

A man in a purple shirt and jeans is playing a violin, upside down against a wall. The image is oriented vertically, with the man's head at the bottom and his feet at the top. The wall behind him is light-colored with some stains and discoloration. The man is looking directly at the camera with a neutral expression.

ATTENTION-GETTING EMAIL TEMPLATES FOR MUSICIANS

Your Step-by-Step Guide to
Emailing Your Fans



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*Attention-Getting Email Templates for Musicians
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<https://newartistmodel.com>

Just about everyone in the music industry says you need to have an email list if you want to effectively promote your music.

Email is a great tool to connect with your fanbase, grow your audience, and above all, sell more music, merch and tickets.

You know the story...

BUT HERE'S THE PROBLEM.

Once you have an email list, *what the heck* do you send to your fans?

Sending your first few emails can be one of the most stressful things you'll ever do. And knowing *what* to send, *who* to send to and *when* to send is all part of the secret sauce for success.

We explain all of this in our [New Artist Model Music Business Accelerator program](#), but for now - check these out...

I've compiled a few of the most important Email Templates you'll ever have to send as a musician.

For each email template, you'll get an example of what to send, some notes and key points you need to include in your version of the email, and a quick at-a-glance format that you can come back to as reference. And we give you a good idea of who should receive each email.

These free email templates are going to help you connect with your audience and build your relationships.

With these templates, you'll be able to make a plan for your email list, be more comfortable writing and sending emails, and, most importantly, you'll start seeing results.

I am taking some of the stress out of your music business and giving you a leg up over most other musicians :)

How to Use These Templates

—

- *They are guidelines!!* They are simply *examples* to give you a concrete idea of how you can execute different emails. That said, every music career is different and every musician has their own unique niche, vibe, and personality. Add in your own unique personality and wording to make it really fit you, your brand, and your community. If you need more help with actually writing emails, [you can find a lot more tips right here.](#)
- Your email list is a place to connect with your more *dedicated fans* and *superfans*, so keep them and their interests in mind while you're writing emails. Think about how you can give them a little something *extra* for being a part of your list. Maybe it's early access, exclusive content, or a deeper experience.
- Anything in **[brackets]** should be replaced with your unique names and links.
- These are text-only email templates. You can and should add in your own logo/branding, photos, and layout. But not too much in the way of graphics. Mostly text emails convert better.
- For each template, I've included an at-a-glance format for you to follow when creating your own, a sample email, and some notes on what's included in the email and why.
- The first 3 emails in this document are a sequence that you should send automatically when a new fan joins your email list (this is called an *autoresponder*).

- In order to send emails to your fans, you should have some sort of professional email tool (personal Yahoo or Gmail accounts aren't going to cut it...). There are a lot of options out there, but I recommend *Mailchimp*, mainly because it's easy to use, has a free version you can try out, and has autoresponders built in.
- I recommend you give away one or more free songs in exchange for an email address to get people on your email list. We have a [list of 10 other things you can trade for email addresses right here](#).
- You can easily trade songs for emails through a service like NoiseTrade, but Bandcamp and Bandzoogle also have similar capabilities. Ideally you would have this setup as a form or a landing page on your own website. We have a [whole article dedicated to creating landing pages right here](#).
- In the [New Artist Model Music Business Accelerator program](#) we take you step by step through setting up these special email-gathering forms and pages, linking them to your social media channels, plus a lot more.

WELCOME EMAIL

Autoresponder #1 to send immediately after someone opts into your list

FORMAT :

- Welcome
- Thank you and free music
- Interesting story/facts that depicts who you are as an artist - keep it SHORT!
- Ask to connect on social media

SUBJECT LINE IDEAS :

- Welcome to the [family, community, club]
- I'm glad you're here
- A special welcome gift

NOTES :

- The key here is to be really *authentic* and let your personality shine through.
- This may be a new fan who knows very little about you, so take some time to introduce yourself and what you're all about as an artist. It's also cool to share something you're interested in outside music. Maybe you run marathons, are a good cook, or love dogs. These little things can give you another common connection with your fans, which can very quickly elevate the relationship.
- By calling this a "*community*" instead of just an "email list," you're making it seem that much cooler. You'll also notice in the next few templates that you're establishing a two-way communication with your *community* instead of just throwing marketing content at them. You really want your email list to feel like an exclusive group that goes above and beyond what they get on social media.
- In this email (and all the emails you send), it's best to add some personalization in how you address the fan. Most

email services will allow you to add merge tags so you can address each fan by their first name.

- Make sure you hyperlink your social pages to make it easy to click through and connect!
- If you're a band, write out all of your names in the "from" section. This will make it feel more personal.

WELCOME EMAIL

Autoresponder #1 to send immediately after someone opts into your list

TEMPLATE :

Hi [First Name],

I want to personally welcome you to this awesome community and thank you for signing up!

To thank you for being amazing, [here are \[two\] free tracks from my most recent album](#). Just click and they are yours.

I feel like I should tell you a few things about myself... I'm an indie-pop singer-songwriter. Some of my songs are secretly about my dog but I guess it's okay because who doesn't like dogs, right? And I sing, played guitar, bass, piano, and violin in the two songs above, but I can't do all that live at the same time. Still working on that one...

Oh yeah, and I'd love to get to know you too! Follow me on social media and tell me something about you!

Twitter: [[twitter.com/yourtwitter](#)]

Facebook: [[facebook.com/yourfacebook](#)]

Instagram: [[instagram.com/yourinstagram](#)]

[Your Name]

SHARE WITH A FRIEND

Autoresponder #2 to send a few days after someone opts into your list

FORMAT :

- Establish two-way communication
- Ask for the forward or share
- Instructions to friends who get the forwarded email

SUBJECT LINE IDEAS :

- Spread the love
- Love your music taste
- Hook me up with your friends

NOTES :

- A personal recommendation is the *best* and most reliable way to grow your fanbase and email list.
- If you want people to share, you need to spin it so sharing benefits them or makes them look cool. People like being the “music recommender” in a group, so play this up!
- You also want to make this super easy - something they can just forward or share on social media and be done.
- Link to your opt in page to drive more email signups.

SHARE WITH A FRIEND

Autoresponder #2 to send a few days after someone opts into your list

TEMPLATE :

Hey [First Name],

I bet your friends always look to you for great new music. (Any recommendations send them my way [[@yourtwitter](#)]!)

I'm sure your friends have similarly awesome music taste, so forward this email to them or share and I'll send them the free tracks too!

All they have to do is [click right here](#), join our community, and I'll send them [two] free songs!

Can't wait to meet!

[Your Name]

BUY THE FULL ALBUM

Autoresponder #3 to be sent 1-2 weeks after someone opts into your list

FORMAT :

- I hope you like the songs
- Establish some kind of two-way communication
- Tell a story that shows the importance of owning the full album
- Direct link to buy the full album at a discount since they already own [2] songs

SUBJECT LINE IDEAS :

- What you're missing
- I made you a mixtape
- Complete the album

NOTES :

- Okay, so they signed up to your list and may have shared your music. The next step is their first purchase.
- In this email you're not going for the sale in the first sentence. People tend to get turned off by marketing messages, especially in the first few emails they get, so pre-frame it in a different way. People love feeling like they're involved in a musician's career, so by asking them to tell you their favorite track it gets them involved and increases activity on your social media.
- To get people to buy the full album, try giving them a reason. In this case, we used a story to show the importance of owning the full musical work.
- They already own 2 songs on the album, so give them the option to complete the album at a discount.

BUY THE FULL ALBUM

Autoresponder #3 to be sent 1-2 weeks after someone opts into your list

TEMPLATE :

Hey [First Name],

I hope you're digging those free tracks I sent over [last week].
Tell me which song you like the best on Twitter ([@yourtwitter])
so I know which track to open my shows with!

I don't know about you, but I'm an album person... and I try to
write my albums like a full story or train of thought. With
[album name], I really tried to capture my state of mind as I left
my home on the east coast behind to follow my dream all the
way to LA.

If you want to know the full story, just follow this link to
complete the album [[link](#)] (and I'll give you a special discount
since you already own two songs)

Peace,

[Your Name]

ANNOUNCE A GIG / TOUR

For local gigs, send a week or two before. For bigger gigs, send earlier

FORMAT :

- Venue name, location, date, time
- Reason to attend
- Link to buy tickets
- If you're doing a tour, you could include all tour dates

SUBJECT LINE IDEAS :

- Let's hangout!
- See you on the road
- We're on tour! Will you be there?
- We're coming to your city!
- Be in my music video!

NOTES :

- Give fans a *reason* to come to your show. (new song/cover/album debut, joint gig with another band, giving away something special, live recording/music video, charity event, acoustic set, cover set). Giving your show a *purpose* elevates it from just another local show.
- Make your link to buy tickets direct and obvious.
- **[Advanced Tip]:** If your email service has the function, try to segment out your email list based on fans' *location* (you can use IP addresses or collect their zip code when they opt in). Use this to send gig emails *only to fans in the area you're playing*. If you don't have the ability to segment your list based on location, don't worry about this.

ANNOUNCE A GIG / TOUR

For local gigs, send a week or two before. For bigger gigs, send earlier

TEMPLATE :

Hey [First Name],

I'm going to be in your area [next week / next month / in month]! I'm playing [venue name] in [city] on [date/time].

I'm actually going to be performing a new, unreleased song from my upcoming album, [album name], and we're going to be shooting some footage for the music video at the show. It would be awesome if you were in the audience!

[\[link to buy tickets\]](#)

Hope to see you there!

[Your Name]

ANNOUNCE A NEW ALBUM

Send a pre-order email before it's released and/or a release email day of

FORMAT :

- Announce album release / incentivize immediate purchase with a special offer
- Direct link to buy/pre-order
- Story or interesting fact about the album
- Ask for their opinion on social media

SUBJECT LINE IDEAS :

- [Album Name] is here!
- I know you've been waiting for this

NOTES :

- Tell your fans something interesting about the album or the process of making it to elevate this from a generic sales email.
- Your buy link should be direct and obvious.
- If you can, create some scarcity or an incentive to buy the album immediately. In this case we used a bonus track, but you can also do bundles or contests.
- Open up the chance for conversation around the album on social media to spread awareness and reach a wider audience. When someone tweets about you, their friends and connections may be exposed to your music.
- **[Advanced Tip]:** The finished album isn't the only thing you can promote! You can also share the *process* of making the album. You could include behind-the-scenes looks into the album in your newsletter or you could create a special "Behind the Album" email series. Share short snippets of

lyrics, photos from the studio, the gear you're using, and previews of the album art just to name a few. This will keep the album at the front of your fans' minds and add interest so they're more likely to buy when the time comes. You can begin sharing this process content *before the album is ready* to build anticipation. Include a pre-order link to allow fans to act on that anticipation.

ANNOUNCE A NEW ALBUM

Send a pre-order email before it's released and/or a release email day of

TEMPLATE :

Hi [First Name],

I'm excited today. My album [album name] is now available for purchase and download! And if you buy it today or are one of those awesome people who pre-ordered, you'll get a special bonus track.

[\[Buy link\]](#)

I haven't told you yet, but the album name is actually made of the first letters of the names of the only five people who came to my first show ever. Yeah... it was a bit depressing. But since then those five people have become my biggest supporters and I can't imagine doing this without them. This album is really a testament to how each and every one of you is a part of my music and my career.

I'll be hanging out anxiously on Twitter all day waiting to hear what you guys think of the album... Tweet me [\[@yourtwitter\]](#) and use the hashtag [\[#albumname\]](#).

[Your Name]

NEWSLETTER

Send monthly, bi-monthly, every other week, or weekly. The key is consistency!

FORMAT :

- Greeting
- News/Topic 1
- News/Topic 2
- News/Topic 3
- Subtle (and RELEVANT!) call to action

SUBJECT LINE IDEAS :

- Let's catch up
- You behind the scenes pass
- You won't believe [something relating to a story in the newsletter]

NOTES :

- Don't refer to yourself in the third person! Instead use "I" or "we."
- Tell your email list what is going on and tell them how you feel about it. Share stories!
- Share exclusives that you don't share anywhere else. This could be photos, videos, early access, or anything else you can think of.
- Separate your content into different headings to make it easy to read and digest.
- Every time you communicate with your email list, it's an opportunity to make a few sales. Use your stories to tie in a subtle offer in every newsletter whether it's a pre-sale, album, merch, concert ticket, or support on crowdfunding sites like PledgeMusic or Patreon.
- Playlists are awesome things to feature in newsletters. Your fans will get to know your music tastes and you're supporting other artists and bands - this could open up a lot

of opportunities, connections, and collaborations. Creating your own playlists and sharing them with fans is also a great way to grow your own Spotify and get playlist placements for yourself. [Check out this article to see how playlisting can help unlock big opportunities.](#)

- **[Advanced Tip]:** Newsletters tend to be really focused on you, the artist. That's great, and your fans will definitely like all the exclusive and behind-the-scenes content you're sharing. But like we talked about earlier, you should try to make it a two way conversation. Have a "Featured Fan" each month, or include photos your fans share on Instagram. Ask them to share photos of themselves with your music or selfies at your shows and tag it with a certain hashtag. Get creative here and make it fun!

NEWSLETTER

Send monthly, bi-monthly, every other week, or weekly. The key is consistency!

TEMPLATE :

Hey [First Name],

Greetings from sunny LA! I've had a few weeks to settle in but I definitely need some recommendations from you fellow LA-residents. Tweet me your favorite food joints or music venues [[@yourtwitter](#)]!

The Last Studio [image]

The album I'm working on has been a special one for me. It represents a big change in my life as I packed up everything and moved to LA. I actually took the move in a few legs, stopping in a few studios along the way to record a song or two. It was great working with all my talented producer friends but last week I recorded the final song at my brother's studio here in LA. I hope you'll be able to hear the unique recording styles of each producer in the final album. It's set to be released in October, but [you can actually pre-order it here!](#)

Cover Art is HERE! [image]

I literally just got the cover art back yesterday and I just had to share it with you. (Don't spread this around - you're the first ones to see it!) The concept actually started as a sketch in my notebook while I was en-route to my new home in LA. Trust me when I say you don't want to see the original sketch - drawing is not my forte...

My Week's Soundtrack

This week has been all about chill vibes. Maybe it's because I've been so busy, but I've been loving [artist 1], [artist 2], and [artist 3]. I've literally had [song name] on repeat all morning! I made up a playlist in Spotify so you can vibe with me: [\[link\]](#)

Oh - and tweet me links to your playlists [\[@yourtwitter\]](#) so I can discover some new tunes!

[Your name]

CONTACT A MUSIC BLOGGER

If you're promoting a new album/single, send the email months ahead of time

FORMAT :

- Introduce yourself, what kind of music you play, and where you are from (include band name)
- Show your familiarity with the blog
- Short interesting story
- Direct ask for coverage
- Link to materials

SUBJECT LINE IDEAS :

- [Genre] New release - [Band Name], [song name]
- [Blog Name] [song name] exclusive relating to a story in the newsletter]

NOTES :

- **[Advanced Tip]:** Cold emailing bloggers isn't the best option. They get *a lot* of emails, so without some kind of introduction you're just another number in their inbox. These tips will help you appear more professional, but try to get them to know you first. Regularly comment on their blog (*real comments*, not self promotion), join in their conversations on social media, or network your way to other bands they've covered.
- Use the blogger's *real name*! If you start your email with something generic, they'll know you didn't do your research and will trash your email.
- Send to *relevant* bloggers who cover your genre and bands at your level.
- Give them a *reason* to feature you on their blog. Their main goal is to entertain their readers *and* introduce great music. Is there an interesting story you can tell to make you stand out from every other musician in your genre?

- Make it *easy* to listen to your music. (**No mp3 attachments!** A lot of bloggers will have a filter that sends emails with attachments directly to spam). Use direct links. If your album isn't released yet, create an EPK for this promotion or share a private Soundcloud link. Include the song or album in a player with links to download the mp3 underneath. Feature a short bio, high resolution photos, album/tour info, and some facts about yourself on this page so they can easily put together an article.
- *Tell them exactly what you want them to do.* Don't ask them to "check it out" or "take a listen." If you want a review, ask for it.
- Offering a free download for their readers or an exclusive debut can be a great incentive for bloggers (but remember you can only give an exclusive debut to one blogger...)

CONTACT A MUSIC BLOGGER

If you're promoting a new album/single, send the email months ahead of time

TEMPLATE :

Hi [Blogger's Name],

My name is [Name], and I'm an indie-pop singer-songwriter out of LA. ([\[www.yourwebsite.com\]](http://www.yourwebsite.com))

[Blog name] is a major source of music discovery for me, and two artists you covered - [artist 1] and [artist 2] - were a huge inspiration for my new album which I recorded in studios across the US as I moved from the east to the west coast.

Would [blog name] be interested in debuting the first single from my upcoming album, [album name]? I'm happy to give your readers a free download.

[\[link\]](#)

Thanks for listening!

[Your Name]

CONTACT A BOOKING AGENT

Send during the week. Avoid Monday/Friday so you don't get lost in their inbox

FORMAT :

- Introduce yourself, describe your live show/sound
- Show your familiarity with their work
- Why should they work with you?
- Invite them to a show
- One link to materials
- Sign with your name, email, and phone number

SUBJECT LINE IDEAS :

- [Band name] booking proposal

NOTES :

- Before you send an email, make sure you're *ready* to work with a booking agent. You should be at a point where you are booking your own local or regional shows and *actually making money* from your gigs. Remember, booking agents make a percentage of your gigging revenue and they aren't going to work for free.
- Just like with bloggers, cold emailing is *not* the most effective option. These tips will help you write a professional email, but it's best to try to network your way to them and get an introduction.
- Have *data* available. How big is your email list? How many followers do you have on Facebook, Twitter, YouTube, and Instagram? How many shows do you play? How many tickets can you sell? What venues have you played?

- Do your research and contact booking agents that are *relevant* to you and the level you're at in your career. If you're looking to expand to regional tours, find a booking agent who is local to your area. If you want to move on to national or international tours, choose to contact booking agents with expertise in that area.
- Tell them *why* they should work with you. What can they offer you based on their past experiences? What can you offer them? Why should they work with you instead of the thousands of other independent artists out there?
- Provide one easy link to a page where they can find out everything they need to about you and your music. They need to be able to hear your music, watch a music video, and read your bio. Ideally, you should also provide a high-quality live video so they can get an idea of what your performance is like.
- If you want them to get you gigs, they really need to actually experience your live performance. Offer them a free ticket to a show you're performing nearby.
- Make it easy to contact you. Include your name, email address, and phone number in your signature.

CONTACT A BOOKING AGENT

Send during the week. Avoid Monday/Friday so you don't get lost in their inbox

TEMPLATE :

Hi [Booking Agent's Name],

My name is [Name], and I'm an indie-pop singer-songwriter out of LA. (www.yourwebsite.com) The biggest inspiration for my live performance has always been [musician/band the booking agent has worked with], and I use my story-like lyrics and dynamic acoustic performance to really captivate the audience.

I have a very big presence on the east coast and steady local gigs in LA, but I would like to establish myself to the point where I can do regional tours along the west coast. From the bands you book, I know you have connections with the right venues for my sound.

I would love to be able to meet you in person to discuss working together, so attached is a complimentary ticket to my upcoming show in [their location].

In the meantime, you can listen to my music and get all the data you need on my past performances here: [link](#)

I look forward to hearing from you,

[Your name]

[Band name if applicable]

[your email address]

[your phone number]

CONTACT PROMOTER / VENUE OWNER

Send emails 3-4 months before your desired dates. More popular days (Friday/Saturday) and more popular venues may book even further ahead of time

FORMAT :

- Introduce yourself
- Prove your familiarity with the venue
- Tell them exactly what you want
- If you can, prepare your own bill
- Share some relevant data
- One, direct link for more information
- Sign with your name, phone number, and email address

SUBJECT LINE IDEAS :

- [Date/Time] [Band Name] + [Opening Band Name]
- [Date/Time] [Band Name] Booking proposal

NOTES :

- Often, promoters or venue owners receive too many emails to follow up or even read all of them, so this email should just be one aspect of your communication with them. Meeting them in person or calling them up will always be the best option.
- Just like with any other industry person, a personal connection or introduction will be way more effective than a cold email. Do you know any bands or musicians who have played the venue that could give you an intro? Could you join a set as an opener for a band you know?
- Keeping in mind that they receive a lot of emails, keep yours *short* and *to the point*. The subject line should be really specific and your email should be as brief as possible.
- Make sure your music is a good fit for their venue.

- Briefly give them some information on who you are as an artist and what kind of music you play. This should be no more than a sentence or two.
- Give them *data*. Concert promoters and venue owners are under a lot of pressure to fill the room, so you should give them any information you can to prove that you can draw a crowd. What similar venues have you played? What other local venues have you played? How many tickets do you normally sell in this area?
- Tell them exactly which dates you are looking to book.
- Provide a single, direct link with any other information they need. It's great to include a high-quality live video so they can actually see you perform.
- Make it easy to contact you. Include your name, email address, and phone number in your signature.

CONTACT PROMOTER / VENUE OWNER

Send emails 3-4 months before your desired dates. More popular days (Friday/Saturday) and more popular venues may book even further ahead of time

TEMPLATE :

Hi [Name],

My name is [Name], and I'm an indie-pop singer-songwriter out of LA. (www.yourwebsite.com) My sound is a reminiscent of [artist A] and [artist B] - who I know are hits at [venue name] - and I use my story-like lyrics and powerful acoustic set to drive my live performance.

I would like to book a gig on [date(s)] at [venue name] to correspond with my new album release. The opening band, [name], is a 4-piece indie-pop group with more folk influences. They regularly perform in LA clubs like [club 1] and [club 2] and generally draw [number].

See my music, bio, and a live performance video here: [link](#)

Other venues played in [location]: [Venue 1, Venue 2, Venue 3]

Average ticket sales in [location]: [XXX]

I look forward to hearing from you,

[Your name]

[Band name if applicable]

[your email address]

[your phone number]

Where to Go From Here?

Hopefully now that you've reached the end of this guide you're starting to feel more confident and have a better idea of the kinds of emails you can send to your fans.

But I also know that email is a huge topic that we could never totally cover in one guidebook...

We covered the basics of email writing, but of course, you need an email list before you can send your first email, and that opens up a lot more questions...

What email service providers should you use? How do you set up your email lists? How do you get fans to actually sign up for emails?

We cover all of that and more in the [New Artist Model Music Business Accelerator Program](#).

I want to help you keep up the momentum and give you the resources you need to be successful in your music career. That's why I'm giving you a personal invitation to join me in the New Artist Model Music Business Accelerator program.

Together we'll learn about what's working in music right now and how other artists and songwriters are achieving success, and we'll put a plan in place that's specific to your goals and your career.

Start making money and create the music career you deserve!

- Complete self-paced online music business training program
- Start living a life the music that you desire on your terms
- Develop an Action Plan to drive your dream forward
- Create multiple revenue streams
- Find the 20% of your activities that generate 80% of your results
- Put together a team of people devoted to helping you succeed
- Get your social media, your gigs, your income, and MUSIC all working in harmony
- Get record labels, agents, or publishers interested in you and your music
- Create systems to manage your time and move you towards your goals
- Share it with your band mates, your business manager and your team
- Discover strategies to turn your music career into a sustainable business
- Get better gigs, grow your audience and build your brand

**CLICK HERE TO SEE HOW THE NEW ARTIST
MODEL MUSIC BUSINESS ACCELERATOR
PROGRAM CAN HELP YOU**