

Class Brief: Musicians: Jumpstart Your Fanbase  
by Carla Lynne Hall, <http://RockStarLifeLessons.com>

### Class Summary

- Monday, Dec 3rd at 7pm EST: Office Hours on Google+ Hangout
- Wed, Dec 5th at 7pm EST: Live Audio Teleclass with Q&A
- Thurs, Dec 6th at 7pm EST: Deadline to post your marketing piece to the discussion group
- Fri, Dec 7th at 7pm EST: Class Wrap Up Office Hours on Google+ Hangout

### Resources:

"Jumpstart Your Fanbase" MP3s (Approx 1 hr long each):

- Fanbase-Building Techniques and Case Studies
- Internet Famous
- Find Your Tribes

<http://rockstarlifelessons.com/jumpstart-your-fanbase-resources/>

Believe Me by Michael Margolis eBook

<http://www.believemethebook.com/>

1000 True Fans Article

[http://www.kk.org/thetechnium/archives/2008/03/1000\\_true\\_fans.php](http://www.kk.org/thetechnium/archives/2008/03/1000_true_fans.php)

Kickstarter and the Artist to Audience Ratio Article

<http://blog.makezine.com/2012/07/26/kickstarter-and-the-artist-to-audience-ratio/>

The Art of Being Interesting Article

<http://www.copyblogger.com/how-to-be-interesting/>

**Mon, Dec. 3<sup>rd</sup> at 7pm EST**

Office Hours via Google+ Hangout

Friend me (Carla Lynne Hall) on Google+

Video Replay will be available on YouTube

I'll explain the objectives of the class, resources, the class project, and invite Q&A

Wed, Dec 5<sup>th</sup> at 7pm EST

Live Teleclass with Q&A

Dial-in Info:

218 632 0550

Access Code: 460688#

MP3 Replay will be available

This call is to discuss the project and answer any questions.

Thurs, Dec. 6<sup>th</sup> at 7pm EST:

Project Due

- Create a Marketing Piece for you, your music, or your band:
  - Blog Post
  - Video or Videoblog (around 3-5 minutes)
  - Article
  - Fanbase Page
  - Twitter Account
  - Squeeze Page
  - Add email opt-in form to your website(s)
  - Newsletter
  - Jpeg of scanned flyer, postcard, poster, or other physical marketing piece
  - Etc.
- Include Your Story, if appropriate.
  - Who are you?
  - What do you do?
  - Why do you do it?
- Include a Call to Action
  - Sign up to your mailing list
  - Come to your show
  - Etc

Friday, Dec 7<sup>th</sup> at 7pm EST

Office Hours via Google+ Hangout

Video Replay will be available on YouTube

We'll discuss the projects that have been turned in, have Q&A, and class wrap-up

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