



**101 Steps
Towards 1000
True Fans!
The First 60....**

101 Steps Towards 1000 True Music Fans; The First 60!

Brought to you by Praverb at www.Praverb.net and Shaun Letang at www.MusicIndustryHowTo.com.

You can read the full list of 101 and get all the background here:
<http://www.musicindustryhowto.com/101-steps-to-100-true-fans-a-music-read-guide-for-musicians/>

1. Give a fan a personal call.
2. Have a fan of the week and celebrate them with your audience.
3. Take a fan and have an interview with them.
4. Get a fan to announce your new song via Twitter.
5. If their on Facebook, have them share your song first on there.
6. When a fan orders a physical CD, give an extra one free for their friend.
7. Let a fan release your video on their YouTube channel.
8. Pick a fan to receive a USB stick with all your material on it.
9. Take a fan to go and see a film.
10. If your fan does graphic design, let them make some of your artwork.
11. Let a fan crease a music video for you. This could be a text one of a normal one.
12. Send your fans personal messages via Vine.
13. Buy a iTunes voucher and give it to a fan.
14. Run competitions for prizes fans want.
15. If you have music related equipment you don't need anymore, auction it off to fans. It's win win for you both as you can get new gear.
16. Give a fan a personal coupon.
17. Got old shoes? Sign the bottom and give fans a piece of your sole. ;)
18. Email a fan randomly with a personal email.
19. If it's their birthday, send your fan a personalized digital card.
20. Send a motivational postcard to a fan.
21. Bring a fan back a souvenir while on holiday.
22. Use Soundcloud to send a fan a personal message you've recorded.
23. Allow a fan to share your view video via Twitter.
24. Have a one of special piece of merch made for a fan.
25. Send a lyric book to a fan, just be sure to sign it.
26. If your fan likes puzzles, send one to them.
27. Find out what kind of shops they like, then send a fan a \$10 voucher for one.
28. Make a music video consisting of fan photos.
29. Invites a few fans to come and play board games with you.
30. Tell a fan you want to make a joint piece of art with them.
31. If a fan likes cooking, swap your best recipes with them.
32. Have word savvy fans? Have one of them write a press release for you.

33. Hand write a letter to a fan.
34. Allow a fan to announce your new video on Facebook first.
35. Prefer Skype to calling? Video call a fan for a quick talk.
36. Use Google Hangouts to connected with a few fans personally.
37. Follow a fans on their social networking sites of choice and say hi.
38. Create a a personal birthday song for a fan.
39. If a fan's graduating, customize a song just for them.
40. Personally congratulate a fan if they're getting married.
41. Get dinner for a fan.
42. Give a fan personal non music related advice.
43. Is a fan not well? Send them a get well soon card.
44. Naturally put your fan's name in your next release.
45. Challenge a fan to some friendly and fun competition.
46. Draw a picture of a fan and send it to them.
47. Play Noughts And Crosses (Tic Tac Toe) with a fan via air mail.
48. Create a word search based around you and your music and send it to fans.
49. Run a caption competition. Give fans a picture, and tell them the one who creates the best caption wins.
50. When a fan orders an album, send a couple blank CDs too. Encourage them to make and give them to friends.
51. Get fans involved in your street team.
52. Use Twitter to share useful links to fans.
53. Send a bunch of stickers to your fans to put up / give out.
54. Give a fan a free t-shirt you made.
55. Get a fan's idea for your new merchandise.
56. Do a live house gig for a fan.
57. After a show, get something to eat with a fan (or fans).
58. On X Box Live? Connect with a fan and play them.
59. Interview your fan.
60. Reply to fan comments and emails promptly.

Want to see the other 41 things you can do to work towards 1000 true fans? Want some more background on what 1000 true fans is all about and why you need to apply it? Then check the full guide over here:

<http://www.musicindustryhowto.com/101-steps-to-100-true-fans-a-music-read-guide-for-musicians/>

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