

[Jimmy Martin and Paul Williams Interview.](#)

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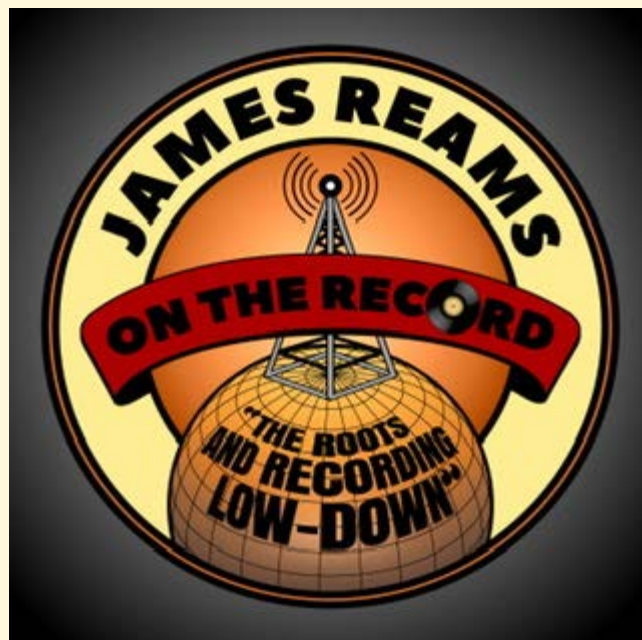
- "On The Record" - Episode I
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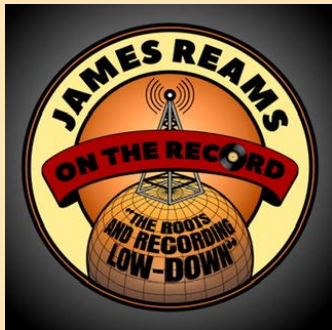
**Listen to Jimmy Martin and Paul Williams in Interview, click below.**



We got to talk with Jimmy Martin and Paul Williams, legends in the Bluegrass genre, about their childhood, first experiences in music, and their journey to become some of the most influential figures in the Bluegrass music world. Episode I is now available on iTunes, Google Podcasts, and Spotify. Click below to listen!



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## "On The Record" With James Reams

Deep conversations with the most influential artists in the Bluegrass genre. Available now in [Apple Podcasts](#) and [Spotify](#).

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## 7 Ways to Engage Your Audience and Boost Engagement (Part II)

In the last edition of our newsletter, I shared three main hints to connect with your audience and create an awesome community as an artist. Here is the part II of 7 ways to engage your audience and boost engagement from them.

### 4. Make friends

Building an audience and moving merch is much easier when you have plenty of friends in your corner. Establish a good relationship with venue owners and promoters before the event. Send them promotional material ahead of time and help promote their venue on your social media pages. Get to know the folks beforehand as well as you can, and it will be like meeting up with old friends by the time you make it to the venue. Being friends with writers and disk jockeys will also help spread the word, as they can get written promotional material in the front of the eyes of countless people who may otherwise miss you, and perhaps most importantly, get your music in the ears of radio listeners who can turn into fans and friends. Stop by radio stations that play your music when you're in the area, and be sure to thank them for their support, both via written word and in-person visits. Cultivating meaningful friendship with other industry figures is critical for moving up in the music business.

### 5. Remember the bigger picture

While some events may not be the biggest money makers the day of, never lose sight of your larger goals. Working with venues large and small to provide them with a service that meets their needs will certainly help you continue your involvement with any scene, but remember, instant gratification seldom pays. As you build a following at venues, your ability to attract customers should eventually lead to a larger payout. Perhaps more importantly, if you can get your product in front of new people who will continue to support your efforts beyond that venue, that adds to the sustainability

- [Southern Nevada Music Society](#)
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- 

## 6. Take names

If you have a way to get in touch with people once the book event is over, get as many contacts as you can. I would always recommend getting names and contacts from anyone that visits your record table and signing them up for your mailing lists. A presence in their email inbox will help you stay on their radar and keep them interested in your work. Giveaways are another good way to collect new contacts, while giving folks a thrill with the potential for winning a special prize.

## 7. Show Appreciation and Be Grateful

As you build an audience while working with venues, remember that your success is largely created by fans and venue owners. After a performance, it is always a kind gesture to thank as many people as you can. Send a thank you email to the new who have registered for your newsletter, and in case they missed it, offer them any special deals you were running at your performance, which could lead to more sales. In addition to fans, thank the people who worked your event. Tell venue owners and employees thank you in person, maybe drop them a handwritten thank you note later, and spread the love on social media. These are all great ways to leave a good impress for a return visit.

*These tips are just the tip of the iceberg, but I hope these will help you in your journey down the road to success in the music business. Do you have a success story or a memorable experience selling merch you would love to share? Whether it's about tricks you learned or tips on what NOT to do, I'd love to hear what works for you! If you're serious about taking your CD to the next level and want to learn more beyond the bounds of this article, I'd love to chat about it with you!*

**Medium Takes a Look James Reams! [Click Below.](#)**



# Medium

Exited to have been featured by Medium Magazine as a way to enjoy music during hard times. **Click below** to check the full article!

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