

# SUCCESS CAMP

WITH

INNERSOUND  
AUDIO



## HOW TO MARKET YOUR OWN BAND ON FACEBOOK

We can tell you that as musicians, music producers, and entrepreneurs... We didn't start to have the career we wanted once we were finally able to produce great sounding albums... Our career really took off when we figured out how to market ourselves by getting our message in front of the right people and effectively communicating with them. For a long time, we were frustrated and lost. Constantly improving our craft but seeing no increase in our income. All we could think was... "Shit! When are we gonna get that break and start getting some decent, consistent money"! It was that revelation that it's not just about how good you are, but what you do with your skills that allows you to scale and grow. This is what you need to do with your band if you're ever gonna become successful. This is the key. Now, we're not going to be doing your job for you. No one will until there's a lot of opportunity or money in it for them. Which is why you need to take initiative for yourself and create a solid foundation to get the ball rolling. But this is going to show you all you need to know from a business perspective so you can do the job your self. It'll get you thinking the right way and help you build the mindset you need to apply your talent and build a fan base as big as you want.

Warning: Before you read this, we just want you to know something... We lied. This isn't just a blueprint on how to market your own band on Facebook. This is actually a detailed plan explaining the fundamentals of marketing and how you can apply them to your own band. This means that if Facebook's layout were to ever change, or a new social media platform were to take over, all you'd need to do is learn that new platform. This is an awesome position to be in because the fundamentals of marketing have never changed and never will. Once you know this, you'll have the power to scale any project that you're ever part of. So not only are you going to learn how to get your message in front of the right people, but you're going to learn how to get them to take specific actions that will allow you to build a relationship with them until they are 'raging fans'. Which, if you have this blueprint, is the goal, right? This information came from years of experience and study. And we've condensed it all into just one beautiful little blueprint that focuses entirely on all the good stuff and removes all of the crap out there about growing your band. And there truly is a lot of crap out there. It can be insanely overwhelming trying to figure out where to

even begin. And that's simply because there isn't just one way for a band to become successful... But for every band that does become successful, whether they realise it or not, have done what we are about to teach you. So all you have to do is become a sponge and soak in all of this juicy information. Also please note that we're going to use the term 'raging fans' throughout this blueprint. Because acquiring 'raging fans' is the goal. A raging fan is someone who goes to your shows, buys your merch and spends money on your band. And if you have enough people doing this, you are officially successful. But you can't just find raging fans out of thin air or expect people to love you without giving them a good reason. You need to build the relationship up to this point. As you introduce your band to lots of new people, at first, they won't care. You'll just be some strange new band that has presented yourself to them via an advertisement. But as we just said, the goal is to get new fans in the front door and then build that relationship until they not only know you but love you. You need to get them to the point where they listen to you all the time, tell their friends about you, buy your merch, go to your shows and become the most valuable kind of fan you can have. A raging fan. We want to give credit where its due... We picked up a lot of these methods from great entrepreneurs such as Russell Brunson, Daniel Priestley and many more.

Hey guys! This is Sam Graves, and this was written by myself and my brother, Joe Graves from Innersound Audio. Thanks for joining us and once again, congratulations for getting your hands on this blueprint showing you how to market your own band on Facebook! If you've read our previous blueprint on the top 5 mistakes that bands make, and you combine it with the marketing knowledge that you're about to pick up from this, you will have literally no limits in scaling your band and you'll have 100% control over your own growth. So if you use this knowledge and work super hard, you'll never again have to rely on luck. And you won't be one of the thousands of musicians who waste years of their lives hoping it's all just going to fall into place until they finally have that soul-crushing revelation that it's never going to happen.

We know you don't want to waste your time so we feel that it's important for you to know why we are doing this. So, why are we? It's actually kinda selfish... If we could go back to our days of being stood there on stage at Download Festival after drinking our room temperature Carlsbergs and eating our multipack of Walkers crisps... Never would we have thought in a million years, that we'd be sat here writing out a marketing blueprint based on solid marketing strategy and human psychology. But as time went on, we transitioned into producing music, and in so many situations between both of them, we found our selves getting screwed over time and time again. And one day, we finally decided to take control of our own lives by educating ourselves in as much as we possibly could. One of the biggest shifts in our entire lives was learning how to market ourselves. We realised that we needed to learn marketing because truthfully, we believe that life is far too short to settle for a job that you don't want to do. And as much as we loved producing bands, we needed some security in our lives before we went insane! Like everyone, we have houses to pay for, kids to pay for... As though just not having to worry about money wasn't incentive enough! Despite the pressure, there's always been a brick wall inside both of us that won't let us settle for less. But there's a high price to pay for that. It requires passion and vision. But it also requires that you leave your comfort zone entirely and do the hard, uncomfortable and time-consuming work that most people simply will not do. But if you do what is hard now, your life will be easy. We always worked super hard to be as great as we could at producing albums, but no matter how good we got, or how many popular bands we worked with, we still found ourselves chasing work, in a constant state of fear that we weren't going to be able to afford even minimum wage. We simply wouldn't let go of what we wanted our lives to be and we were willing to put everything into it. One day, we decided to explore business and learn some new methods. Up until this point, everything we learned was pretty organic. We just did what we did, learned our lessons and grew.

And we couldn't advise this enough. You learn hard and you learn quick. Anyway, there was a limit to what you can learn organically. And truth be told, none of us exactly have all the time in the world. And most of the stuff we learned studying business turned out to be stuff we knew anyway.

Mostly mindset stuff which was never really an issue for us since we always had total faith in ourselves... But what truly fascinated us was marketing. We knew straight away that if we could crack that, we would have a safety net for the rest of our lives. We could sell our services at our studio, we could even sell god damn vitamins through Amazon if we wanted! The point was, we could make money on our own terms. And this is exactly what happened. We got to a point where we could literally dictate how much money we were going to make and we did it whilst helping people and doing what we loved! Once we got to that safety level in our own business where money was no longer a constant fear, we were able to level out our minds and once again start doing what we were meant to do and focus entirely on our customers. After having a brainstorm of other ways to serve them, something that clicked with us was the fact that all of our customers and almost every musician in the world was in the same boat that we were. They were incredible musicians but were being held back by their inability to market themselves. And if we can be the guys who helped even just ONE band become successful and live their dream, that would be pretty cool. But If we could change the way in which bands operate and help an entire generation of them become successful... That would be worth dedicating our lives to. This is why we are doing this. This is for the musicians who want to be successful and are willing to work hard for it. This is for the musicians who can and will. If you are willing to work hard and apply these methods that we are sharing here, you no longer have a dream. You have a plan.

Most bands never even realise that they need to be marketing, never mind doing it themselves. The thing is, every band is different. They create different music, look different, appeal to different demographics I.E age, gender, location and so on. There's a lot of variables that make bands unique. Some bands, very few of them, are giants of the world. They are household names and even if you aren't a fan, you've most probably heard of them. These are the kind of bands that you'd see headlining major festivals. And the reason they are so big is that they appeal to so many different people. Let's take Avenged Sevenfold for example... It wouldn't be out of the question to see a 13-year-old girl at one of their shows. Nor would it be strange to see a 60-year-old man at the very same show. And this could happen in whatever country they may be in. It's much harder to achieve this level of success because it requires being insanely unique, breaking a bunch of rules and becoming an exception or novelty. But this is a whole other topic for another time... Whereas most bands, for example, may only appeal primarily to men aged 18 to 24 and only in America. They have a specific target. This makes it much easier to build a following as you can clearly define and locate your niche as well as know how to effectively communicate with them. But the problem is, people, get older... So as people outgrow your band, you need to make damn sure that you're bringing new people in from the front end. Otherwise, your band will be nothing but a passing phase. And don't just expect them to turn up because you were once popular as new exciting bands are popping up all the time. This is why it's an absolute must to understand how to market your own band.

Some bands out there might still be thinkinvg... "Well, we don't need to market. We'll just be awesome, write some cool songs and word of mouth will take care of the rest". Look at it this way... Coca-Cola still use marketing. Disney still use marketing... And if these guys still need to market, we can assure you that if you're ever to become a successful band, you also need to. But luckily, it's not that complicated. And we've made it even easier for you with this blueprint! Before we go on, let's just make something very clear... Your band is a business. It may be the thing you're most passionate about... But if you're providing people with value and they are paying for it with money, it's a business. Which means you need to become, or at least start thinking like an entrepreneur.

A lot of musicians know this, or at least know that there is a business aspect to their band, but they rarely make an effort to think or act like an entrepreneur. Which is why so many of them let indescribable talent go to waste. It's almost never that their band isn't good enough musically, professionally or whatever it may be. It's just that they don't know how to get themselves known to the right people. In fact, considering how many people there are in the world, you only actually need a tiny amount of them to become fans in order for you to become extremely successful... Which certainly doesn't demand perfection from an artistic perspective. Our point is, no amount of talent is going to make up for a poor business plan and poor marketing. Which is why there are so many bands out there with average songs and an average image or style that are absolutely killing it! Which just proves once more that the secret to making it big is not getting stuck in this vicious cycle of writing song after song thinking that you'll write a hit and just be magically warped into stardom. In fact, you probably have already written several hits, you just didn't know how to market them. Of course, stuff can go viral now thanks to the internet, but that's still based entirely on luck. Wouldn't you rather have complete control over making your band popular? We know we would.

Let's talk a little more about thinking and acting like an entrepreneur just so you can clearly understand your role and responsibilities as a band... Because developing this mindset is the foundation for becoming who you need to be to grow your band. To be an entrepreneur, you don't have to be a genius at everything. Let me give you an example... Our dad owns and runs a construction company. He is a joiner by trade, but his day to day job involves pricing and directing workflow. Say he lands a job for £100,000 and the job is to do an extension. It could involve laying new foundations, plastering, decorating etc and all kinds of stuff! But is he an electrician? Does he know how to wire a plug?! NO! It's not his job to know all of that... His job as the director is to understand all of the pieces involved and then hiring all of the individual experts to get the job done. The same is true for bands. Although this is certainly not the only way, most bands know that one of the best ways to be playing big shows and bringing out slamming records etc... Is to have a booking agent, a manager, a producer and all sorts of stuff. But what a lot of them don't know is that it's THEIR OWN responsibility to find fans. It's not your booking agents job to give people something awesome to enjoy and get the word out. That's your job as the band. Obviously, this is going to make a lot of people think... "Well, surely if we are doing lots of tours supporting bigger bands and playing to lots of people every night, isn't that how people will hear about us and THAT is how we will make new fans"? And our answer is... Kinda... This can work. But don't count on it. We refer to this as the 'old school' method. Its pretty much a 1 in a million scenario where a small unheard of band gets to land an opportunity like this. And even so, there are endless variables that could stop people converting to fans even if you ever landed such an opportunity. To name a few, their focus is going to be entirely on the band they love and came to see, there's no immediate call to action to start building a relationship with them unless they were genuinely blown away and look into you later of their own accord. And over a 10 date tour playing to sold out 1,000 capacity venues... That's still only 10,000 people. Many of whom turn up later for various reasons I.E they want to go drinking before or that they have no interest in seeing the other bands. And even if they are present, they may simply not pay attention whilst you're performing, etc. And what good really is that when you can reach 10,000 people on Facebook instantly on a shoestring

budget? Again, we're not saying that landing a 10 date tour playing to 1,000 people per night wouldn't be a great thing. All bands want to be playing big shows. But they are going about it backwards. These are the kind of tours they will be getting put on once they have a fan base to strengthen ticket sales. And that's when these tours actually have the intended purpose! If your name has already been popping up everywhere for a while, people will actually make an effort to see you at these shows and therefore, have an opportunity to appreciate your live show which will help build the relationship. This is when all of the industry guys poke their heads in to see if there's an opportunity for themselves to get in with the next big thing. So what we are saying is, a great opportunity at the wrong time can actually be very ineffective. So it's important to make yourself known beforehand and not just wait around.

There's another myth similar to the old school method that needs addressing... You know, the one where you make a sick album and pass it around some 'connections'? And you hope that one day, someone might love it and decide to fund you and take care of all of the financial and business aspects allowing you to focus entirely on being artists? That would be the dream, right? Well, this also COULD potentially happen... But again, don't count on it. You have no control over this either and you will waste years and years of your life following a long path of disappointment that eventually leads to nothing. As we said before, your band is a business. It would be wrong for any other business to come up with a cool idea, maybe even make a product and assume that someone else is just gonna turn up and do all of their marketing and brand building for them, wouldn't it? It sounds stupid when you compare it to any other business, doesn't it? But your band is no different... So you need to take responsibility and build it for yourself. This is why we believe so strongly in learning how to market your own band. It means that every single day, you can get more successful as a mathematical certainty. And the even cooler thing about learning how to market yourself is that when you do get to a point where you have a full team of agents, managers etc, you'll always know exactly what they are doing and why they are doing it. This means you'll be able to challenge them if you ever think you're being dicked around which happens to SO MANY bands. And never forget that all of these team members you may eventually acquire are just stepping stones allowing you to build a better relationship with your fans anyway. So now, thanks to Facebook, you have the power to do so much of this without a big team. So why would you wait when you can start literally today? Never forget that all it ever was and ever will be is between YOU and your fans. That's what is important. Never forget that you are there for THEM! They are only supporting you because they love the value you add to their lives. That is the big secret after all. Do everything you can for your fans and be as valuable as possible. And they will be there for you in return.

Now that you know that your band is a business, that you have to think and act like an entrepreneur, and that marketing is absolutely essential, its time to paint a solid picture in your mind of what a real business should be. A business is an organisation that aims to solve a problem or provide joy to a specific

group of people. With Innersound Audio, we aim to solve many of the struggles that musicians have on their journey to becoming successful. And we have a whole range of different ways we do this! Not just for bands, but for music producers and everyone in between. If a business doesn't have a core 'mission statement' and is only trying to make a profit, then they aren't truly selling anything and therefore, have already failed. If your business is based around helping people with something you really care about, then you will always feel a sense of purpose and satisfaction. You will also have what feels like a never ending well of passion and drive to create value and new ways to serve people. But even though the primary goal is to help people, it's important to know that you MUST be paid for what you do. Otherwise, it's simply not possible to keep providing value. Because the fact is, you can't live without money. You can't pay the bills with a "Thanks, bro. Really appreciate it"... Trust us, we've tried. That was basically our income for years. You may already know your mission statement, or you must at least know by now that if your band is going to become successful, your focus has to be on what you can do for people and not what they can do for you. We have a lot more information on this in our other blueprint for the top 5 mistakes that bands make.

Ok, you've now learned a lot of awesome business and marketing concepts and strategies. And you'll be relieved to hear that the Facebook ads themselves are actually the easy part. What makes them complicated are the stages you need to consider based on your current relationship with who you are targeting, and what action you are trying to get them to take to ascend them to the next stage. Now, we bet a lot of you right now are thinking... "Shit. That already sounds really complicated". But it's not. You want your band to gain as many raging fans as possible, right? This is the end goal. But you have to build people up to this point in stages just like building any relationship. And luckily, there aren't that many stages to take someone who's never heard of your band right through to becoming a raging fan. We want to show you how this would work using something we can all wrap our heads around. Tinder. Even if you've never used it, you probably know what it's for, right? It's an online dating app. When you go on Tinder, you probably have an end goal in mind. It's gonna be different for everyone but to keep this tasteful, let's say your goal is to 'find a partner'. So we now have our goal, but there are several stages before you can get there. First, you need to get some matches, then speak to some of them, then find out which ones you are compatible with, then go on dates with them, then go on more dates with the people you enjoyed being with until you eventually find a partner. In marketing, we call this a funnel. This is because the amount of people going from one stage to another is going to get smaller as you get closer to your end goal. So you could go on Tinder, do some swiping for a while and get 100 matches. But that's not the goal. All you've done is find people who are potentially interested in what you have to offer. We would call these 'leads'. The next stage is to get some higher confirmation that they are actually interested. And how do you do this? You've got 100 matches... Let's say you decide you like the look of 20 of them so you slide in there with a classic such as "Hey, baby..." Maybe you weren't on their mental list of people they actually wanted to speak to so only 10 of them reply. (Does this all sound familiar?!) You are officially at the next stage. You start building a conversation with them all but find that after a day or 2, it just wasn't working with some of them, so now you're down to 3 people who are much more qualified people to fill the role of your end goal. It's kinda like the process of elimination, working out if you are both interested in what you have to offer.

So now you try to arrange a date with each of them to see if you can go to the next stage. One of them now begins ignoring you, but it's going well with the other 2, so you decide to make a plan and go to the next stage. You go on these 2 dates and realise that one of them cat-fished you and now you're sat at weather-spoons with a camel trying to think of an excuse to leave. The next date comes and all is going well... You finish the night and decide you'd like to see this person again. The problem is, this person is now ignoring you because you weren't what they were expecting! Damn. Turns out, you're gonna need a lot more people to enter your funnel for this to work out. So the more people you can get in your funnel the better! There is some good news though... This isn't Tinder. You are a band. And the lifecycle and funnel of a band is actually much more simple. Plus, it's far less of a life commitment, so you won't need to persuade people so hard to become a fan. And on top of that, Facebook has over 2 BILLION active users with an insane amount of data on every single one of them, and it has new people joining every day. So never fear that you're going to run out of new fans to bring into your world.

So what are the stages of a band? The life cycle of a band is actually pretty simple and just repeats until you choose to stop or have to due to not having enough fans. You make a new album, you let people know about it, you promote it, you tour, and this pretty much just repeats. Of course, this is a major birds-eye view of the whole process, there's a tonne of extra stuff that goes in-between all this but this is the general process of a band. But what makes this process effective is having as many raging fans as possible. The more raging fans you have, the more successful the band is. So what you need to focus on is getting as many people in the front door as possible. This way, you can start building a relationship with them and converting them into raging fans. Let's break this into 2 halves. Just like any business, there is a front end and a back end. They both serve completely different purposes and are both pretty simple. The front end of any business is to get people in the front door. There's usually little or no profit made here, but it's a chance to show potential customers who you are and what you have to offer. And then there's the back end. This is where all your money is made. Because people are only going to spend money on your band once they already know and like you. The back end of a band is having people go to your shows, buy your merch, and anything else that a raging fan would do. There are actually endless ways to monetise a band. Some classic things include meet and greets, handwritten lyric sheets, etc. And many band members these days start side businesses such as clothing lines because they know they have instant access to a large fan base who are interested in anything they do. You could never expect someone who's never heard of you to be spending their hard earned money on you so it's important to go through this process of getting people to know and like you. In business, we call the entire front end process 'Lead Generation'. This is exactly what it sounds like. You generate leads. You scour whatever resources you have to find potential customers or in your case, fans. You aren't trying to get them to go to your shows or anything just yet. You're just trying to get them to become aware of you by slowly leaking into their lives and providing as much value as possible so you can get them to begin taking steps towards building a relationship with you of their own accord. The first sign of interest will be 'Liking' your Facebook page. We just want to clarify once again, that Facebook is the perfect platform for lead generation because you can find so many

people with very specific interest meaning you can make a pretty educated and data-driven guess about who may like your band.

So how do you slowly leak your band into peoples lives? You should now be completely aware that your band is all about what you can do for your fans and NOT what they can do for you. You can't just go up to a random person in the street and say... "Like my band! Come to our gig! Buy our merch"! Because the fact is, they won't care. If some random shop owner just came up to you and demanded that you buy something from him, you'd be kinda offended and be questioning why the hell you should do that! He hasn't shown you how you can benefit, nor given you time to adjust to the idea and think about if you're comfortable yet parting ways with your money. So why do so many bands think it's ok to do this to people?! Think about all the competition bands have these days... There are millions of them everywhere you look. And people have such short attention spans due to social media that it's nearly impossible to get them to actually listen to you. Never mind become a raging fan. When we think back on some of the bands we listen to now, it's like... How did we even hear about these?! And 9 times out of 10, it was from when someone picked us up in their car, more than likely started driving us to McDonald's and turned the music up. You don't really pay attention and you don't really care. But once this has happened 2 or 3 times, you might eventually find yourself saying... "Dude, put that cool song on... You know, the one with that PHAT breakdown?" Next thing you know, you're jamming them on Spotify, following them on Facebook, going to their shows and you're now officially a raging fan! The more value a band adds to your life, the more value they get from you! The problem with this entire process is that you have absolutely zero control over it. So what if there was a way to make sure that you were slowly leaking into peoples lives all day, every day? And not only that, encouraging them to confirm that they're interested in you by performing a small action... A lot of bands still think they need to go down the traditional press campaign route. And we're sure these may still work for some bands who have a great deal of patience and money at their disposal, but not everyone does. This is another reason we think it's important to learn how to introduce people to your band by yourself.

The way these traditional campaigns work is by spending a tonne of money applying to be put in magazines so you can spread the word of your band. And you do this because you assume that new potential fans will be reading these magazines. You're hoping that they will see your article and become a fan. The problem is, there's no guarantee you'll even get in these magazines in the first place. And there's no call to action or clear steps to take in order for people to easily become a fan. And we say 'easily' because that's actually what it takes for people to become a fan these days. We need stuff handed to us on a plate if we are to participate. Things have changed over the past few years and we now live in a 2 click generation. If we can't get what we want within 2 clicks, we have already become bored and lost interest. Now, forgive us if we're wrong to assume this... But if you get an ad or article in a magazine, it's incredibly unlikely for someone who's never heard of you to remove their attention from the bands they already know, like and want to read about to revert to your article, become hooked, put the magazine down, go on Facebook, find you, like your page, learn about you and then begin the journey of becoming a raging fan. We personally think that in this day and age, it's absolutely INSANE to rely on this as a source of generating fans! The only real value we can see this adding to your band when you are just starting out is the fact that it's cool to tell all your buddies that you're in a magazine. And it can add a little sense of validation since a magazine is aware of you. But this is dying out pretty quick. And on top of ALL of this, how many people are even reading these magazines anymore!? With the internet and social media, that number is getting smaller all the time. If you want to go down the traditional route, then feel free. It might work! We can certainly see it being useful once you are already an established band and it's a chance for your fans to keep up to date with you! Saying that, we know that most people do this through social media now. And advertising yourself through Facebook guarantees results, costs less than a crate of beer and you can start RIGHT NOW!

Let's go over how the front end of a band would work so you can start to get a tonne of people in the front door. Then we'll go over how you can build a relationship with them from that point. And the cool thing is, you can do it all within Facebook with very little technical knowledge. We're going to refer back to our earlier example using Tinder and show you how it relates to building a fan base. Because, like Tinder, this is also just a simple relationship building process. Now, we don't want you to get overwhelmed. The Facebook marketing world is deep and complex, but we're only going to go over one part of it. And this is the only part of it you need to know to build a fan base! You may have heard terms such as retargeting, pixels and all kinds of scary stuff! But you can bring people in the front end and build a relationship with them entirely on Facebook so you don't need to know any of it just yet. We will use a few marketing terms but we'll explain them in full as we go on. As we've mentioned before, what makes Facebook marketing complicated, is simply not understanding the concepts and psychology we are teaching you in this blueprint. A lot of people know how to set up an ad... But if they have no idea how to get a specific response out of the right people at the right time, their marketing campaigns don't work. This is when they start crying and saying "Facebook marketing is dead". We strongly stand by the fact that as long as there are people using Facebook, and thousands of years of human psychology and building relationships remains consistent... Facebook marketing will work. We want to just remind you that the front end of your band is getting people initially interested. This absolutely HAS to be the first step. And then you can focus on the back end which is where you can start building the relationship with them. It's on the back end where you provide higher value in the form of shows, merch and get people spending money on you. In business and marketing, we know that the money is made in the retargeting. Retargeting just means that we are having further interaction with someone, therefore, they are more likely to want our higher cost offers. So if someone has already heard of you and actually likes you, they are much more likely to take up any offers you may have. And if you are at the point where you are retargeting them, then they have obviously already gone through your front end and are now in your back end.

The way these traditional campaigns work is by spending a tonne of money applying to be put in magazines so you can spread the word of your band. And you do this because you assume that new potential fans will be reading these magazines. You're hoping that they will see your article and become a fan. The problem is, there's no guarantee you'll even get in these magazines in the first place. And there's no call to action or clear steps to take in order for people to easily become a fan. And we say 'easily' because that's actually what it takes for people to become a fan these days. We need stuff handed to us on a plate if we are to participate. Things have changed over the past few years and we now live in a 2 click generation. If we can't get what we want within 2 clicks, we have already become bored and lost interest. Now, forgive us if we're wrong to assume this... But if you get an ad or article in a magazine, it's incredibly unlikely for someone who's never heard of you to remove their attention from the bands they already know, like and want to read about to revert to your article, become hooked, put the magazine down, go on Facebook, find you, like your page, learn about you and then begin the journey of becoming a raging fan. We personally think that in this day and age, it's absolutely INSANE to rely on this as a source of generating fans! The only real value we can see this adding to your band when you are just starting out is the fact that its cool to tell all your buddies that you're in a magazine. And it can add a little sense of validation since a magazine is aware of you. But this is dying out pretty quick. And on top of ALL of this, how many people are even reading these magazines anymore!? With the internet and social media, that number is getting smaller all the time. If you want to go down the traditional route, then feel free. It might work! We can certainly see it being useful once you are already an established band and it's a chance for your fans to keep up to date with you! Saying that, we know that most people do this through social media now. And advertising yourself through Facebook guarantees results, costs less than a crate of beer and you can start RIGHT NOW!

Let's go over how the front end of a band would work so you can start to get a tonne of people in the front door. Then we'll go over how you can build a relationship with them from that point. And the cool thing is, you can do it all within Facebook with very little technical knowledge.

We're going to refer back to our earlier example using Tinder and show you how it relates to building a fan base. Because, like Tinder, this is also just a simple relationship building process. Now, we don't want you to get overwhelmed. The Facebook marketing world is deep and complex, but we're only going to go over one part of it. And this is the only part of it you need to know to build a fan base! You may have heard terms such as retargeting, pixels and all kinds of scary stuff! But you can bring people in the front end and build a relationship with them entirely on Facebook so you don't need to know any of it just yet. We will use a few marketing terms but we'll explain them in full as we go on. As we've mentioned before, what makes Facebook marketing complicated, is simply not understanding the concepts and psychology we are teaching you in this blueprint. A lot of people know how to set up an ad... But if they have no idea how to get a specific response out of the right people at the right time, their marketing campaigns don't work. This is when they start crying and saying "Facebook marketing is dead". We strongly stand by the fact that as long as there are people using Facebook, and thousands of years of human psychology and building relationships remains consistent... Facebook marketing will work. We want to just remind you that the front end of your band is getting people initially interested. This absolutely HAS to be the first step. And then you can focus on the back end which is where you can start building the relationship with them. It's on the back end where you provide higher value in the form of shows, merch and get people spending money on you. In business and marketing, we know that the money is made in the retargeting. Retargeting just means that we are having further interaction with someone, therefore, they are more likely to want our higher cost offers. So if someone has already heard of you and actually likes you, they are much more likely to take up any offers you may have. And if you are at the point where you are retargeting them, then they have obviously already gone through your front end and are now in your back end.

Ok... Back to the actual process. It all starts with 'lead generation'. This is where we use whatever platform we are on whether it be Tinder to find a partner, or Facebook to find fans, and scan through so we can find people who are potentially interested in what we have to offer. In marketing, we would refer to these people as 'cold traffic'. This is because they've never heard of you yet, there's no relationship or bond and they have no idea why or how you're gonna be of any benefit to their lives. The goal is to build the relationship to the point where they are raging fans, which we would also refer to as 'hot traffic'. Because we know from this point, it's gonna be far easier to get them going to your shows, etc. Let's start with targeting. If you're on Tinder trying to find a girl aged 20 - 24, you'd probably fill it out that you're looking for a girl aged 20 - 24. If you don't, then don't be shocked when you keep getting a load of 45-year-old dudes showing up whilst you're swiping away. On Facebook, if you're in a female fronted pop punk band from the USA, don't be targeting 65-year-old men in China who like smooth jazz. You'd probably have more luck getting leads by targeting Paramore fans. This is because they've already proven they are interested in your kind of band by liking Paramore's page. Why else would they have liked them if they weren't even remotely interested in a female fronted pop-punk band?! With cold traffic, you simply have to make an educated guess. It's like if you created a new chocolate bar with caramel and biscuit in it. You'd probably start by showing it to people who love a good Twix because they've already proven that they like this kinda thing. We will go over this in far greater detail when we show you how to actually set up an ad, this is just an opportunity to get you familiar with the concepts and stages. Ok... The next thing to think about is the ad and copy. The copy is just what you call the writing in marketing. So what are you going to use to attract your new leads? What would be good bait? On Tinder, a saucy display picture and a smooth bio would be your ad. If you're struggling to get leads, you now know that you need to work on your bio or pick a new DP. It's important to provide the best value you can at every stage to make sure as many people go through to the next stage as possible. Because if you're paying for 100 people to see your ad, the dream is to have all 100 people like your band! This is obviously the best value for money. However, that's a completely unrealistic expectation. Most conversion rates are typically between 1 to 5%. So as a band, what is the best

kind of bait? Ideally, it would be a music video and a brief message that summarises your mission statement, so people can see what's in it for them. You want to encourage your target audience to become leads by 'Liking' your page. We have some golden advice for this part later on... The cool thing about Facebook is that you can set up campaigns optimised for a specific call to action. And by this, we mean that if your campaign is to generate leads by getting people to 'Like' your page, not only do we target the people we think will be interested, but Facebook's amazing algorithm will show the message specifically to people who have a history of performing the chosen call to action. So when setting up your campaign, you'd optimise the ad for 'Page Likes' to increase your conversion rate. A conversion rate is just the term that signifies how many people took the desired action. If you set up a 'Page Likes' campaign and 100 people see the ad but only 5 people like your page, then you have a 5% conversion rate. And getting 100 people to see your ad on Facebook isn't expensive. So don't worry about any of the figures we are throwing out here. They are all theoretical for the purpose of explaining these concepts. So imagine you've now had this lead generation campaign running for a while and you've got 1,000 new "Likes" as a result of the ad... This is great, but it's the same as having 500 matches on Tinder. The first sign of interest has been made, but it doesn't mean you've reached your goal. Just in the same sense that 500 matches doesn't mean you have 500 partners, you don't now have 1,000 raging fans. Ever noticed how some bands out there have around 1,000,000 'Likes' but they only sell 200 - 500 tickets per show? That's still a great number of people to get to every gig, but it's much less than the 1,000,000 "Likes" they have on Facebook. And that's absolutely fine! Because your page likes aren't always a true representation of how popular your band is. We've seen bands out there with around 40,000 'Likes' who can sell out Academy 1 venues in the UK which can be anywhere between 1,000 to 3,000 capacity! This is simply because they might be older bands whose fan base doesn't really hang out on Facebook so much. Yet on the other end of the scale, there are bands out there who have tens of thousands of 'Likes' who couldn't sell out a shoe cupboard. How does this work? Well, it's pretty simple. Either they bought poor quality 'Likes' or for some crazy miraculous reason, a tonne of people decided to jump on a bandwagon and pretend to be interested in them.

Either way, it's nothing to worry about. And what do we mean by poor quality likes?

This is basically where you target people worldwide with broad interests who would 'Like' anything. Although it can cost as little as £0.001 to get a Facebook 'Like' this way, they don't hold any weight. Because if you're a UK based band, it's no good having 68,000 likes from people in Nigeria, because they were never gonna come to your shows anyway. You could do that if you want to get those 'Likes' right up for social proof, but this can hinder you in the long run. And we'll explain why when it comes to the 'retargeting' part of the blueprint. That's basically the same as swiping right on everyone and getting 1,000 matches on Tinder but only being interested in 3 of them. There's no way you can mutually benefit.

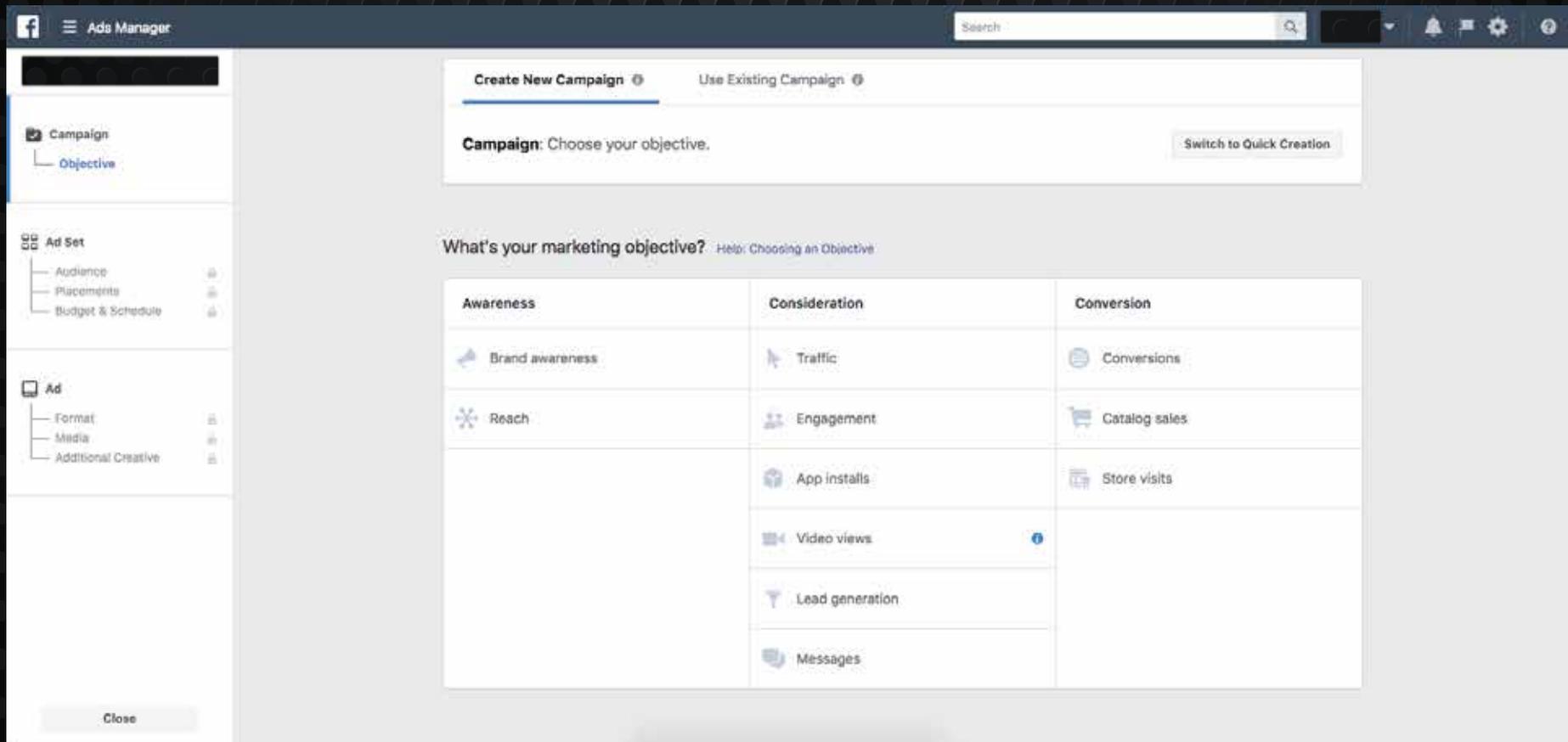
Ok! Now you know more than most musicians EVER will about growing their band! And we've gotta say, congratulations! Truly! If you made it this far, then you really are doing all you can to seek out how you can get your band to the level you want it to be, and you're willing to work hard for it. We bet you now feel incredible going through this and you're probably having a thousand revelations. We bet you can't wait to start. And your goals don't just look possible, but almost in sight! And it'll also feel like you're sat on some kind of crazy secret scroll that has been hidden away by all the biggest bands in the world who want to keep it all for themselves. But tough luck for them! There's room for everyone up there! Well... Only the ones who work hard and deserve it... And you'll be even more pleased to know that, we're nearly done. Now you're going to understand WHAT you're doing and WHY you're doing it as we set up your first fan base building Facebook ad campaign!

So the first thing you obviously need is a band page on Facebook. Which we're assuming you already have if you're this deep in. If not... Go make it! And you need to have an Ad account set up. Which we're assuming a lot of you do also. If not, there are a tonne of articles on Google and videos on YouTube but its pretty straightforward. It's pretty much just adding some payment details. You should be now set up and ready to begin sending brand new people to your

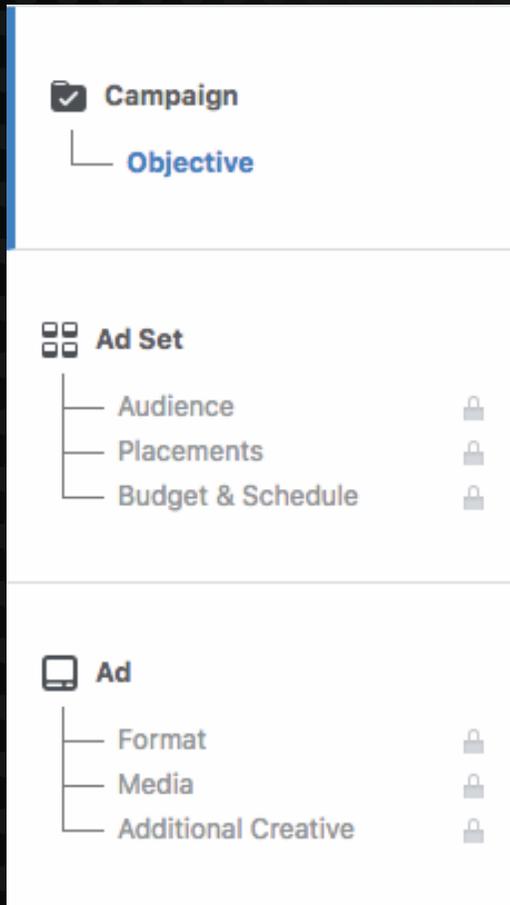
band page and getting some people in the front door! We advise you do this on an actual computer instead of a phone. It's gonna be a hell of a lot easier.



Ok, so you're gonna click the drop-down list at the top right of your facebook page and click 'Create Ads'. That will take you to this page!



## 2



You'll see on the left that creating an ad is split into 3 different sections. And fear not, they aren't confusing. The first part is the 'Campaign'. A campaign is basically just a process where you work towards a specific goal. And Facebook has given you a bunch of options so you can optimise your campaign for the desired result. But for the most part, you can ignore all of these. Most people will only EVER use Traffic, Engagement or Conversions. In your case of finding new fans, it's going to be the 'page likes' tab under 'engagement'. The next section is 'Ad Set' which is simply where you set up your targeting to get your message in front of the right people, how much you want to spend and a few other simple bits. And finally, we have the 'Ad'. And this is the actual ad that people see including the picture or video you use and the writing! This is the part where you need to catch people's attention and get them initially interested. You also need to give them some form of 'call to action'. And in our case here, the call to action is 'Like Page'. This is so they have officially become a lead for your band and are now in the back end so you can start building a relationship with them. You must have seen ads before where there's a button such as 'Learn More' or 'Download', etc.

Now it's time to create your first campaign! And as we know, our current goal is to bring new potential fans into the front door of your band. Then they can see how great you are as you provide them with exciting content and begin building the relationship. And you keep providing value and growing that relationship until they become raging fans. The more raging fans you have, the bigger your band is. And we are going to encourage them to raise their hands and say 'Hey, I'm interested in you guys' by performing a small, low commitment action which is 'Liking' your band page! As we mentioned earlier, Facebook is very smart. It has several objectives for you to choose between depending on your specific goal. Not only do you later have a bunch of options to narrow in on your ideal fans... You can find the ones who have a history of performing the objective you chose. You see, you could choose a video views ad. And if we had a history of ignoring sponsored videos as we scroll through Facebook, (which Facebook would know from its monumental amount of data collection)... Then it wouldn't show us your ad which makes your advertising money more effective. Because this is what Facebook wants. It wants you to be successful with your advertising so that you keep pumping money into it. This is also the reason you'll only ever see ads that have some at least vague relation to your interests. The more an ad speaks to you, the better the advertiser. So from this point, you're gonna want to study every ad you see and start questioning what grabbed your attention, what made you click, etc. Did you click on it to make the person who ran the ad happy? Or did you click on it because you saw a way to solve an issue or benefit? What made you click on the ad that led to you getting your hands on this?

3

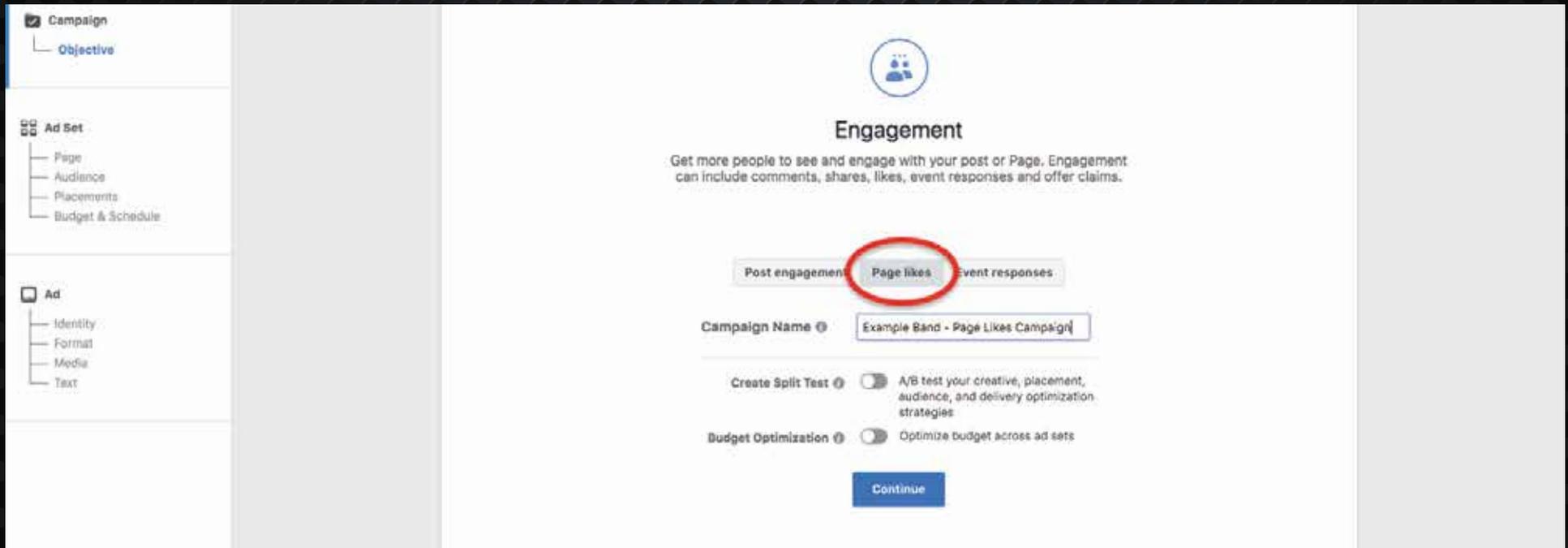
Now you're going to select 'Engagement' which will open up a new list below, giving you a few options.

The screenshot shows the Facebook Ad Manager interface. At the top, there are options for 'Create New Campaign' and 'Use Existing Campaign'. Below this, a 'Campaign' section prompts the user to 'Choose your objective.' with a 'Switch to Quick Creation' button. The main area is titled 'What's your marketing objective?' and features a grid of objective categories: Awareness, Consideration, and Conversion. The 'Engagement' option under the 'Consideration' column is highlighted with a red circle.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	<b>Engagement</b>	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

## 4

You need to click on 'Page Likes' then give the campaign a name. You can call it whatever you want, but you should call it something relevant. Because you might set up a bunch of them in the future so you'll want to be able to easily recognise them. We've put an example in there but you can customise it as much as you like. Maybe even put the date in there if that's important to you! Then just click continue.



The screenshot displays the Facebook Ads Manager interface for setting up a campaign. On the left, there is a sidebar with navigation options: Campaign (Objective), Ad Set (Page, Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Media, Text). The main content area is titled 'Engagement' and includes a description: 'Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.' Below this, there are three tabs: 'Post engagement', 'Page likes' (highlighted with a red circle), and 'Event responses'. The 'Campaign Name' field contains the text 'Example Band - Page Likes Campaign'. There are also two toggle options: 'Create Split Test' (disabled) and 'Budget Optimization' (disabled). A blue 'Continue' button is located at the bottom.

## 5

Now you're on the ad set. Which again, will need naming. This is important if you wanted to split test a bunch of different audiences. For example, if you were in fact, a female fronted pop punk band. You might assume that fans of Paramore, Tonight Alive and New Years Day are good potential fans. But instead of targeting all 3 bands in one ad set, it would be wise to just pick 1. And the reason being is quite simple. Say you were to put £5 per day into an ad with all 3 of these band pages as your targeting... Maybe you get 30 page likes per day, but you have no idea which page they were coming from! For all you know, all 30 came from Paramore fans and the other 2 band's fans weren't interested in you. But 2 thirds of your ad cost was still being wasted on an audience that doesn't care. Meaning that only around £1.66 was being spent getting you those 30 likes. Wouldn't it make sense to put all £5 into the Paramore fans and get 3 times the results for the same money? So if you split these 3 audiences into individual ads, after a week you can see if any of them are simply a waste of money. And if so, you can use the money you were going to spend on the wasted audience on the one that's working! Keep all this in mind when it gets to filling in your target audience. Obviously, you will need to think about your band and what kind of bands out there are similar that are KILLING it! Anyway, next you'll see a tab to choose the page you want the ad to run from. Just pick your band page.

The screenshot shows the Facebook Ad Set creation interface. On the left, a sidebar lists the steps: Campaign, Objective, Ad Set, Page, Audience, Placements, and Budget & Schedule. The main area is titled "Create New Ad Set" and "Create Multiple New Ad Sets". The "Ad Set Name" field is highlighted with a red circle and contains the text "Example Band - Page Likes - Paramore Fans". Below this, the "Page" section is highlighted with a red circle and contains a dropdown menu labeled "Choose a Page". To the right, the "Audience Size" section shows a gauge with a needle pointing towards "Broad" and the text "Your audience selection is fairly broad." and "Potential Reach: 52,000 people".

## 6

Time to actually set up your audience! Either you've been doing this for a while and already have some saved audiences or you're gonna have to create a new one. There's a lot of things to consider here. You need to think about the quality of the likes you are going to get. What kind of fans do you want? Here's a point we made to a band we helped set this up a while back... Where are you based? Do you think you'll be there for a while? If so, is there any point in trying to build fans in a different country just yet? There's never anything wrong with getting more fans and interaction online from people who love your band, especially from a social proof point of view. But if half your advertising money is being spent making fans in the US, and you are from the UK, you're very limited on the money you can make on the back end from these people for a long time. Whereas if you were focusing on building fans in the UK, as soon as you start touring, they can go to your shows. And it won't cost a fortune to send them merch orders. So it's really up to you at this point to prioritise your finances.

The screenshot shows the Facebook Ads Manager interface for configuring an audience. The left sidebar shows the navigation menu with 'Objective' checked, and 'Ad Set' and 'Ad' sections expanded. The main area is titled 'Audience' and includes options to 'Create New' or 'Use a Saved Audience'. Under 'Custom Audiences', there is a search bar for 'Add Custom Audiences or Lookalike Audiences'. The 'Locations' section is set to 'Everyone in this location' and shows 'United Kingdom' selected. The 'Age' range is set to '18 - 30', and 'Gender' is set to 'All'. The 'Languages' section is set to 'English (All)'. On the right, there are tabs for 'Specific', 'Broad', and 'Broad' (partially visible). Below these tabs, it shows 'Potential Reach: 52,000 people' and 'Estimated Daily Results' for 'Reach' (420 - 1,200) and 'Page Likes' (7 - 26). A disclaimer at the bottom right states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?'



Social proof, by the way, is just when people follow the trends or put their faith in other peoples actions. For example, if you go on Amazon, you may not even read the description, but you'll certainly check out the star rating and see how many people rated it. We just trust that if a lot of people say something is good, then it probably is. Something to always keep in mind is how much a new fan is going to be worth to you in the long run... You could target third world countries and get thousands of likes per day at around £0.005 per conversion, but none of them will be going to your shows. However, you could have very specific targeting that actually costs you quite a lot of money per like. For example, you might target the perfect kind of fan who loves your style of music, lives in the same country, goes to shows etc and it's costing you 20p to 50p per like which is very expensive. But if you've brought the perfect kind of fan through the front door, and you keep providing value by writing great songs, being active online etc, then these are the kind of people who will become raging fans. If it costs you 50p to get one of these fans, that's 10 fans on a £5 advertising budget. And if only 1 out of 10 spends £15 on you by going to a gig and buying a t-shirt, that would be a 3 x return on investment. A lot of businesses would be very happy with that.

However, that was just an example. Maybe each of these fans would spend £50 to £100 on you over the years! Next, you need to select the age range, gender and language. For the most part, you can make an educated guess about these and just learn from the feedback. But there is also an audience insight tool available on Facebook which allows you to type in the page you are going to use as a cold traffic source and it will show you some key demographics. It's very simple to use and there's a tonne of stuff on YouTube that covers it. Don't worry about custom audiences just yet, we'll go over that a little later but this is great for using the data from your first ad to see what works and create new audiences from it. For example, if you have a video on Facebook, you can create a custom audience of everyone who watched 75% or more. By watching that much, you can safely assume that they liked it. Then you can create a lookalike audience of everyone else on Facebook that is similar to these people. Don't worry about this just yet though. That's a little more advanced.

## 7

Now you're actually going to fill in your targeting. I'm sure you will have put some thought into this by now after everything we've gone through. Its best to begin with just the main page you want to target. And here's a tip, it's probably the biggest band in the world that is most similar to you. The secret is to just find the people who already like what you provide. There are a few options below to 'exclude people' or 'narrow further' which get's a little more complex so you can just leave this. But as you can see in the image, we chose the narrow further box and added 'Leeds and Reading Festival'. We did this because, if someone has liked the Paramore page AND the Leeds and Reading page, we know that they like female fronted pop punk bands and also music festivals. The fact that they like festivals implies that they are a more active music fan which is what bands need for the back end of their business. And the 'Add a connection type' is a great function that allows you to exclude people who already like your page. Because there's no point paying for an ad that is trying to get someone to like your page when they already have. That's just a waste of money. This way, it will only go to new people.

The screenshot displays the Facebook Ad targeting interface. On the left, the 'Ad Set' and 'Ad' sections are visible. The 'Ad Set' section includes 'Page', 'Audience', 'Placements', and 'Budget & Schedule'. The 'Ad' section includes 'Identity', 'Format', 'Media', and 'Text'. The main area shows 'Detailed Targeting' with the following configuration:

- INCLUDE** people who match at least ONE of the following:
  - Interests > Additional Interests > Paramore
- and MUST ALSO** match at least ONE of the following:
  - Interests > Additional Interests > Reading and Leeds Festivals

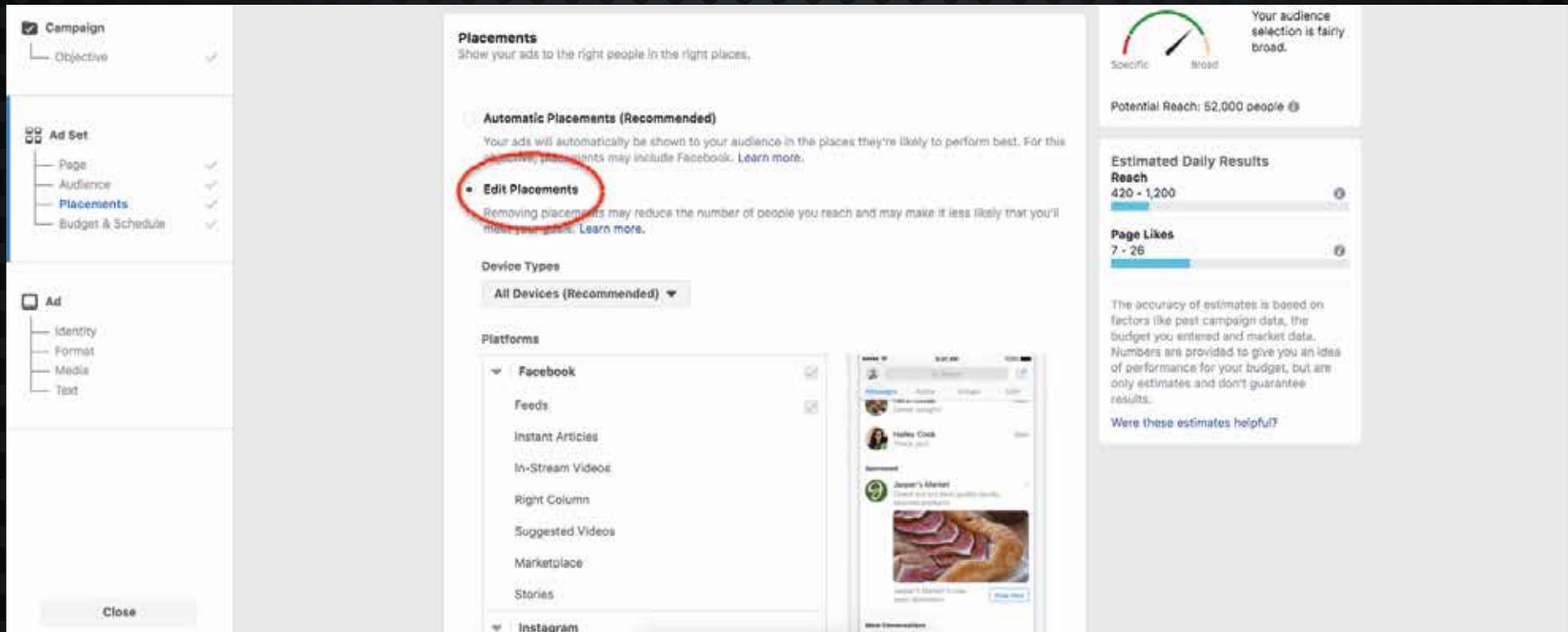
Below the targeting options, there is a section for 'Connections' with a dropdown menu set to 'Add a connection type'. At the bottom, there is a 'Save This Audience' button. On the right side, the 'Estimated Daily Results' are shown:

- Reach:** 420 - 1,200
- Page Likes:** 7 - 26

A disclaimer note states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?'

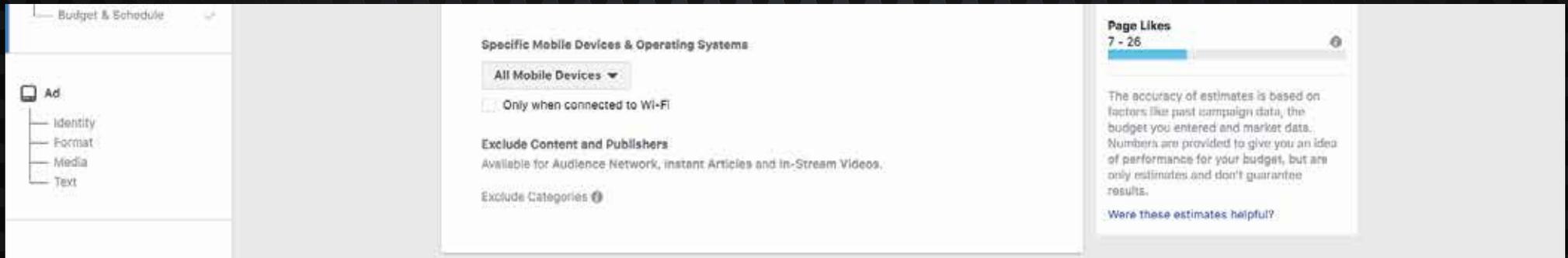
8

Next, we have 'placements'. And this is very straightforward. Particularly in our case where we are just trying to get new likes. This just shows where you want the ad to show up. We only want this to show up in the Facebook news feed. There's no point having an ad going around with a huge 'Like Page' tab on it floating around on Instagram. Facebook doesn't actually let you show the ad anywhere else on this kind of campaign anyway so you should be safe leaving it on automatic. But just to be safe, click on edit placement and you should see that all of the boxes are blocked off and only the news feed box under the Facebook list is ticked.



## 9

The next part allows you to choose if you want your ads to go to people using mobile, desktop, or both. This is something in the long run that you may have to split test... We would advise just doing 'All' for now because there's no way to know except for split testing what your fans are browsing Facebook on mostly. These days, most people will have a quick scroll through Facebook maybe whilst they're at Subway, waiting for their Italian BMT to be toasted. But that doesn't strictly mean that this is the time they will pay attention to your ad either... Maybe most people will pay attention to your ad when they are at home at night, casually browsing on their laptop? Again, it's best to just have it run everywhere until you have the funds to split test this and find out for sure. There's a good chance it's half and half anyway so don't sweat the small stuff. The fact that you are even doing this at all puts you miles ahead of the competition.



The screenshot shows the targeting options in Facebook Ads Manager. On the left, a sidebar lists 'Ad' with sub-options: Identity, Format, Media, and Text. The main area is titled 'Budget & Schedule' and contains several targeting sections:

- Specific Mobile Devices & Operating Systems:** A dropdown menu is set to 'All Mobile Devices'. Below it is an unchecked checkbox for 'Only when connected to Wi-Fi'.
- Exclude Content and Publishers:** A section with the text 'Available for Audience Network, instant Articles and In-Stream Videos.'
- Exclude Categories:** A section with a help icon.

On the right side of the interface, there is a 'Page Likes' section showing a progress bar for '7 - 26'. Below this, a text box explains: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.' A link below reads 'Were these estimates helpful?'.



Time to reach in those pockets homies!!! There's a lot we could say on this... A lot of bands don't want to invest. And if we were cruel, we would tell those people to quit right now because they've already got no chance. But that's not our place to do so. So we'll just let them do what they do for however long until they decide that they aren't a band anymore and the 'industry is fucked' or whatever. If you are a band of 5 people... And you can all source £1 each per day, you will have a £5 daily advertising budget. This is approximately £30 each per month to build your fan base and create the foundations for your future. We find ourselves saying this far too often. **YOU MUST INVEST IN YOURSELF!!!** We won't back this up with our usual 12-year rant as to why you must but just know, if you won't do it... It truly is already over. Most people can afford a night or 2 out per week spending easily £100 but they won't have £30 for their band. Get your priorities in order if you want things to fall in to place. If you've got more money to put into your band, then that's obviously far better! You can be split testing different audiences and even running sponsored ads of cool content to those who are now fans of your page to begin building the relationship! We do, however, have some advice with budgets based on how the Facebook algorithm works... If you're 100% committed, ready to go and you're the kind of guys who put every penny you can into the band... And you've got £1,000 ready to drop into ads to get the best result as quickly as possible.... Start at £5. Facebook is smart, but its great at wasting money too. It works hard when you make it. If you start with £1,000, it will basically assume you have money to piss away and be slack on the job. If you only feed it a little bit... It has to get into gear and start being resourceful. The best and **ONLY** real strategy you should use with Facebook is to start small and incrementally scale. If your ad is doing well, you can increase your budget by as much as 10% per day. No more or the ad will go to shit. And also be aware that when you launch an ad, it's gonna take a couple of days to settle and find its feet. It's basically just optimising.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget**    
£5.00 GBP

Actual amount spent daily may vary. ⓘ

**Schedule**  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **£35.00** per week.

**Optimization for Ad Delivery**  **Page Likes** - We'll deliver your ads to the right people to help you get more Page Likes at the lowest cost.

**Bid Strategy**  **Lowest cost** - Get the most Page Likes for your budget ⓘ  
 Set a bid cap

**When You Get Charged**  Impression  
[More Options](#)

**Ad Scheduling**  Run ads all the time  
 Run ads on a schedule

**Delivery Type**  **Standard** - Get results throughout your selected schedule  
[More Options](#)

[Hide Advanced Options](#) +

Your audience selection is fairly broad.

Potential Reach: 52,000 people ⓘ

**Estimated Daily Results**

**Reach**  
420 - 1,200 ⓘ

**Page Likes**  
7 - 26 ⓘ

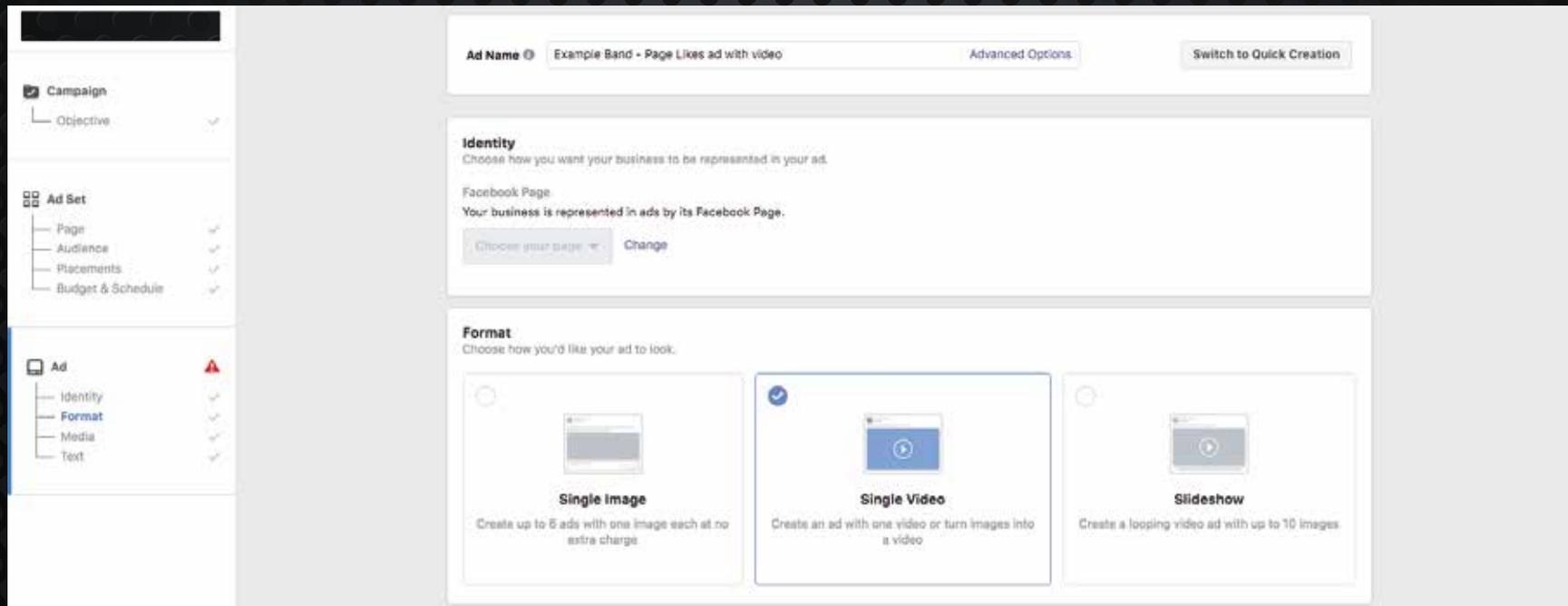
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

## 11

That wasn't so hard, was it?! All makes sense too? You don't just know how to set up an ad, but you know why you're doing this and what doors it's going to open for the future. And we can assure you, Facebook advertising gets FAR more complicated than this. And there's a lot we can go over in the future when it comes to building the relationship with your fans on your page. But you don't have to know everything to get great results. It's better to just know what you need to know and getting damn good at that instead of trying to know everything and getting caught up in paralysis by analysis. You'd just find that you didn't need to know 95% of the crap out there anyway. Kinda like the way we mix. We know all these crazy complex methods to achieve a certain result. But we just chose a few processing methods that we really liked and mastered those. It gives us time to focus much more on the creative stuff. Because you should always be seeking ways to simplify the process.

Which you can now also do! Obviously, you will have chosen your band page... And now you need to choose what kind of media you want for people to see. As a band, a great form of bait is a music video. This gives people a chance to hear you, see you and almost feel like they are spending time with you. We value a lot of different things in bands. Some people just love them for their music while others love what they represent! Sometimes it's just cool to like a band because they act and dress a specific way. But shock horror, your sound will always be a large determining factor. So just using a picture probably isn't the best idea. Like we said earlier, people need instant gratification these days. They aren't going to go on your page and scan around for the music. Hand it to them on a plate. And at the same time, maybe a lyric video isn't the best way to go either. As we mentioned before, people really connect to bands. We like to see what they look like, we like to feel like we are getting closer to them. We need faces to connect to. Let people in, show them who you are and give them a reason to want to know more.



## 12

Time to get that video up there! The best thing to do would be to use a video that you already have uploaded to your page. By this, we mean you should use one of your best singles that already has a bunch of views on there as opposed to uploading it fresh. This is simply because it will keep all the video views it has already accumulated. Most people would be more inclined to watch a video that's already had a tonne of views since it has that social proof. Something we need to stress here... It doesn't HAVE to be a video. It's always better to go with what you have now rather than just waiting around. Something is always better than nothing. Also when choosing a thumbnail, something you need to know is that Facebook has this rule with ads where no more than 20% of the image can be writing. So if you have a big logo on there, chances are it won't let you post the ad. Facebook is always changing little details like this so you'll just have to follow it's instructions and go through a little trial and error whilst working on the creative side of your ad.

The screenshot displays the Facebook Ads Manager interface. On the left, there is a sidebar with navigation options: Objective, Ad Set (with a warning icon), and Ad. The Ad Set section includes Page, Audience, Placements, and Budget & Schedule. The Ad section includes Identity, Format (highlighted), Media, and Text. The main content area is divided into two sections: 'Format' and 'Video'.

**Format**  
Choose how you'd like your ad to look.

- Single image**: Create up to 8 ads with one image each at no extra charge.
- Single Video** (selected with a blue checkmark): Create an ad with one video or turn images into a video.
- Slideshow**: Create a looping video ad with up to 10 images.

**Video**  
Choose or create the video you'd like to use in your ads.

Choose a preview image  
The image you choose will show before the video starts and when it is finished. Images have a big impact on how people will respond to your ads.

VIDEO THUMBNAILS

Video Captions Upload SRT File

## 13

THIS IS THE LAST BIT!!! You're almost ready to actually put something out into the world and start bringing new fans in the front door! This is the copy. The actual writing you use that will encourage people to actually check out your band. Now, we know what you're thinking... You've got the perfect line all ready... And it goes something like this... CHECK OUT OUR NEW SONG!!! But if there's ONE thing you've learned from us that you absolutely MUST know if you're to ever become successful... What is it? IT IS NOT ABOUT YOU! You can't ask brand new people that have never heard about you to do you a favour. You wouldn't in real life and you can't here either. Because, although this is an ad on a computer, you are still speaking to real human beings who you hope will one day become raging fans! So the message has to be something in favour of the audience. You need good bait. We mentioned in our blueprint for the top 5 mistakes that bands make how the biggest bands represent a cause or are activists on certain world issues, etc. Maybe you already know what your band is about? Or what your mission is? And that is what your message should be. Because those who agree, will respect you and want to know more.

And if you then justify it with great music and a great video, you've just made a fan. Here's a fantastic example that will help you understand this concept... Imagine you're a vegan, and you saw an ad from a vegan page saying "Like Our Page". Although you are vegan, it's a very uninspiring message and you may even think, "Why the hell should I do that"?! And this is because they basically just asked you to do them a favour. But if the message said something like... "Countless animals are slaughtered every day... We need to put a stop to this". If you agree with that statement, you'll find yourself thinking... "Hell yeah! That's right! We do need to stop this"! Then you demonstrate your commitment to this cause by liking the page. Because you just joined a movement. This is what your band is. It's a movement. An unstoppable barge on a mission to change the world somehow. And people aren't just supporting you so you can live your dream and have a good time. They are part of the journey. It's a group effort that you and your fans are all in together.

The screenshot displays the Facebook Ads Manager interface. On the left, the 'Objective' and 'Ad Set' sections are visible. The 'Ad' section is expanded to show 'Text'. The main content area shows the 'Text' field with the message: "Achieve your goals and become a successful musician with Innersound Audio!". This text is circled in red. Below the text field, there are options for 'Conversion Tracking', 'Facebook Pixel', 'App Events', and 'Offline Events'. On the right, the 'Ad Preview' section shows a mobile news feed view of the ad. The ad features a video thumbnail for 'Innersound Audio Recording Studio' and the same text: "Achieve your goals and become a successful musician with Innersound Audio!". The ad is sponsored by 'Innersound Audio' and has 9,312 likes.

## BONUS TIP

Also... Here's a BONUS tip... We've mentioned a few times about the importance of getting 'quality' leads. We've given a couple of good reasons for this, but here's the best one... We mentioned how you can make custom audiences... Once your page has a significant number of quality likes... And this number can be 1,000 or 10,000 or literally whatever you like. The higher the better really. But now you can tell Facebook to make you a 'lookalike' audience of everyone who has liked your band page. This is going to use Facebooks insane amount of data to find everything that all these people have in common and show you everyone in the world or specific countries who are just like these people. Which means you can safely assume that they may like your band. Now you can make a brand new 'page like' ad, use this lookalike audience, exclude the people that have already liked your page and start bring a whole new set of even higher quality cold traffic leads in the front door! And this is how you effectively grow your band all by yourself. Hopefully, you can see that this wouldn't work if you had 20,000 likes all from people who were never going to become raging fans anyway.



# INNERSOUND (AUDIO)

**THIS JUST ABOUT WRAPS IT UP, GUYS! WE HOPE YOU FOUND SOME REAL EYE-OPENING AND VALUABLE STUFF IN  
HERE SO YOU CAN START BUILDING THAT DREAM LIFE OF YOURS! YOU GOTTA STICK AT IT, WORK HARD AND  
ALWAYS BELIEVE THAT ITS POSSIBLE. BECAUSE IT REALLY IS.**

**THIS IS FOR THE MUSICIANS WHO CAN AND WILL.  
WE WISH YOU THE BEST OF LUCK ON YOUR JOURNEY, AND WE'LL SEE YOU ON STAGE AT WEMBLEY ARENA!**

**PEACE OUT,  
SAM & JOE GRAVES**