



## Artist Booking Checklist

### **1. Call the Host**

Call the host. Their phone number is located under My Account → My Events → View (next to the corresponding event). When you call, confirm the location, time and price of the event. **Make sure** you exchange any additional contact information (cell phone, preferred email address) that makes it easy for you to communicate with your booking host.

### **2. Establish your Technical & Space Needs**

Contact the host and let them know what your technical requirements are. (If you have a Rider or stage Plat , send and review with your host ASAP.) Such as:

1. Are you bringing sound or do they need to provide it and, if so, what do you need?
2. What are your electrical needs? If it's a house show, will house power (110 volts) be adequate, or will you need a larger power supply?
3. Will you need any help loading in your gear and at what time will you want to load in?
4. What is the minimum amount of space you need to play in?

### **3. Establish Food, Lodging, Merchandise & Other Needs**

1. Did you and the host agree on any food and beverage requirements for the day of your show?
2. If you are coming from out of town and plan to stay over, will you be staying at the host's home or at a motel and, if it's a motel who's paying for the room(s)?
3. Is a dressing room and security being provided in the back stage area (if one exists)? In terms of back stage, venues always have them, but if you're playing at a house, or dorm, a spare bedroom or closed lounge area works just as well.
4. Where can you set up a table or will they provide one for you to sell merchandise and CD's? Venues tend to take a percentage of merchandise from the bands, but in independent situations like a house or dorm party, artists should **NEVER** pay a percentage. Also, if the club is not paying you a fee for playing, **DO NOT** give them a percentage of your merchandise sales.
5. Finally, are you being given a guest list? If so, how many guests is the host allowing? Do not make your list unreasonably large.



All of these are additional day of show terms. Once you and the host agree upon them, they need to be put into a separate piece of paper called a "Rider." We have provided a Rider form for download.

#### 4. Establish How You Get Paid

Both you and the host need to be clear on how much you will get paid and when any payments are to be made. **This Amount Should be in Your Contract!** No matter how small the fee you are being paid to play, we recommend you put in your contract that you receive 1/3 to 1/2 of your fee within seven days after the contract has been signed and definitely before the show takes place. We recommend you set up a PayPal account to receive payments, so you don't have to worry about bad checks or any other problems that may arise. The remainder of your fee should be paid at the time you arrive to set up for the show, or immediately before you play. Get paid in **Cash, Money Order, or by PayPal.** If you are really concerned about getting your deposit and paid in a timely fashion upon completion of your engagement, consider using our secure payment partner, GigPay (<http://www.gigpay.com?aff=LMM>), and have your money paid through them for a reasonable fee.

#### 5. Ask the Host for a Contract

LiveMusicMachine recommends that our artists and hosts sign some form of a contract. This way both sides are protected, everyone is prepared and knows what to expect, and all the items you discussed with the host are documented. The host is usually responsible for providing the contract. If you have a standard contract that you like to use, you should provide that to your host/promoter. If the host does not provide a contract, feel free to review and use one of the two **sample** contracts provided by LiveMusicMachine. If you would like a professional to write your contract, please use our affiliate GigPay: <http://www.gigpay.com?aff=LMM>

#### 6. Public Event? PROMOTE!!

After the contract is signed, start promoting your show immediately (as long as it's a public event, of course). Create a flier: don't forget the time, date, ticket price, address of the show, a list of bands you are playing with, and maybe even a short description of your music. Distribute these fliers to all the local hot spots, email your fans, and post the flier online. Our LMM widget makes it easy to share your flier all over the Internet. Contact the host and see what they are planning to do to promote the gig and ask where you can help. Ask them if you



can add people to their LiveMusicMachine e-vite list. The more successful your gig, the more likely you will be booked for others.

#### **7. Get Directions**

Before leaving for your gig, you should call the host and re-verify the address of the venue or house where you will be playing. Don't rely 100% on MapQuest or your GPS system to get you there. If you have a manager, road manager or even a friend or family member that acts like one, make sure they advance your date regarding directions, load in time, show time, and your guest list (which should be provided to the host prior to the time the doors open for your show). Don't forget to take the host's cell phone number with you in case you get lost.

#### **8. Be On Time and Act Professionally**

**Remember:** an event is a job, and you want a good recommendation for future jobs. Arrive on time, act professionally, and remember to say please and thank you.

#### **9. Network, Promote, Network, Promote**

Both before and after you play, work the room. Ask people what they think about you, collect email addresses, take pictures with anyone who wants one (and ask the host to post them on their LiveMusicMachine Party page for that specific show). If someone was taking a live video of your performance, ask for a copy and post it up on your LiveMusicMachine Artist Page or anywhere else on the Internet you want. Go to our FAQ and we will show you how easy it is to put our "Book Me" button right on your YouTube videos so if someone likes what they see they can book you ASAP. Request that people make comments on the LiveMusicMachine Party Page about how great your performance was and how easy you were to work with.

Tell your fans that they can go to your LiveMusicMachine page and click your "Book It" button so that they can book you, as well. Remember, in the music business, there is actually no shame in self-promotion. In fact, it's your first step towards true greatness.

#### **10. Follow Up & Say Thank You**

Before you leave the gig, ask the host or club owner how you did and whether they would book you again. If their response is positive, make sure they rate your performance on LiveMusicMachine so that other people can know just how good you were. It is also good to email or call the host again in the next day or so to say thank you, and get any feedback they may have.