

**Special Topics in Entrepreneurship (ENTREP 395):
Growing and Monetizing your Fanbase
Fall Quarter 2016**

COURSE: How to Create, Grow and Monetize your Fan Base as an Artist

CASES/TEXT: TBA

Required Texts:

Fan Cloud, Thiers and Thiers, 2015 (will be dist. in class as handouts)

The Artists Compass, http://www.amazon.com/Artists-Compass-Complete-Building-Performing/dp/1501105957/ref=sr_1_3?s=books&ie=UTF8&qid=1463067944&sr=1-3&keywords=artist+career

Video links:

Content:

Canvas repository:

TIME: Mondays, 3-6 PM

LOCATION: TBA

PROFESSORS: Genevieve Thiers and Heather Aranyi

TA: TBA

OFFICE: TBA

TELEPHONE: TBA

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OFFICE HOURS: We will try to be in the classroom ten minutes early and will stay after class is completed to answer questions.

**COURSE
OVERVIEW:**

Growing and Monetizing your Fanbase is designed to expose artists to entrepreneurial thinking in building their careers. Are you a singer, actor, musician, comedian, writer, graphic artist, fashionista, or dancer that wants to promote your career? Students will be exposed to highly relevant methodologies that startup entrepreneurs use to create and grow their companies, but in this case, the corporation being grown and promoted is their talent and fans, via their own personal brand.

Performers are uniquely suited to being entrepreneurs, as the processes of creating a company and a person brand are so similar. In this class, we will examine using funnels to track your odds and auditions or applications, using social media and email marketing/PR/web sites to promote your brand, and fully monetizing and exploiting the value of every fan you capture. We'll also examine the idea of a "brand bus," or the addition of other brands to your brand that can extend your fan cloud's surface area. (Examples: a performer that creates an opera company, or a writer that creates a class, or an artist that creates a show.) The application of startup principles will be direct and quick. We will expect you

in class to track your current fan cloud, grow it, and begin to fully extract value from your fans. We will be making web sites, building funnels, using email marketing, social media, social media tracking tools and more, so be prepared to work in real life, not just in a classroom!

There might be smaller fees required to create a web site, etc. We will work to offset these but in the case they are used, they will be low, and used in promotion of your personal brand. In all cases, we will do the best that we can to find a free, quality route to accomplishing a critical step in establishing your fan cloud. If that is not possible, we will find you the lowest cost alternative. **Since this course is for artists, we do ask that you have something you wish to promote, be it a book, fashion line, collection of art or similar.**

This class will leave every performer with the ability to grow and maintain a healthy and robust cloud of fans around them and their performances, and also the ability to fully maximize the potential, monetary or otherwise, of the entire base. Whether or not this fan base is maintained post the class is up to you. We will to be open to using everything you have as a performer—be it performances, social media presence, or collateral—to promote your brand.

COURSE GOALS: Our overall goal is to help you understand how to create and fully exploit a fan cloud around yourself and your “product” (talent.) Our course objectives include:

- A look at the current state of the industry across performance fields
- Discussion of brand, and the best brands for performance
- Overview of the funnel concept, and applying to performance
- Primary drivers for brand—web site, email list, collateral—best practices
- Secondary drivers for brand—social media (FB, Twitter, Instagram, Linkedin, Youtube, Vine, Pinterest, Soundcloud and others.)—best practices
- Identifying the stages of fan and tracking your fan cloud metrics
- How to move a fan to a repeat fan to an investor to a champion
- The value of cross-training to your fan cloud
- How to turn an investor into a champion
- Cultivating super-champions in those who are hiring
- The brand bus concept and how it can extend your fan cloud
- Quick overview of creating a performance company
- Quick overview of creating a show vehicle

STUDENT ROLE: We hope to create a classroom environment that is interesting and fun. Your participation in class, as well as an open attitude to the subject matter, is **CRITICAL** to accomplishing our goal. If you believe you are so talented that you will be instantly famous post graduation, then please do not register.

INSTRUCTOR ROLE: Our role as instructors is to facilitate the learning. We intend to give you the information and watch you use it in real life. The foundation for a long and healthy performance career can be built in one class, if the performer is open to the data given.

GRADING:

Your grade will be compiled from four different components:

CLASS PARTICIPATION

15%

HOMEWORK	25%
MIDTERM	25%
FINAL CLOUD/BRAND BUS EVALUATION	35%

Class participation will be graded based on quality versus quantity. I place high importance on comments that move the class discussion forward. Class attendance will be factored into your participation score.

The lowest quiz and the lowest homework grade will be dropped (excepting the accounting quiz and the personal essay).

COURSE

PREREQUISITE

It is your responsibility to insure that you meet the prerequisites for this course. A performance career (or desire for one) is required.

NOTICE OF VIDEO AND AUDIO RECORDING

Students in this course may be subject to periodic audio and video recording. Such recordings will potentially be used by Northwestern University in the future and made available through various means, including web pages, to both students and advisors in the program. By registering for the course, you are consenting to such recording and consenting to having the materials made available for academic and marketing purposes

CLASS	OBJECTIVES	TOPIC AND ASSIGNMENT
9/5	<i>Brand and Concepts</i>	<p>READ: Fan Cloud, Chapters 1 and 2, The Artists Compass Chapter 1, alt web site content as needed</p> <p>ASSIGNMENT: Write personal essay about your career as an artist and goals and how the changing industry has affected those</p> <p>CONCEPTS: Brand, fan cloud, funnel, brand bus</p>
9/12	<i>Funnels</i>	<p>READ: Fan Cloud, Chapter 3, The Artists Compass Chapter 2, alt web site content as needed</p> <p>ASSIGNMENT: Absorb the concept of odds funnels and track your latest conversion funnel with auditions/applications</p> <p>CONCEPTS: funnels/odds funnels/success funnels/conversion funnels/agent and hiring funnels</p>
9/19	<i>Brand</i>	<p>READ: Fan Cloud, Chapter 4, The Artists Compass Chapter 3, alt web site content as needed</p> <p>ASSIGNMENT: Bring in the pieces of your brand packaging and create or refine your web site.</p> <p>CONCEPTS: brand, packaging</p>
10/3	<i>Fan cloud tracking</i>	<p>READ: Fan Cloud, Chapter 5 , The Artists Compass Chapter 4, alt web site content as needed</p> <p>ASSIGNMENT: Track your current fan cloud, in numbers. Essay on how to increase it.</p> <p>CONCEPTS: fan cloud, social net, personality enhancers, hiring enhancers, art enhancers, drivers</p>
10/10	<i>Fan cloud expansion</i>	<p>READ: Fan Cloud, Chapter 6, The Artists Compass Chapter 5, alt web site content as needed</p> <p>ASSIGNMENT: Sign up for all social sites you are missing in your 8 required pieces of your social net. Attach your platforms together. (Facebook/Twitter/Linkedin.) Essay, what drivers do you have in place, and what do you need?</p> <p>CONCEPTS: fan cloud, drivers, social media tracking tools</p>
10/17	<i>Fan cloud conversion</i>	<p>READ: Fan Cloud, Chapter 7, The Artists Compass Chapter 6, alt web site content as needed</p> <p>ASSIGNMENT: Convert several fans into your funnel and move at least one up the chain. Creation of first email marketing campaign. Creation of first press release.</p> <p>CONCEPTS: conversion, press release, email marketing</p>
10/24	<i>Fan cloud tracking</i>	<p>READ: Fan Cloud, Chapter 8, The Artists Compass</p>

Chapter 7, alt web site content as needed

ASSIGNMENT: Put in place a social media tracking tool.
Show us in a 5-page powerpoint the shape of your fan cloud and how its grown.

CONCEPTS: social media tracking tools

10/31	<i>MIDTERM</i>	MIDTERM (creation/full extrapolation of personal cloud)
11/7	<i>ARTIST SHOWCASE</i>	READ: The Artists Compass Chapter 8, alt web site content as needed <i>Artist Showcase</i> <i>Kyle Hustedt, Chicago Cabaret Project</i> <i>Joelle LaMarre, The Violet Hour</i> <i>Amanda Hocking, Author, <u>My Blood Approves</u></i>
11/14	<i>Brand Bus</i>	READ: Fan Cloud, Chapters 9 and 10 ASSIGNMENT: Write personal essay about what you would add to your brand bus, and how. CONCEPTS: brand bus
11/21	<i>Arts Company Creation</i>	READ: Fan Cloud, Chapter 11, 12, 13, 14, ASSIGNMENT: Sketch your imaginary company, part one (5-10 page powerpoint) CONCEPTS: arts company
11/28	<i>Arts Company Creation</i>	READ: Fan Cloud, Chapters 15, 16, 17 ASSIGNMENT: Sketch your imaginary company, part two (5-10 page powerpoint) CONCEPTS: arts company
12/5	<i>Show Creation</i>	READ: Fan Cloud, Chapters 18 ASSIGNMENT: Sketch your imaginary show or alternate brand bus addition (5-10 page powerpoint.) CONCEPTS: show
12/12	<i>FINALS</i>	FINAL EXAM (unifying clouds)