

Email 1 - Free Download (Send immediately)

Possible Subject: *|FNAME|*, I Have Your Free Download Here

Hey *|FNAME|*,

Thanks for listening to my music. It really means a lot that you would take the time out of your day to do so 😊.

Included in the link is your free download of my latest tracks "single title 1" and "single title 2" from my EP/Album/Mixtape "EP title or album title, etc."

All you have to do is click on the link below and you will be able to download the files.

Download link

Also, keep an eye open for more emails from me. I have some more free stuff and other cool things I share with my listeners to perk up their day!

And I love talking with my fans and hearing from them so feel free to reply or send me an email with any questions, feedback, or just to say hi! You guys really make my day sometimes 😊

Talk soon,

Your name

Email 2: Starting the Relationship (Why You're a Musician) (Send 1-2 days after)

Possible subject: *|FNAME|*, I Made This For You

Hey *|FNAME|*,

Hope you had a chance to check out the music I sent you. Thanks again for listening. I work really hard on my music and I always appreciate when someone takes the time to listen.

I know I said I'll be sending you some cool stuff occasionally too in the last message I sent you, and I actually wrote a blog post that involves you on my site!

Well sort of, you'll see what I mean when you read it:

Link to blog post

Thanks and I hope you like the post,

Omari

Sample Blog Post: Your blog post should be a once in a lifetime shot of your explanation as to why you're involved in music. If you have 5-10 minutes to tell someone your story on why you make music, this is the blog post. You can take a look at mine to get a feel for it, then of course make it yours.

Here's an example:

I couldn't have been more than 5 years old when I first started my love for music. My parents would always have Gospel albums playing in the car as they drove me and my brother and sister from our basketball, soccer, and baseball games.

Like most people, all I needed was to hear the right rhythm and I became obsessed with a song for months on end. When you're young you don't really focus on how complex a song is, but all you know is that there's something about music that just connects with a certain innermost part of you.

I became an avid listener whenever I was around 15 years old. Once my older friends got their drivers licenses my parents didn't really have to drive me around so much anymore. My friends and I would blast our favorite music at the house or in the car as we went to our high school football games. Most of the time we would crank "We Ready" by Archie Eversole to get us hyped for the big match!

That same year one of my neighborhood friends started telling me about how he made beats, and he would play some for us all as we hung out in the basement. I always thought it was so cool how it was one of my personal friends making music. I didn't have much background training in music myself, but I decided I'd give instrumentals a go. I knew how much I loved listening to music, I figured it would be that much more rewarding to try and make some myself.

Honestly, I don't even remember the first program I downloaded to try and make beats, but I knew I was hooked the minute I started. As soon as I came home from school I'd go straight to computer and work on more tracks. I didn't even know what a chord was when I started playing around on FL Studio! But hey, we've all got to start somewhere right?

I started going on YouTube and learning different songs to play on the piano to enhance my skills and really start to learn my craft. Admittedly, my playing wasn't the best at first, but I couldn't expect to be Beethoven right out the gate, so I practiced more and more until my fingers would get cramped from me playing so much.

Once I started getting better I decided to put my skills to the test. I setup my first page at a website called SoundClick so people could check out my music, and what do you know some people started messaging me where they could download my instrumentals so they could put lyrics to them! Not only that, some people even asked if they could buy my beats from me! I already loved making the music and now artists were willing to pay me for my work.

I've never been into the fame and glory aspect of the music industry myself, but I really dug the fact that people liked my music and were willing to support me along the way. Fast forward almost a decade later and I still love it just as much today as I did when I started. I've spent countless hours trying to perfect my craft, worked several internships to hone in on my skills, and amassed a following of thousands of listeners across the world.

But anyone can download a program and start making music and call themselves a producer (I'm sure you've seen some). To really make professional music it takes WORK. The months spent studying

engineering, the years spent intensely listening to music to be able to pick apart a song and tell someone just how many instruments are in it and how Jazz and Pop songs are emphasized at different frequencies , and the lifetime spent of perfecting a craft are all part of the process. It's the feeling of not going out on a Saturday night because I have a song I want to finish, or sitting in the studio for hours and playing back a record several times to make sure the fans will love it.

I've worked with small time artists all the way up to TV networks like VH1, and all of them have one thing in common, they like hearing good music. Music that can put them in any mood from joyful to relaxed to excited. It's the listener I focus on whenever I make my music. I know all my hard work will be worthwhile when people like YOU hear my music and fall in love with something I've spent so much time trying to perfect.

So whether you're involved with music like I am or just like enjoying music through listening I thank you for being a part of my journey. Here's to YOU. I hope my music can positively impact your life and that it will continue to do so for many years ☺.

If you'd like to hear the latest piece of my journey, click below to listen to my most recent works, "album title".

Download link

Thank you for listening and enabling my dream to become a reality.

Email 3 - More free stuff and Credibility (send 2-3 days after previous)

Possible subject: The First Time I Heard my Music on Power 105 in NY

Email Content:

|FNAME|,

This was a special day for me that I wanted to share with you:

There's nothing like the first time I heard my music on the most popular Hip-Hop station in all of the Big Apple

Blog post link

I still get excited thinking about it.

Hope you enjoy and talk soon,

Omari

Blog Post:

I still remember it like it was yesterday. I sat in my room and waited for the call from my manager. My friends dad had been in the music business for over 20 years and he finally felt I was ready to start submitting instrumentals to his label.

He called me one day and said, "Don't get too excited, but I think I have someone who's interested in one of your tracks." My mind started racing. I was anxious to find out who it was that heard my music! Turns out it was Angela Yee from Power 105 in NY. She had a new artist she was promoting and they needed music for her single.

One of the girls from a VH1 show was going to have her single featured on an episode and they needed a fresh track for the performance. My manager had me making dozens of tracks and pulled one of them from the catalog to give to Angela Yee. They loved it decided to make a song!

Me being a 20 something year old in college, I felt like I was on top of the world. I had sold music before, but never to be published in TV, and to sweeten the deal the single was going to be featured on the Breakfast Club on Power 105. I already loved sharing my music through my website, and now more established people were digging it too.

I was always a late riser in college (usually around 11 a.m.) but this special morning I woke up bright and early at 7 in anticipation. My song actually wasn't due to air until a few hours later, but I sat at my laptop and listened to most of the morning show through the Power 105 website. Drake's new single '5 a.m. in Toronto' debuted right before my song, then the radio host came on and announced my track, "And now here it is, the new single by Lore! right here on the Breakfast Club." Heck, I don't even remember exactly what the guy said, all I knew was my music was not only on one of the most popular Hip-Hop stations in the world, it was the featured song!

I was a kid in college working hard to be heard above all the noise out there, and this was a huge step for me. The song came on and the synths, bells, and effects started hitting my ear drums in a way that somehow sounded more crisp than before. Never mind that it was being played on radio quality as opposed to studio quality, it sounded supreme.

I'll never forget that day. Not because of the radio play or TV spot, but because of the potential to reach more fans who appreciate my music.

As a thank you for being one of my subscribers I wanted to share the track with you. You can download below for FREE, no strings attached.

Download link

If you dig it you can listen to more like it on my new album "Album title". There's a collection of tunes on there that are even better now than when I had my music first air back when I was in college.

Thanks for reading,

Omari

Email 4 - The Sale (Send 1-2 days after previous)

Possible subject: *|FNAME|*, Here's my album for FREE (Next 72 hours only)

Email:

Hey *|FNAME|*,

Just wanted to let you know that I'll be giving away a copy of 'Album Title' for FREE to anyone who picks up a copy of , 'Album Title 2' for the next 72 hours.

You can get them here:

Download link

I got a great response from sharing my story about my song being featured on Power 105 in New York the other day and it put me in a great mood!

So, I've put together this special offer where you can get a FREE copy of 'Album title' when you get 'Album title' as a way of saying thank you.

Download link

But please remember that this is only good for 72 hours and this is ONLY for subscribers (that's YOU). It's not available to everyone and this will be good for a limited time.

So if you want to get 2 albums for the price of 1 you can download now:

Download link

Once the clock hits zero this offer will be gone for good.

Talk soon,

Omari

PS, If you missed my last email you can download the free single that got all the great feedback here:
Link to last blog post

Email 5: Reminder (Send 1 day after or according to how much time you gave them to buy)

Possible Subject: Get a free copy of my album (Time Sensitive)

|FNAME|,

Just wanted to be sure you got my email yesterday as it is time sensitive.

I'm giving away a free copy of 'album title' for 72 hours whenever you get 'Album title 2'.

Here's where you can get them both for the price of one:

Download link

I'm doing this because I appreciate the kind words I received in sharing my story of the first time I heard my music on Power 105 in NY. You guys are the best and I am in a great mood 😊

Please remember this is only good for 72 hours total and then this offer will be gone for good. Once the clock hits 0 it's a done deal.

Keep in mind that the clock is literally ticking as we speak so if you were interested in getting a free copy of my album 'title of album you're giving away for free' then please act fast.

Talk soon,

Omari

PS - If you didn't get a chance to check out my story of how I got my music featured on Power 105 that got all the great feedback, you can see what all the hype is about here

Link to article

Email 6: FINAL NOTICE (Send according to how much time you gave them to buy)

Possible subject: Final Notice

Hey *|FNAME|*,

This is just a courtesy email to let you know that the 72 hour special is running out.

In case you missed my last 2 emails I'm giving away a free copy of 'album title' whenever you get a copy of 'album title'.

Here's where you can get it:

Download link

This is how I'm saying THANKS for being one of my subscribers.

Please keep in mind that whenever the clock hits 0 this special is gone for good. So you can take advantage of the deal by getting 2 for the price of 1 at the link below:

Download link

Thanks,

Omari