



Follow Up Formula[®]

The biggest aspect that is missing for music artists in growing their music business, impact, and income comes down to their follow up.

Regardless of how talented or gifted you are, how great your music is, or how much you personally connect with people, if you don't follow up, opportunities will be elusive.

How much you follow up with people *directly influences* how much you make. In fact, **81% of sales happen after 5 or more follow-ups**. But, 85% of the time, people stop after making just ONE contact.

After years of trial and error following up with hundreds of potential leads, clients, concert venues, event planners, and personal contacts, this became the follow up sequence that has worked so well for me.

Follow up is probably the greatest skill you can have in building your business. It's simple, yet so powerful! When you follow these steps, you will start to see the momentum and results, but you have to stick to it!

Don't worry about being annoying to people or feeling like you're "stalking" them. People are just really busy, so don't take it personally if they don't get back to you initially. After months of constant follow up, some of my best and most influential business contacts *thanked me* for my persistence and diligent follow up.

So start using my formula, commit to it, and in time, the magic will happen!

Follow Up Formula:

- 1) Send email #1
- 2) Send email #2 (5 business days later)

- 3) Call #1 (5 business days later)
- 4) Email #3 (next business day)
- 5) Call #2 (10 business days later)

Total = 21 business days

If still no reply:

- 6) Email #4 (1 month later)
- 7) Email #5 (1 month later)
- 8) Call #3 (1 month later)

Bonus:

There have been times where I reached out to people 1 year later and we connected because the timing was much better for them! This can be an email or phone call. Know that the length of time that someone does not reply to you does not necessarily correlate to their level of interest. Remember, it most likely means that they're just busy and you were not at the top of their to-do list. Yet, the more you follow up, the more you move up the list.