

Topics We Will Cover Today:

Email Address

Squeeze Page

Freebie

Twitter Profile Optimization



Set Up Your Email Address:

**YourName@YourDomain.Com
(not BandName@Gmail.Com or
BandName@BandName.Com)**

**Why: Deliverability &
Professionalism**

**How: cPanel or Google Apps
(<https://apps.google.com/>)**



Set Up Your Squeeze Page:

Keep It Simple:

**Pic of your face or a short video & option box.
NOTHING else.**

Why:

**They know why they are on that page. ANY
additional information or options will distract
them and reduce your conversions.**

Examples:

<http://alexwinters.net/> (Wordpress)

<http://www.subscribe.com/alisonreynoldsmusic> (MailerLite)



Set Up Your Freebie:

**“EXCLUSIVE” is the magic word:
Give them something that’s not for sale and that they
can’t get anywhere else.**

Why:

**Exclusivity leads to emotional investment, which leads
to monetary investment.**

What:

**ANYTHING digital. Songs, pics, videos, poetry, scans of
lyrics, calendars, etc... EXCLUSIVE video-tour of your
music space with a couple of songs.**

Subscribe to Alex Winter’s list for a great example.

How:

Dropbox



Optimize Twitter Profile:

Call to Action in Header (Canva):

Link to Squeeze Page in Bio

Link to Squeeze Page in Pinned Tweet:

Apply the same principles to ALL of your other Social Media sites in order to keep the visual imagery (branding) consistent.



Homework

Set Up Your Email Address

Set Up Your Squeeze Page

Set Up Your Freebie

Optimize Your Twitter Profile

