The Virtual Music Manager
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MAILCHIMP EMAIL LIST SET-UP GUIDE

EMAIL SET UP CHECKLIST:

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8. Start first automated email and add Welcome Email #1.		16. Personally contact each core supporter with email invite blurb & personal message.	

1. Sign up for a free Mailchimp account.

This is pretty simple to do. www.mailchimp.com
At first I recommend starting with the FREE package that has some limited features, but will work fine for you as you're starting out. You can always upgrade to the $9.95pm once you are seeing some good movement in your engagement and any merch or music sales.

2. Write the first Welcome email.

The first welcome email in your nurture series should have a few key elements.
- Hello and thankyou for joining
- You are on this list because (choose 3 things - you signed up, you are awesome, you support local music, etc)
- 2 sentences about you are your music.
- What you can expect from me from now on (regular emails, BTS perks and insights, exclusive info, etc).
- Can't wait to get to know you - sign-off.

It should be pretty short - no more than 300 words and be simple and easy to read.
You can add a picture or thank-you graphic below the text if you would like.

3. Sign-up for a free Canva account.

This is pretty simple to do. www.canva.com

You don't need to join Canva For Work - just go with the FREE account as it has sooo much stuff at this point you don't need to pay to use Canva.

Quick note on Canva - all the content you access (templates, fonts, pictures & graphics) are completely free to use for both free and paid purposes. All the content has a non-attribution creative commons copyright which means you can download, print, use in videos, on socials, and more however you like.

4. Create email header in Canva.

Check out the video on this at www.westwoodmgmt.com.au/intro-to-canva-video - it will give you a clear idea of how to create an email header for your email list. I recommend something simple, not too busy that has your name and your face!

See examples below.

JONNY
WESTWOOD
MUSIC

Samantha
Sharpe
Music
—

T O M
M C K E E

MARIE
BELL
MUSIC

5. Create an email template in Mailchimp.

Log into your Mailchimp account - choose TEMPLATES from the bar at the top and create a new template.

To keep it simple, I recommend picking a BASIC template with 1 column and then you can add what you need rather than trying to delete a bunch of content and sections you don't want to use.

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6. Add header, font and design in the template.

Once you have created the template:

- Add your email header to the logo section
- Change the font, text size and alignment of the text box.
- Add a box to add a single photo and then remove any unused sections.
- Add the relevant social media links to the social buttons.
- GIve the template a name and save it.

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7. Write the next 3-5 welcome emails for the nurture series.

In the same way you wrote email 1 - use the provide email plans to write emails 2-5. Each of these emails is a step in the development of a new friendship. Each one seeks to share more about you and what you do to take the contact from stranger to friend and then to customer.

EMAIL #2 - More about you - ask audience questions.

EMAIL #3 - Talk about the music and some of your dreams.

EMAIL #4 - Share something a bit deeper - some fears or challenges.

EMAIL #5 - Explain what happens next (eg regular emails and updates).

9. Start first automated email and add Welcome Email #1.

Once you've written email #1 and created your template you need to create an automated email to send it to anyone who joins your email list.

- Go to the CAMPAIGN tab and click CREATE CAMPAIGN.
- Choose EMAIL/AUTOMATED EMAIL

Automated Email
Design and send automated emails to contacts.

- Choose WELCOME NEW SUBSCRIBERS
- Give the email a name (eg Welcome Email #1) and choose the audience/list you want to send to. NOTE: You cannot change the list/audience once you've begun the sending, so make sure you choose correctly.
- On the next screen you can change the name of your email, choose who you are sending it to, confirm the correct sending email address and the name it is coming from and the subject line.
- Once you've done all that click EDIT DESIGN, click on TEMPLATE down the bottom and choose the template you already prepared.
- Then add your text/copy from Welcome EMail #1 that you've already written.
- Make sure to add a link to your Facebook page or website to every photo or button in the email.
- Once your design and copy is looking good and you've checked all your links are correct then click SAVE & CONTINUE.
- This takes you back to the settings page where you can START SENDING or FINISH LATER.

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10. Duplicate for the automation for emails 2-5 and add any photos or links.

On the CAMPAIGNS tab click on the right side of the first automation you created and click REPLICATE. Then in the same way you created automation email 1 change the settings and add the text/copy for emails 2-5.

Check and confirm that they are formatted well and all the links are correct.

Automation Email #4

Trigger: 1 week after subscribers are sent the campaign, Automation Email #3

Schedule: Every day, all day

Filter by segment or tag: Conditions

Post-send action: Details

Make sure to change the TRIGGER for each new email to send after the subscriber is sent the previous email. Set each one to be sent 1-2 weeks after the previous email.

11. Add General Emails TAG to the final email.

On the setting page of the automated email USE ADVANCED SETTINGS and click add next to POST SEND ACTION.

You will then choose ADD TAG and choose the General Emails TAG. This adds this tag to anyone who has completed the nurture/welcome series. This means they don't get your general ad-hoc emails until they have finished your welcome series.

NOTE: To create a TAG you need to go to the AUDIENCE tab, choose the audience and then VIEW CONTACTS, MANAGE CONTACTS, and then create a TAG!

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12. Use email header and design ideas to create a landing page in Mailchimp.

Now you need to create a sign-up or landing page so your contacts and fans can sign up themselves to be part of your email list.

- CAMPAIGNS tab and CREATE CAMPAIGN then click on LANDING PAGE.
- Give it a name (eg Kate Westwood Music Sign-Up) and choose your audience.
- Select a template - you cannot use a template you have previously created here. I suggest going for the GROW YOUR LIST template and just adding a few elements rather than having to try and remove all the sections of the pre-designed ones.
- Add a background photo, your email header, your text and any fields of info you want to complete (MUST HAVE email and first name).

See example below - KEEP IT SIMPLE AND SHORT!

Get my Mailchimp Email-Set-Up Guide

This **FREE** downloadable guide takes you step by step through setting up your Mailchimp account, templates, emails and simple landing pages just like **THIS ONE**.
It takes away the confusion of starting your list!!

AND by signing up you'll get **MORE** great resources in your inbox each week to help you grow your list and build your fans so you can grow a sustainable music business...

Are you in? **x Kate**

Email Address

**13. Write Thankyou email from the landing page. Add Welcome Series TAG.**

Continuing from #12 above.

- Click on the email section and it opens a box on the right where you can edit the CONFIRMATION MESSAGE/THANKYOU PAGE.
- Add some great thankyou/confirmation text, reminding the contact that they will be hearing from you and should check their email - especially for any downloads.
- PREVIEW the landing page to make sure it all looks good and works then click SAVE & CLOSE.
- This takes you to the setting page where you can name your page, give it a URL, set any tracking and confirm you're sending to the right list/audience.
- Make sure to add the correct TAG to this email that identifies how they came to be on your list.
- You can then PUBLISH or FINISH LATER.

NOTE: To create a TAG you need to go to the AUDIENCE tab, choose the audience and then VIEW CONTACTS, MANAGE CONTACTS, and then create a TAG!

14. Add the landing page link to your FB page.

Once you have your link you now need to add it to your Facebook business page.
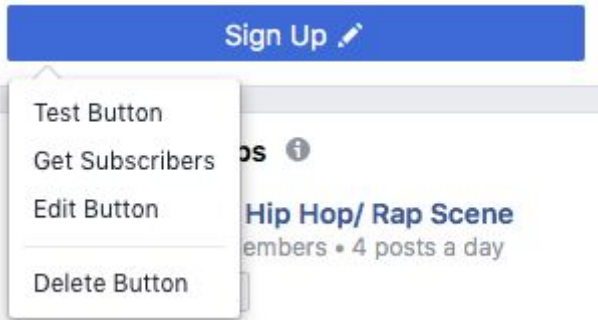
Head to the business manager for your page - hover over the blue box on the right side under your cover picture (it may say send a message..) and then click on ADD or EDIT BUTTON.
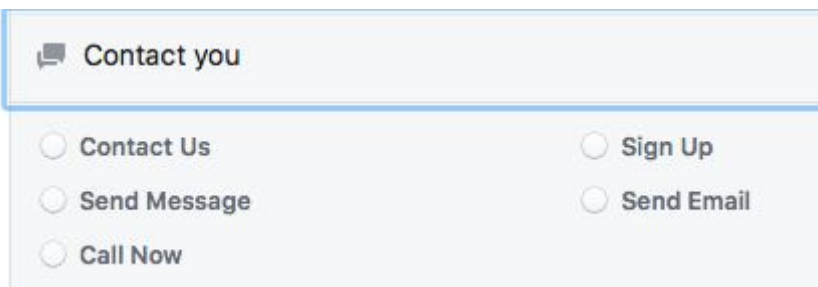
It will then take you to a page to add the website link you want people to go to. It is here that you add the landing page link that you created in Mailchimp. Once you've successfully linked the landing page - I recommend you hover over the button again and TEST BUTTON to confirm that it goes straight to your landing page and that all the design and functionality of the page is working well.

NOTE: if you edit your landing page in Mailchimp you DO NOT need to update the link as the link stays the same even if you edit the content.

15. Share landing page link in social posts.

Now you have an active sign-up link - you can share it ANYWHERE! You can create social posts on FB - add it to your LINKTREE account so people can click on your bio on Instagram and more!!

I recommend writing 2x varied (eg alter the copy and the photo) social posts that invite people to join your email list and grab your freebie. Then schedule them to run every week for a month - then you have 8 automatic posts telling people about joining your list.

16. Write a list of your core supporters.

Now you need to take some time to write down who you think your core supporters are. You need people who #1 LOVE YOU and #2 LOVE YOUR WORK and #3 WILL PROMOTE YOU - they don't necessarily have to do all three but it's good to have a mix of them.
Using the sheet below write down everyone you know who is committed to YOU or your MUSIC - they may be family and close friends, people who have previously purchased music or merch, come to gigs or who are actively engaged on your social media.
Add their email if you already have it.
You are going to invite them all to join your list.

Gather CORE Supporters - write down everyone who you know will pledge to you straight away and JUST because they support you.

NAME:	EMAIL:

17. Personally contact each core supporter with email invite blurb & personal message.

This part is really important. Because these are the closest you have at this point to being your SUPERFANS you want to treat each one personally and as really special because they are. This is not where you do a group FB or email message.

You NEED to take the time to message everyone individually and make it PERSONAL.

EG:
Hello Sally - how are the kids doing? Can't wait to see you next week at the family lunch. BLURB
Thanks again for being awesome - say hi to little Timmy for me - love XXXX.

You should sandwich the BLURB between personal information and copy that you write specifically for that person. DO NOT just copy and paste the blurb for each person and click send.

You may end up making a phone call or asking over coffee or even sending a personal email. Think about the best way to reach that particular person. They are more likely to say YES if they don't feel like you're signing them up to a sales email or wanting them to join a network marketing company.

BLURB:

PERSONAL INFO
So you know I've been doing this music thing for a while now, and I'm pretty serious about it. Serious enough to be starting a little email list to keep you in the loop and to go on this music journey together. As one of my closest friends/family and a key supporter, I'd love to be able to add you to this list. If you are keen would you mind giving me your email address? Or you can sign-up directly with this link - ADD LINK. Thanks again for all your encouragement - can't wait to see where this goes.
PERSONAL INFO & end.

NOTE: feel free to alter the blurb a bit to make it sound more like you and how you communicate.

REWRITE the above blurb to sound like you:

TO DO LIST:

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