

May 17, 2013

here's some ideas: me have ideas? no way dude.... ok anyway... a few ideas...

1) what about recruiting fans who volunteer to man a table before and after the shows where they give out info about your single where maybe if people buy SL at the table for \$1.00 or whatever amount you decide; (a) you somehow give them a website where they can download it by entering their receipt number or something... (b) you can put the song on a mini cd or something that doesn't cost much. (c) you can have a laptop at the table and the volunteers can help them order it and download it to their email thru amazon or itunes, set them up on your mailing list, pass out info cards with your twitter, FB, website, link to your show schedule.... (d) 19 or vanguard may have a table or something already decided; i don't know, but you have alot of fans that would love to help. you can give volunteers perks like they can attend the VIP or talk with you after the show for 5 minutes or something...

if they sign up for mailing list and buy SL or pre order album or something they get in a drawing to win something.... not sure what but...

2) another idea is you come to the table after the shows like you did in rockford, etc. if they buy SL or pre order album or something you'll sign something for them or take pic w/them or something, they can also buy a poster, bumper sticker or stuff like you did at your winter shows, something... there's lotsa cool promo item ideas ... girls mostly buy shirts and they like those scoop neck shirts... again, just throwing out ideas... and you guys may already have lotsa these things in motion already. not sure.

3)) you can have a double sided postcard at the table like i do at our local events that includes LOTSA info: website, e mail list, show dates, FB and twitter, tell em where to hear SL on radio and where they can request or listen... or you can do double sided 8.5 x 11 like the info page i do and me and magical_Lee send to twitter fans who like you (this is link to file): <http://bit.ly/LeeWelcome> altho postcard size is way easier for people to carry...

4) if you have merchandise, you can sell that like you've done at past events... but instead of just selling merch and CDs, the single, etc. i think it's REALLY GREAT to promote website, mailing list, twitter, FB ... so they can keep up with you and tell more people. keep em in the loop. otherwise they lose touch and don't know latest about what's happening. KEEP PEOPLE IN THE LOOP AND CREATE A MAJOR BUZZ...

5) mount prospect block party is july 27. also july 26 pm, but you have show in IA that night. since you're not that far away what would you think of coming sat. night (a) maybe do 2 or 3 songs sat. night just cuz. there's like 6000 people there... (b) you can tell em about silver lining in case they haven't gotten to our table (c) tell em about album and maybe they can pre-order (d) say if you pre-order album or buy SL or something... you'll take pic w/them & sign something. i think this can generate a TON of interest...

if you are able to or want to, i can talk to dawn at the chamber of commerce in advance and we can get it set up, do some press, something. then we should have the lee table again and you can come over, sign stuff, take pics, have people buy SL, tell em about album, take pre-orders (always great to get people to do stuff IN THE MOMENT when they're in the middle of being excited). people purchase based on emotions and it's awesome to strike while the iron's hot.

we can tell daily herald ahead of time and they can come out and take pics and do story and create huge buzz how you came back home and did FREE songs for your hometown crowd....if you wanted, they

could do a story ahead of time that you're coming (unless you want it to be a surprise)... i know the 2 editors. i got the viper alley story in the daily herald which led to your interview with haleyscoop and got them to do a follow up article about silver lining, etc. also i keep in touch with luis gomez at chicago tribune and he put your shows in trib and did interview with you...

you can sell a TON of stuff and get local people super excited again like when you were on idol; cuz when we go to mount prospect and put up posters and pass out info cards and stuff before your local shows alot of people are like what's going on with lee? i know it may feel like hmmm... would i wanna do this? am i going backwards? i feel like, what better press to get than going home and creating a HUGE buzz where it all began. to me, that is ALOT of excited people telling alot of other people ...again all just ideas... whatever you think is best. i'm just here to support whatever you do.

if you can't come to block party i'm gonna still pass out info cards, do all the stuff we did before, have the other girls pitch in and buy about alot of silver linings we can give out to people. plus have contests again like we did the last few years and have prizes like win an album when it comes out, and stuff like that.

ok well i'm done... i was driving and jamming along with silver lining with the windows rolled down and bam... this all just hit me. have a great nite. love ya to death. i reelee do. i hope this is the year of all years and the beginning of everything you SOoooo deserve.

also i bought 3 lottery tix for 600 million dollar jackpot. dude if i win me and my family will be set, i'm gonna help several charites and dude you're gonna get SOooo much promo, radio play and open for people like dave matthews that yo freakin head will b a spinnin off yo body... cuz EVERYONE is gonna know you and love you like we do... i guarantee you that... like i said before... lee world domination...

also i soooo hope you promote your shows alot. if people see your tweets, facebook posts they'll be so excited. i see people all the time who say "darn i didn't know. i would have come"...

xo annie s @dewyzefan6

a few other suggestions (again, just my opinion so whatever you think)...

SHOWS:

i think it's really important to announce and do promo for your shows. people really wanna see you. when you asked people who's from MI and said cuz you have a show in ann arbor people were so excited. they also got to sort of communicate with you.

maybe twitter AND facebook the shows (since FB having problems with tweets not showing up just copy paste the tweets and take off the @ 's and post directly on your page. that's what i do when i FB a tweet.

maybe tweet 3-4 weeks before shows, if you don't wanna do separate tweets for ea. show maybe tweet and FB saying "the week of july 12-15, i'll be doing shows in TN, GA and NC. would love to see you. who's coming?"then tweet again maybe 1 1/2 weeks before the shows and then a day or so before RT the venues or something.

also to me, i think when you tweet what a great show it was and what an awesome crowd, blah blah blah, people get excited and feel very special. maybe after EVERY show do a tweet AND facebook (FB) like that. you get way more feedback on FB from what i can see and they really wanna be involved.

FACEBOOK:

i saw several people in the past year say something like maybe you can incorporate FB into your twitter parties. i'm not sure how you'd do that, but what about every couple months going into FB and telling people to post some questions and then reading thru them and picking maybe 10 - 15 to answer. i just think any promo and loyalty you can gain/keep is a great thing.

SINGLE:

hope you promote the crap out of silver lining at every show. maybe if you dont' wanna do the table idea or anything , you can have small 3" x 5" pics where you sign one original and then they print thousands where it looks like you signed them and on the back you have the info. about website, mailing list, shows, single with itunes website link and when album will be available and the name of it.