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 illusive.

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, and personal contacts, this became the follow up sequence that to this day, works so well for me.

It's simple, yet so powerful. If there is only one thing that you do in building your music business, do this! 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 music 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!

Be the dream,

Tiamo De Vettori
Founder/CEO
Musicpreneur Academy

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 (3 months later)

7) Call #3 (6 months 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.