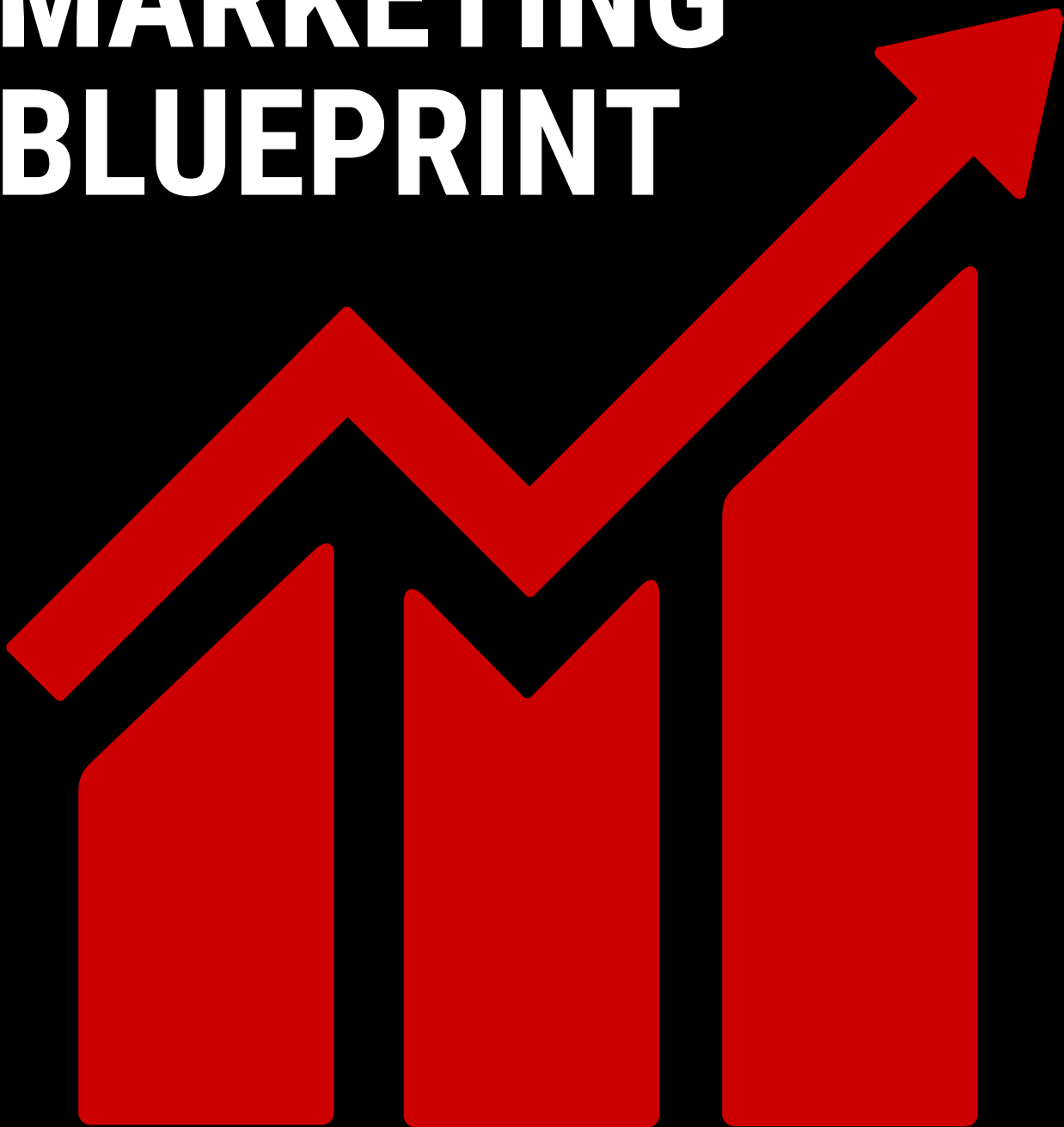


JOHN OSZAJCA PRESENTS

**THE
MUSIC
MARKETING
BLUEPRINT**



**A PROVEN, SYSTEMATIC APPROACH TO GROWING
YOUR FAN BASE AND GENERATING REVENUE FROM
YOUR MUSIC**

ABOUT JOHN OSZAJCA



John Oszajca is a former Interscope and Warner Brothers recording artist who later became a pioneer in the world of direct-to-fan marketing. He launched Music Marketing Manifesto (dot com) in 2009 and since that time his strategies have helped hundreds of thousands of independent artists grow their fan bases and generate revenue from their music, while taking control of their careers.

John has appeared in/on Rolling Stone, CNN, The Los Angeles Times, Newsweek, Time Magazine, Entertainment Weekly, US, People, The Boston Phoenix, Entertainment Tonight, Inside Edition, Access Hollywood, and many more.

Tired of working so hard to get your music out there only to find that, despite getting a ton of "exposure", you have very little to show for all your effort? If you follow the steps in the Music Marketing Blueprint you will remove luck from the equation and transform your music career into a real, and thriving business.

The Music Marketing Blueprint is a systematic approach to driving traffic, growing your fan base, and turning strangers into fans, and fans into customers. It is a "data-driven" strategy that takes the hoping and praying out of the equation and gives you a reliable path to profitability.

The approach laid out in this blueprint is not just theory. It is a proven strategy that has helped countless artists climb to the top of various Billboard, iTunes, Amazon, and CD Baby sales charts, land Grammy nominations, and help thousands of others grow their fan bases and generate more revenue from their music.

And because I want to get your music career moving fast, I have made this blueprint short and sweet (without cutting out anything important).

**KEEP READING TO LEARN THE 7 STEPS OF
THE TRUE FAN JOURNEY...**

THE MUSIC MARKETING BLUEPRINT

The Music Marketing Blueprint is a 7-step formula that is designed to attract people who are likely to enjoy your music, build a relationship with those people, and then turn those strangers into fans, and fans into lifelong customers.

If you were to map it out, it would look like this...

DEVELOP A CLEAR USP

Every artist needs to be clear on what their own "unique selling proposition" is. When you know WHAT you're selling, you know who you're selling to, and how best to sell to those people.



DRIVE TRAFFIC

Next we begin driving traffic, typically with paid advertising. When driving traffic we lead with a bold claim about the EXPERIENCE that our music offers.



BUILD YOUR LIST

We drive traffic to a "squeeze page", where we entice people to sign up for some free music, at which point an automated email marketing campaign is triggered.



ENGAGEMENT

Next, a series of pre-written emails goes out at predetermined intervals to do the job of building a relationship with your subscribers and converting strangers into fans and fans into customers.



ASK FOR THE SALE

as the email series draws on, those calls to action get less and less subtle, eventually culminating in a direct sales drive, often using proven selling triggers such as scarcity, time sensitivity, bonuses.



LONG TERM MONETIZATION

The automated funnel is just the beginning. From there we run regular promotions to our list to insure that we increase our subscriber value well beyond our acquisition costs.



ENDORSEMENTS

As your fan base grows you will start to see a compounding effect in which fans tell friends of theirs, who become fans themselves, who then tell their friends and you begin to see exponential growth.



WHY THIS MATTERS...

Good music is not enough. In a world full of millions of musicians (many with far more star power than you) it will be rare that many people become true fans of an independent artist all on their own. Left on their own, people exposed to your music will get distracted, stall out, or forget about you and your music altogether.

That's why the 7-steps of my music marketing blueprint are so important. They walk each person through various psychological states, and guide your prospects through the true-fan journey towards the specific result that you are after.

Lets take a look at each step in this journey so you can see how this works.

STEP 1: ESTABLISH A CLEAR USP

It all begins with the USP, which stands for "unique selling proposition". The Unique selling proposition is a clear statement about what is unique and interesting about you and your music. The USP is important because when we are clear, within ourselves, about *what* we are selling, then almost every other decision we need to make is made for us. *Who should you target?* People who will respond to your USP? *Should you advertise on Facebook or Instagram?* Where are people who are likely to respond to your USP hanging out? *What photo should you use on your landing page?* Which one aligns with your USP the most. It's a very crucial and often overlooked step.

A couple of example USPs...

Robert Johnson: Legendary blues artist who is rumored to have sold his soul to the devil.

The Ramones: A three Chords and the truth OG punk rock band.

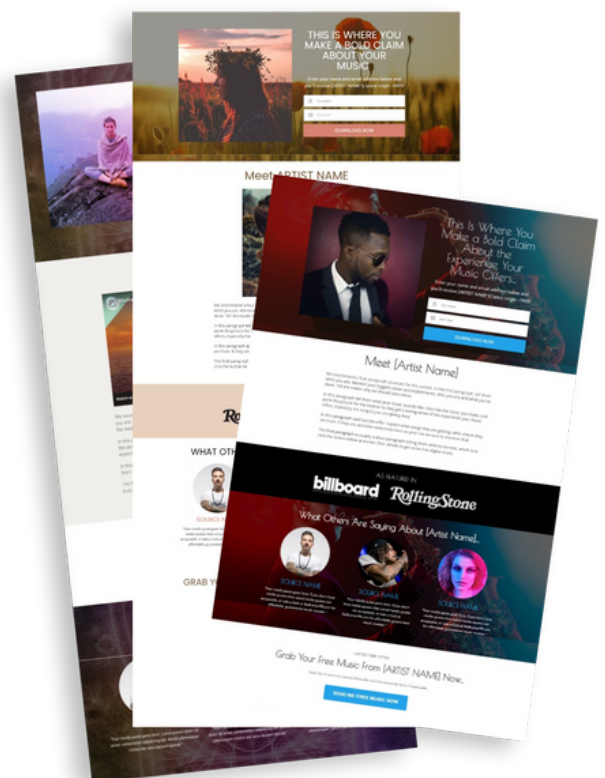
STEP 2: DRIVE TRAFFIC

Once we have our USP established and we know what it is we are selling, we need to begin creating awareness. Or in the more practical sense, driving traffic. Typically we do this with paid advertising such as Facebook and Instagram ads. You can run an effective ad campaigns for as little as \$5 a day, so it really doesn't need to cost you an arm and a leg to started with advertising. The goal of our ad-copy is to make a bold claim or promise about the *experience* our music offers and align the music we make, and the lifestyle or tribe we represent, with the pre-existing interests and passions of our target audience. When we do that, our prospect will become curious and click.

STEP 3: BUILD YOUR LIST

When someone clicks on our ad they are taken to a dedicated "squeeze page" that attempts to entice people to sign up to our mailing list in exchange for some free music.

If you can demonstrate that your music aligns with what they already love about music, and that your values as an artist align with their existing values as a human being, *and* if you limit the options on that page so that the only real choice is to sign up or click away, then you will find that as many as one in two visitors will subscribe to your mailing list to begin this journey with you.



STEP 4: ENGAGEMENT

Once a prospect has subscribed to our list, a series of pre-written emails go out at predetermined intervals. These emails do the job of building a relationship with your subscribers and converting strangers into fans and fans into customers.

STEP 5: ASK FOR THE SALE

While we are sending out all of that free content (music, blog posts, videos, etc.), we are also presenting our subscribers with various calls-to-action, asking our prospects to consider making initial purchase. As the email series draws on, those calls to action get less and less subtle, eventually culminating in a direct sales drive, often using proven selling triggers such as scarcity, time-sensitivity, bonuses, and so forth. Because everything is automated and all of the variables are fixed, at the end of this process we will have a reasonably consistent conversion rate. And with a little testing and tweaking we can optimize this funnel to get better and better results.

The process is very flexible, but here is an example of an automated email funnel that typically works very well.

- Email 1: Send out the free music.
- Email 2: Send out a link to a blog post that establishes our core origin story and establishes a bond with the reader.
- Email 3: Send out a link to a music video (or similar) that gets your prospect more familiar with your music and increases desire.
- Email 4: Announce a limited time offer, in which our subscribers have a limited amount of time to get some special deal (discount, bonuses, etc.).
- Email 5: Remind people that time is limited.
- Email 6: Tell everyone that this is their last chance to get this special offer.

STEP 6: LONG TERM MONETIZATION

While it's great that we're now making some sales, we don't stop there. We are not doing all of this work so we can sell a \$10 album and call it a day. This is where our long term monetization strategy kicks in. Our automated email series is designed to close the initial sale, upsell, and downsell, but from there we begin sending out regular real-time emails as well as promotions.

For example, you might run a quarterly promotion. In this scenario you would send out an email every week or two containing fun, interesting, or inspiring FREE content, followed by a promotional offer. This could be a private membership site, a house concert tour, a box set offer, a holiday promotion, tickets to live or streaming shows, traditional merchandise and more. The sky is the limit, and the more you ask people to spend money with you, the more money you will make.

STEP 7: ENDORSEMENTS

Finally, as your fan base grows, and as your fans receive value from being a fan of yours (entertainment, inspiration, connection), there will start to be a compounding effect where fans themselves will contribute to your career growth. This is when a fan of yours tell friends of theirs, who become fans of yours and the cycle continues at an exponential rate.

THE END GAME

If you stay the course, at some point in this process you will have so many fans, and you will have such a presence in your space (whatever your sub genre might be), that you will hit a tipping point of your own. When this happens you will be able to leverage your fan base and go from online success to regional success, to national and then international success, as strength, begets strength, begets strength. And of course, if done right, you'll have no trouble attracting a record label because you will be a proven commodity. But of course at that stage you'll have to ask yourself if a record deal even makes sense, because you simply won't need one. You'll already be profitable, you'll already have fans, you'll already have working capital, and you will be the master of your own career and in complete control.

That's what this approach offers you, and it works. There is a reason I'm still here, more than a decade later. It's because the Music Marketing Blueprint outlined above works. It's not easy, you've gotta work it, but I honestly believe that there is no better way forward for artists. I hope you'll take a bit of time and start thinking about how you can apply this blueprint to your career.

**TO GET STARTED, TAKE A LOOK AT YOUR
CURRENT MUSIC MARKETING STRATEGY,
FIND THE HOLES, AND THEN APPLY THE
MUSIC MARKETING BLUEPRINT TO
YOUR CAREER.**

WHAT'S NEXT?

All it takes is a little experimenting with the basic strategy outlined in the Music Marketing Blueprint. If you let the numbers be your guide, you will start to see the kinds of results you are after.

But, if you don't want to go it alone, and if you'd like me to guide you through the entire process, then Music Marketing Manifesto 5.0 is THE place to start.

Music Marketing Manifesto 5.0 is a step-by-step video training course that walks you through the process of setting up a music marketing funnel for your music. I give you the templates, the training, and the guidance that you need to get everything set up and running in no time.



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