



COPYWRITING  
FOR  
MUSICIANS

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W/ JOHN OSZAJCA

FOUNDER OF: MUSIC MARKETING MANIFESTO

# WHAT WE'RE GOING TO COVER TODAY?

- X An overview of what copywriting is, why it's important, and how it can impact your potential success as a musician.
- X Why most people struggle with copywriting.
- X The 7 steps of the true fan journey.
- X The Merch Table Method.
- X Real world example campaign.



I'M EXCITED TO ANNOUNCE THE RELEASE  
OF MY NEW LIVE WORKSHOP,  
"COPYWRITING FOR MUSICIANS".  
REGISTRATION IS OPEN NOW!





Copywriting is the art and science of using words to motivate people to take action.

# THE 7 STEPS OF THE TRUE FAN JOURNEY.

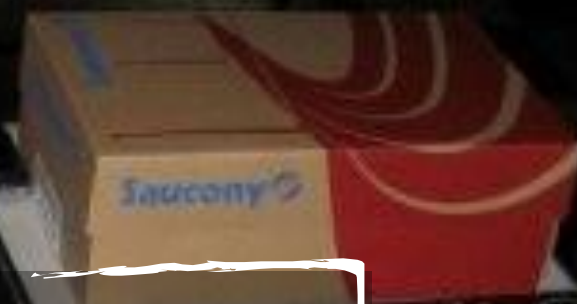
1. Awareness (prospect sees a post about your music).
2. Interest (prospect identifies with the sound and experience that you claim your music offers and becomes intrigued).
3. Engagement (prospect listens to your music, comments on blog post, engages with you on social media).
4. Purchase (prospect makes their first small purchase or – if streaming your music – adds your music to a playlist).
5. Becomes fan (prospect gets value from their purchase).
6. Becomes true fan (your fan becomes a true fan and continues to support your creative endeavors by making additional purchases).
7. Endorsement (fan shares your music with others).



THE MERCH  
TABLE  
METHOD.



all 15  
\$15  
\$20  
\$10  
\$10





REGISTER FOR THE "COPYWRITING FOR  
MUSICIANS" WORKSHOP NOW.  
REGISTRATION WILL ONLY BE OPEN FOR  
A FEW DAYS.





THE GOAL OF YOUR COPY IS TO  
CREATE A SCENARIO IN WHICH  
THE LOGICAL CONCLUSION IS  
THAT YOUR PROSPECT TAKES  
ACTION.





COPYWRITING

Q & A

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