




A SIMPLE EMAIL TO FANS

One of the best ways to engage your fans and previous customers is to put together a friendly email. The example below is one that has been used with success. Before writing the email make sure you have something new to tell them. Remind them of the great time they had with the band and your music. Make sure you personalise the email by putting in the name of the recipient. Note that this email was sent when the COVID crisis started so the aim was to let fans know what we are doing and how we are coping with the crisis. Make sure all band members are named in the thanks at the end.

Example Email

Hi ----- we hope this finds you safe and well? As someone who has booked us in the past we want to take this opportunity to let you know what we have been doing during this current crisis. COVID has had a huge impact on all our lives and for bands like us it has been especially challenging. We have lost all our bookings for 2020 and have no idea when we can return to live performances.

For the first time we have made our back catalogue of music available for download on our site. This has been an exciting project for us because fans can now buy our music directly without having to download any software or sign up for anything. The whole process is easy and straightforward. We are asking our fans to support us directly by considering purchasing our music via our music player at: [Ourmusic2u](#) 

We also want to thank you for having us perform for you in the past. We are looking forward to playing live again when this is all over. If you are planning a special party event in the coming years please bear us in mind as we would love to help you celebrate your special occasion. In the meantime we wish you well and hope that we can all come through this difficult time. We hope to see you again and remember by buying direct you will be supporting us through this crisis.

Yours -----

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