offer takes skill to pull off.

EXCLUSIVITY

We are conditioned to covet things which are inaccessible. Amplify the exclusivity of your offer to spike this emotion.

SCARCITY

Limited availability! Sale ends tomorrow! Only 34 copies left! Time running out! Scarcity plays on our inherent "Fear Of Missing Out".

SOCIAL PROOF

When information is scarce, we typically look to see what other people think - testimonials, "best selling", "highest rated"...

EMOTION

Are you tired of not being able to write effective ads? Don't you love when an ad campaign performs really well? Incite your audience's emotion to get them clicking!

NEWSWORTHY

Major announcement! Seriously though, any information that could be seen as "newsworthy" is naturally compelling.

WRITE TO ONE PERSON

Don't use plural tense when addressing your audience ("everybody", "you guys"). Write as if you are writing a personal message to one person.

TAP INTO EMOTION

Even if you are not using an emotional hook or angle, you will want to align your offer and message with the emotions and mindset of your reader.

EMOJIS

It took us a long time to warm up to emojis, but the numbers don't lie. For many genres, emojis can help your ads stand out and read better.

"YOU ARE HERE"

You will often have an idea of what content your ad's audience has already seen. Mentioning it can make them feel like you are paying attention.

TRICKS OF THE TRADE

This could be an entire e-book - but we have a launch to focus on. Here, we just want to leave you with a few different **ad writing tricks** which, when used properly, will help make your ads more compelling and effective.

DOG WHISTLING

Calling out your target audience ("Hey Folk Fans!", "Attention Orlando Punks!") can make your ads far more effective by grabbing attention quickly.

COPY DECORATION

A MAJORITY of the Time, This Ad Writing Tip will be read FIRST. It's not that **sophisticated** or **complex**, but it is quite effective at grabbing attention. On Facebook Ads, you are limited to capitalization - which is still effective!

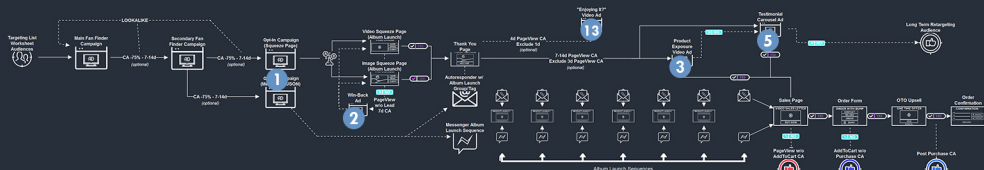
FUTURE CASTING

If you can dream it, you can do it! Future casting means activating your readers imagination, having them envision a future where they have completed the action you want them to take. Even something as simple as explaining what will happen after they sign up can achieve this effect!

THE AD GRID

Writing ads from scratch can be difficult. It is much easier to come up with smaller chunks or sections of the ad, called “**copy blocks**”, and then assemble an ad from the blocks you like best. To come up with many different copy blocks, we use a tool called the **Ad Grid**, first conceptualized by Molly Pittman of Digital Marketer. The Ad Grid is a spreadsheet that lists ad campaigns or audiences in the top row and hooks or angles in the left hand column. In each cell, you can **write copy blocks that address each angle for each Ad or Audience**. We have prepared a basic Ad Grid for you as a template to work off. On the horizontal axis, you will need to **adjust the template** to account for the different ads you wish to write. On the next page, you will find a checklist of all the ads which can be used in an Album Launch campaign.

CREATE YOUR AD GRID



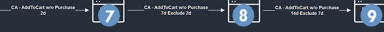
1 OPT-IN AD

GOAL: Generate clicks to sign up page



2 WINBACK OPT-IN AD

GOAL: Convince people who didn't sign up to return



3 PRODUCT EXPOSURE AD

GOAL: Generate clicks to your sales page



10 POST-PURCHASE T.Y. AD

GOAL: Sincerely thank people for supporting your career and music

11 THANK YOU DISCOUNT*

GOAL: Generate repeat purchase from customers

4 PRODUCT BENEFIT AD

GOAL: Convince people who didn't buy to return to the sales page



7 GENTLE REMINDER AD
GOAL: Remind people who abandoned their cart to return and purchase

12 REQUEST FOR UGC

GOAL: Get testimonials, merch pics, and other User Generated Content

5 TESTIMONIAL AD*

GOAL: Use social proof to drive fans to the sales page



8 DISCOUNT AD*
GOAL: Convince people who abandoned their cart to return and purchase

5 "ENJOYING IT?" AD

GOAL: Generate a response from your subscribers and remind them of launch

6 CONTENT W/ SOFT SELL*

GOAL: Use content (entertainment) to get fans interested in your product



9 MASSIVE DISCOUNT AD*
GOAL: Convince people who abandoned their cart to return and purchase

*optional

YOUR ECOSYSTEM

If you have been building your music career for some time now, you will have accumulated a lot of audience members in your “**ecosystem**”, or “sphere of influence”.

Facebook Ads allows you to create **dynamic audiences** of fans based on their engagement. Use this brief checklist to create **warm audiences** of your existing fans in Facebook Ads.

1. VIDEO VIEW AUDIENCES - 50%, 75%, 95%

Because your main touch point with new listeners will be your primary Fan Finder video campaign, your custom Video View audiences will be a main source of new subscribers for you. Create audiences for high-intent levels of video retention.

2. PAGE ENGAGEMENT AUDIENCE

This audience will include a wide variety of different audience members - those who have visited your page, engaged with a post, or even mentioned your page. Create an audience of those who have engaged with your page in the last year.

3. WEBSITE VISITORS AUDIENCE

If you are at the Affirmation or Ascension level and have already installed a Facebook Pixel on your regular website, website custom audiences can be a great source of potential subscribers. Create an audience of those who have visited your website in the last 180 days.

4. UPLOADED CUSTOM AUDIENCES

If you have existing email subscribers or customers, you will want to upload them to Facebook as a Custom Audience in order to serve them ads for deeper stages of your launch. Create your email subscriber and customer list audiences.

5. INSTAGRAM PROFILE AUDIENCES

Recently, Facebook added a feature allowing you to create custom audiences of those who have engaged with your Instagram business profile. If you have a large Instagram following, you will want to target this custom audience for opt-in.

VIEWCONTENT W/O ADDTOCART

These audiences are populated when someone visits your Sales Page but have not clicked the Add To Cart button. You can use multiple time windows to run a sequence of ads or one time window to try a single ad for rescuing the sale.

2 days

ViewContent in the last 2 days (refine by URL)
EXCLUDING
AddToCart in the last 2 days (refine by URL)

7 days

ViewContent in the last 7 days (refine by URL)
EXCLUDING
AddToCart in the last 7 days (refine by URL)
ViewContent in the last 2 days (refine by URL)

14 days

ViewContent in the last 14 days (refine by URL)
EXCLUDING
AddToCart in the last 14 days (refine by URL)
ViewContent in the last 7 days (refine by URL)

ADDTOCART W/O PURCHASE

These audiences are populated when someone clicks an Add To Cart button but does not buy. This usually means they are already sold on the product and simply need a gentle reminder to return to the order form and checkout.

2 days

AddToCart in the last 2 days (refine by URL)
EXCLUDING
Purchase in the last 2 days (refine by URL)

7 days

AddToCart in the last 7 days (refine by URL)
EXCLUDING
Purchase in the last 7 days (refine by URL)
AddToCart in the last 2 days (refine by URL)

14 days

AddToCart in the last 14 days (refine by URL)
EXCLUDING
Purchase in the last 14 days (refine by URL)
AddToCart in the last 7 days (refine by URL)

Use the accompanying video lesson to complete this section. Listed here are all of the audiences you may need to create, depending on which retargeting ads you plan to use.

POST-PURCHASE

These audiences are populated when someone purchases a product from you. If you are using a Post-Purchase sequence, allow enough time in your time-windows for the product to be delivered before you request a testimonial or merch picture.

2 days

Purchase in the last 2 days

7 days

Purchase in the last 7 days
EXCLUDING
Purchase in the last 2 days

14 days

Purchase in the last 14 days
EXCLUDING
Purchase in the last 7 days

GENERATE SUBSCRIBERS

Your Opt-In Campaign will help you generate a **critical mass of subscribers** for your Album Launch.

Most of the work that goes into creating your Opt-In Campaign has already been completed...

Use the accompanying **video lesson** to create your Opt-In Campaign to spec.

Remember: in most cases, the most basic set up will work best. So, don't worry that you might be missing out by not trying the advanced strategy first (see: Occam's Razor).

Before trying to get opt-ins from dynamic retargeting audiences, it's important to exhaust all of the low hanging fruit in your existing fan ecosystem first!

OPT-IN CAMPAIGN SETTINGS

CAMPAIGN OBJECTIVE: Conversions

BID TYPE: Auction

AD SET: "All Warm"

CONVERSION: Lead

CUSTOM AUDIENCES: VV - All, PE - 1 yr

LOCATION: Big 12

DYNAMIC CREATIVE: On (recommended)

LINK CLICKS AND CONVERSIONS: On

When you're just starting out, you can't afford to let fans slip through the cracks. For Indies at the Grassroots level, this configuration uses Facebook's "Reach" objective to ensure your leads will see your sales offer a set amount of times per day.

PRODUCT EXPOSURE CAMPAIGN SETTINGS

CAMPAIGN OBJECTIVE: Reach

BID TYPE: Auction

AD SET: "Leads - Album Launch"

CUSTOM AUDIENCES: Leads

LOCATION: Worldwide

START DATE: Final Launch day

BUDGET: \$5/day

This configuration is recommended for Affirmation and Ascension launches or for Indies who have a large fan ecosystem. This configuration makes use of Facebook's machine learning optimization through the "Conversions" objective.

PRODUCT EXPOSURE CAMPAIGN SETTINGS

CAMPAIGN OBJECTIVE: Conversions

BID TYPE: Auction

AD SET: "All Warm"

CONVERSIONS: AddToCart

CUSTOM AUDIENCES: VV's, PE-1 yr, Leads

LOCATION: Worldwide

START DATE: Final Launch day

By now, you should have learned to set up or create every component necessary to a successful launch. Now, you need to know how to schedule, budget, and run your launch. This portion of your workbook includes resources and information for launch logistics and some helpful lessons and benchmarks for diagnosing issues with your opt-in or sales campaigns.



LEARN

Review all of the information in this section carefully to be adequately prepared.



FINALIZE

Determine your budget and schedule your launch with tasks and notifications.



LAUNCH

There is nothing else to say here except for... launch, baby, LAUNCH!

THE FINAL PIECE

In order to be on top of all the moving parts in your launch, it's important to have everything laid out. When does this email send out? When does that Ad campaign stop? Managing all of this is not necessarily “easy”. Below, we have provided you with the **accompanying spreadsheet** from the launch scheduling video lesson. Use it to schedule the **important events** in your launch and to understand everything you're doing from a broader view.

CREATE YOUR SCHEDULE

There are many ways to run a successful launch on a small or a large budget. After working with hundreds of Indies, we have seen a **pattern of success**.

These are our recommendations for how much you should **budget** for which campaigns based on your starting fan base and your corresponding launch type.



GRASSROOTS

RECOMMENDED: \$700-1500

FANFINDER: 50%

OPT-INS: 30-45%

SALES - 5-20%



AFFIRMATION

RECOMMENDED: \$1000-\$3000

FANFINDER: 35-45%

OPT-INS: 35-45%

SALES: 10-30%



ASCENSION

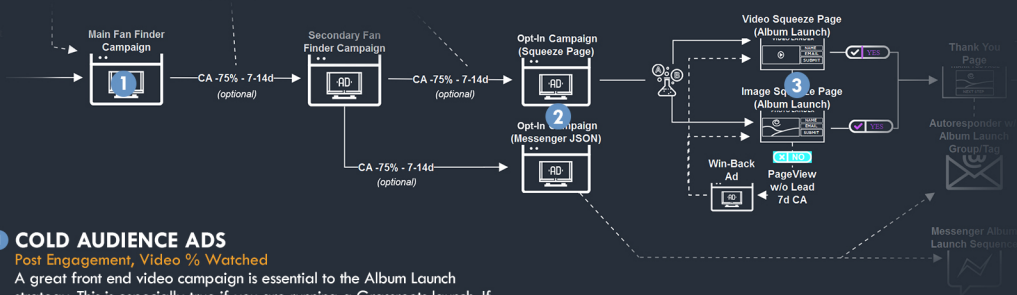
RECOMMENDED: >\$3000

>10k Followers

>2k Subscribers

>200 Customers

PROBLEM AREAS



1 COLD AUDIENCE ADS

Post Engagement, Video % Watched

A great front end video campaign is essential to the Album Launch strategy. This is especially true if you are running a Grassroots launch. If people aren't engaging with your video, they won't engage with your opt-in ad or your offer. Diagnose problems at this level first: Are they commenting, sharing, and reacting at a low cost? Are they watching the whole video? Do people dig it?

2 OPT-IN ADS

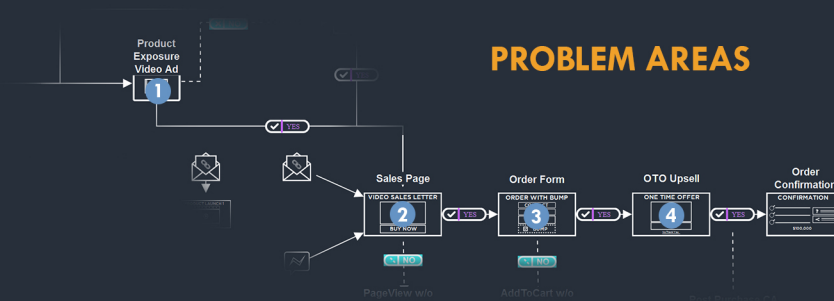
Cost-per-Click, CPM, Cost-per-Subscriber

If your ad isn't compelling, it won't matter how well you are doing in the other two stages of this process. If you aren't generating clicks or your Cost per Click is very high, you will have trouble getting subscribers at the right price. Testing video against image Ads, changing your copy, or trying an entirely different Ad objective can help you diagnose and fix issues with your Ad performance.

3 OPT-IN SQUEEZE PAGE

Conversion Rate (Subscribers/Visitors)

If you're generating warm, cheap traffic to your opt-in page but getting no subscribers, then the problem is definitely the page. A low conversion rate can indicate problems with the design of the page. Most often, the problem is that the page doesn't pass the 5-seconds test. Within 5 seconds of your page loading, a stranger should be able to understand what you're offering and what they need to do in order to get it.



PROBLEM AREAS

1 PRODUCT EXPOSURE AD

CPC, Relevance Score, Frequency, Cost per AddToCart

Regardless of how well your sales pages perform, if your Sales/Product Exposure Ad is costing too much, you are going to want to either diagnose it or kill it. If your Cost-per-Click is too high AND you have a low Relevance Score OR a high Frequency (5-10) then you may want to test alternate versions of your Ad to find a message that fits with your audience.

2 SALES PAGE

Conversion Rate

Your Sales Page should do the job of selling - it should convince your audience that your offer is worth what you are charging. If people aren't clicking your Add To Cart button, then the page (copy, videos) or the offer is not the right fit for your audience.

3 ORDER FORM PAGE

Conversion Rate, Take Rate (Order Bump)

Your Order Form has two crucial conversions on it. First, you want visitors to fill out the form and purchase your offer. But you also want a small percentage of those who do to take your order bump offer. Either of these metrics can throw your profitability off, so pay close attention to them!

4 1-CLICK UPSELL PAGE

Take Rate (Upsell)

The effectiveness of your Upsell page is determined by the Take Rate - how many customers take the Upsell offer. If you are getting subscribers and customers at a reasonable cost, but your average order value is low, it can be difficult to eek out a profit.

In Digital Marketing, there is a fairly well established benchmark for funnels similar to the **ULTIMATE ALBUM LAUNCH**. This benchmark is called the “40-10-10” rule.

Typically, if these conversion rates can be achieved, the funnel is reasonably **successful**. This can vary depending on many factors. However, it is a good benchmark to shoot for.

40

OPT-IN PAGE CONVERSION RATE

40% of visitors to your opt-in squeeze page sign up for your Album Launch/email list

10

PURCHASE CONVERSION RATE

10% of subscribers purchase your main offer by the end of your post-launch sequence

10

UPSELL/BUMP TAKE RATE

10% of new customers also purchase the upsell, the order bump, or both products



COST PER SUBSCRIBER

Opt-In Ad Spend / New Subscribers

This metric is probably the key driver of profitability in your funnel. If you can acquire cheap subscribers, your likelihood of profit shoots up dramatically. In this calculation, we divide the amount spent on our Opt-In Ad by the amount of new subscribers we achieved.

AVERAGE CUSTOMER VALUE

Total Sales / Amount of Customers

This metric will show you how much each customer represented in purchase value. When combined with your Cost per Customer Acquisition, this metric will help you measure the profitability of your launch.

COST PER CUSTOMER ACQUISITION

Total Ad Spend / New Customers

This metric will show you the average cost you pay in order to acquire a customer. When combined with your Average Customer Value, this metric will help you measure the profitability of your launch.

RETURN ON AD SPEND

Total Sales / Total Ad Spend

This metric will tell you the raw profitability of your funnel. It is actually the amount you get back for every dollar you spend on advertising. While it does not factor in the total cost of putting on your launch - you did record an album after all - it will help you determine your schedule for recoupment.

NEW SUBSCRIBERS

This metric doesn't tell us much all on its own. You simply want to know it to factor in to other equations.

NEW CUSTOMERS

Again, not a diagnostic metric, but you need to know it for other equations. It can be fun to count though!

AFFIRMATION RATE

Non-Customer Subscribers / New Customers

This metric will show you the percentage of fans you were able to move through the first 5 stages of your Buddy System all the way to Affirmation. It is an important metric to determine how much work your funnel needs - typically, we shoot for 10%.

AVERAGE AFFIRMATION VALUE

New Customer Sales / New Customers

This metric will show you the average purchase value of new customers who purchased your Launch products.

NET COST PER SUBSCRIBER

Opt-In Ad + FANFINDER Spend / Subscribers

If you are running a Grassroots Launch, you may want to factor your initial Video View campaign costs into the Cost per Subscriber. Though creating new listeners is a necessary investment for your entire career, you may want to tightly manage costs.

COST PER NEW LISTENER

FANFINDER Spend / Retargetable Viewers

This metric is important for understanding how much it costs you to gain a new listener that you can retarget. For instance, let's say you are retargeting 50% Video Viewers. During your FANFINDER campaign, you earned 400 50% Video Views for a cost of \$100. In that case, your "Cost per New Listener" would be \$0.25 (\$100/400).

ASCENSION RATE

Past Customers / Past Customer Purchases

This metric will show you how many of your existing customers you were able to move to the Ascension stage of your Buddy System. This is important for determining how many of your existing fans you can count on to show up and support at every release.

TAKE RATE (UPSELL & ORDER BUMP)

Purchases / Upsell & Order Bump Purchases

This metric will show you the percentage of your customers that also purchased your order bump or upsell. A high take rate increases your average order value and makes it easier to profit from a launch.

AVERAGE ASCENSION VALUE

Returning Sales / Returning Customers

This metric will show you the average purchase value of previous customers who purchased your Launch products. Typically, this will be higher than the average Affirmation value.

GOING EVERGREEN

Running a launch as an **evergreen** campaign is one of the harder things to achieve in digital marketing. However, it is definitely **not impossible**.

Use these instructions to prepare your launch for an **evergreen test**. Then, test the effectiveness of your evergreen funnel **100 clicks** or leads at a time.

3. AUTOMATE YOUR SEQUENCES

Create an automation sequence in your autoresponder in order for fans to be able to sign up and experience your launch immediately, you will need to create an automation sequence that delivers the previously scheduled email campaigns in your launch and post-launch sequence.

Please reference the corresponding video lesson to see how this is done in MailChimp. If you are not using MailChimp, please reference

1. KNOW YOUR NUMBERS

Cost per Customer Acquisition, Average Value of a Customer

Before you can run your launch "evergreen", you need to understand what you can afford to pay for a new customer. This is the number you will be trying to achieve with your evergreen funnel.

At first, you will have to test and measure the results to understand if your funnel is profitable as an automatic experience. This is why it's important to know the numbers you are shooting for at every step of your funnel.

2. AUDIT YOUR FUNNEL COPY AND VIDEOS

Email/Messenger Sequences, Ad/Page Copy, Videos

While creating your launch live, you most likely included copy that mentions your launch date or references your experience in a present tense. You do want to maintain some semblance of immediacy (you don't want your funnel to feel automatic), however you will want to remove any references to specific dates or time frames.

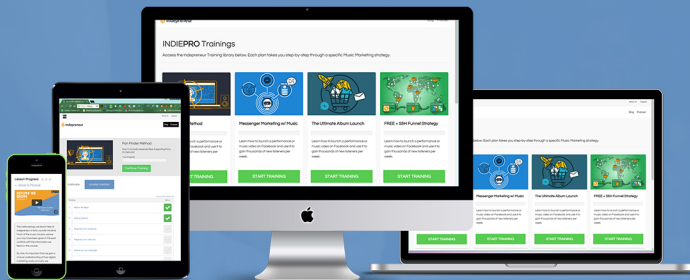
Audit your entire funnel including all copy and videos to ensure that you are not referencing the live launch configuration.

4. TEST YOUR EVERGREEN R.O.I.

Structured tests of 100 clicks or leads at a time Before you can let it run indefinitely, you want to be sure that your funnel will provide an acceptable result/return on investment. If you are testing the effectiveness of a given landing page or ad, generate 100 clicks to the page or through the ad before measuring the results.

If you are testing the effectiveness of your entire funnel, test 100 leads at a time. Do not scale your campaigns until you achieve your target cost per customer acquisition and average customer value.

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Click below to see what membership can do for you!

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