

How do I get more fan list signups at shows?

Ever wonder how to get more people to sign up for your fan list at one of your shows? Chances are, if someone is at your show, they are at least a little interested in your music. The hard part (getting them to the show) is already done. Now you just need to use some smart techniques to encourage them to sign up for your fan list!

Quick tips on building your email list at shows:

- * Give something away in exchange for an email address! By offering a free sticker, mp3 (which you can email them automatically via FanBridge), button, or even a free hug as a fan incentive you are much more likely to get new fans to sign up.
- * Announcing that you have an email list from on stage during the show may seem cheesy, but it's a sure fire way to know that your audience will hear what you have to say. You could even mention that people who sign up for the list get a discount on your merch (maybe a dollar or two off... it will be worth it) or they are entered in a giveaway for a free CD or t-shirt.
- * Have a friend go around the room with a clipboard, or direct them to the merch table where they can sign up. This person should be friendly and excited about the music so that fans will want to join in on the fun. If you ask a person one-on-one to sign up for an email list, they are much more likely to respond positively. You can also have this person stand by the door when people walk in to make sure no fans get missed.
- * If you have an extra laptop computer, you can use the FanBridge Merch Table Signup form. This is a downloadable program that you can open full screen on your computer and it lets fans type in their info directly. The program saves it all to a pre-formatted file on your desktop that you can import into your account whenever you are next connected to the internet.