



ARTISPRENEUR ACADEMY COURSE GUIDE

How to Book and Promote Your Own Shows

Empowering Artists for Business Success

COURSE GUIDE | WORKBOOK | FULL TRANSCRIPT

Empowering Artists for Business Success

Artist Business | 03:10 video companion

ART MEANS BUSINESS.

Course Overview

This course will teach independent artists how to book and promote their own shows, from securing venues to creating marketing campaigns that sell tickets. You'll learn strategies for negotiating fees, building a fanbase through live performances, and managing the logistics of performing. By the end of this course, you'll be equipped to successfully book, promote, and perform your own shows.

What You Will Learn

- Explain the fundamentals of Show Booking
- Understand and apply Researching and Selecting Venues
- Understand and apply Crafting a Pitch to Venues
- Understand and apply Negotiating Terms with Venues
- Understand and apply Promoting Your Show
- Understand and apply Managing Your Show

How to Use This Guide

- Read the chapter write-up while or after watching the matching video lesson.
- Complete the action steps and reflection prompts in the context of your own creative business.
- Use the transcript appendix to review exact narration, terminology, and key phrases.

ART MEANS BUSINESS Learning matters most when it becomes a decision, a system, or an action.

Chapter 1: Introduction to Show Booking

This chapter focuses on Why Booking Your Own Shows is Important and Types of Shows You Can Book. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Booking Your Own Shows is Important

Booking your own shows allows you to

Build Your Fanbase: Live shows offer a direct way to connect with new listeners.

- Control Your Revenue: You manage ticket sales, fees, and merch sales.

Types of Shows You Can Book

You can book various types of shows

Local Gigs: Performing at smaller venues in your city.

- Tours: Performing in multiple cities.
- Festivals: Playing at larger events for exposure.

Put It Into Practice

- Review your current approach to why booking your own shows is important.
- Gather the information or documents you need for types of shows you can book.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: Researching and Selecting Venues

This chapter focuses on Identifying the Right Venues for Your Genre and Understanding Venue Types. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Identifying the Right Venues for Your Genre

When choosing venues

Match Your Genre: Make sure the venue's typical acts align with your sound.

- Consider Venue Size: Choose a venue that fits your current fanbase size.

Understanding Venue Types

Bars and Clubs: Great for emerging artists and intimate performances.

- Theaters: Ideal for larger, more formal events.
- Festivals: Provide exposure to bigger audiences and industry professionals.

Put It Into Practice

- Review your current approach to identifying the right venues for your genre.
- Gather the information or documents you need for understanding venue types.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: Crafting a Pitch to Venues

This chapter focuses on Creating a Professional EPK (Electronic Press Kit), Writing a Pitch Email that Gets a Response, and Following Up with Venue Managers. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Creating a Professional EPK (Electronic Press Kit)

Your EPK should include

Biography: A short artist bio.

- Music Samples: Links to your best songs.
- Performance History: Previous show experiences and press mentions.

Writing a Pitch Email that Gets a Response

Your email should

Be Concise: Include only the necessary information.

- Highlight Your Value: Mention what you can bring to the venue (e.g., ticket sales, promotion).

Following Up with Venue Managers

Always follow up

Politely if you haven't heard back after a week.

- Be persistent but respectful in your communication.

Put It Into Practice

- Review your current approach to creating a professional epk (electronic press kit).
- Gather the information or documents you need for writing a pitch email that gets a response.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Negotiating Terms with Venues

This chapter focuses on Understanding Booking Contracts and Setting Up a Performance Agreement. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Understanding Booking Contracts

Key contract elements include

Revenue Split: The percentage of ticket sales you'll keep.

- Merch Sales: Whether you keep 100% of merch revenue or split with the venue.

Setting Up a Performance Agreement

The performance agreement should outline

Your Fee: Flat fee or a percentage of ticket sales.

- Rider: Your technical and hospitality needs (equipment, drinks, meals).

Put It Into Practice

- Review your current approach to understanding booking contracts.
- Gather the information or documents you need for setting up a performance agreement.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Promoting Your Show

This chapter focuses on Creating a Marketing Campaign for Your Performance, Using Social Media and Email Campaigns to Sell Tickets, and Partnering with Local Media Outlets. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Creating a Marketing Campaign for Your Performance

To promote your show

Use a countdown strategy on social media.

- Design engaging flyers and graphics to share with your audience.

Using Social Media and Email Campaigns to Sell Tickets

Promote your show by

Running social media ads targeted to your fanbase.

- Emailing your mailing list with early access or special offers.

Partnering with Local Media Outlets

Engage local media by

Sending press releases to newspapers, blogs, and radio stations.

- Arranging interviews to boost awareness of your show.

Put It Into Practice

- Review your current approach to creating a marketing campaign for your performance.
- Gather the information or documents you need for using social media and email campaigns to sell tickets.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Managing Your Show

This chapter focuses on Preparing for Performance Day, Coordinating with the Venue Team, and Ensuring a Smooth Show Experience. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Preparing for Performance Day

Prepare by

Creating a detailed schedule for your performance day (soundcheck, setlist, etc.).

- Doing a tech run-through with the venue team to ensure everything is working properly.

Coordinating with the Venue Team

Work with the venue's

Sound Engineer: Ensure sound quality for the performance.

- Lighting Tech: Ensure lighting fits your aesthetic.

Ensuring a Smooth Show Experience

On show day

Arrive early to manage any last-minute details.

- Stay organized: Keep your team informed of the schedule and any changes.

Put It Into Practice

- Review your current approach to preparing for performance day.
- Gather the information or documents you need for coordinating with the venue team.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on How Do I Set the Right Ticket Price? and What Should I Include in a Performance Rider?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How Do I Set the Right Ticket Price?

Ticket price should be based on

Venue size and typical ticket rates.

- Your fanbase: Consider your audience's budget.

What Should I Include in a Performance Rider?

Include in your rider

Technical requirements: Microphones, amps, stage setup.

- Hospitality: Food, drinks, accommodations (if needed).

Put It Into Practice

- Review your current approach to how do i set the right ticket price?.
- Gather the information or documents you need for what should i include in a performance rider?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Continue Expanding Your Live Performance Career. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Booking and promoting shows gives you control over your live performance career.

- Work closely with venues to ensure a smooth show day.

How to Continue Expanding Your Live Performance Career

Build relationships with venues to get rebooked for future performances.

- Plan regional or national tours to expand your reach.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to continue expanding your live performance career.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Course Summary and Next Steps

You now have a working reference for How to Book and Promote Your Own Shows. Return to the chapters that connect most directly to your current goals, then turn the material into a short, realistic action plan.

Key Takeaways

- **Introduction to Show Booking:** This chapter focuses on Why Booking Your Own Shows is Important and Types of Shows You Can Book. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Researching and Selecting Venues:** This chapter focuses on Identifying the Right Venues for Your Genre and Understanding Venue Types. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Crafting a Pitch to Venues:** This chapter focuses on Creating a Professional EPK (Electronic Press Kit), Writing a Pitch Email that Gets a Response, and Following Up with Venue Managers. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Negotiating Terms with Venues:** This chapter focuses on Understanding Booking Contracts and Setting Up a Performance Agreement. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Promoting Your Show:** This chapter focuses on Creating a Marketing Campaign for Your Performance, Using Social Media and Email Campaigns to Sell Tickets, and Partnering with Local Media Outlets. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Managing Your Show:** This chapter focuses on Preparing for Performance Day, Coordinating with the Venue Team, and Ensuring a Smooth Show Experience. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Frequently Asked Questions (FAQ):** This chapter focuses on How Do I Set the Right Ticket Price? and What Should I Include in a Performance Rider?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Course Conclusion and Next Steps:** This chapter focuses on Recap of Key Points and How to Continue Expanding Your Live Performance Career. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recommended Next Steps

1. Booking and promoting shows gives you control over your live performance career
2. Work closely with venues to ensure a smooth show day
3. Build relationships with venues to get rebooked for future performances

REMEMBER Art means business. Build the systems that give your creativity room to grow.

Full Video Transcript

The transcript below follows the narration-adjusted timing of the exported course video. Minor differences may occur between spoken delivery and punctuation.

[00:00] ARTISPRENEUR LOGO PREROLL

Music only.

[00:05] TITLE

Welcome to the Artispreneur Academy. In this course, you will learn how to book and promote your own shows. Let us get started.

[00:14] INTRODUCTION TO SHOW BOOKING

First, Introduction to Show Booking. Why Booking Your Own Shows is Important. Build Your Fanbase: Live shows offer a direct way to connect with new listeners. Control Your Revenue: You manage ticket sales, fees, and merch sales. Types of Shows You Can Book. Local Gigs: Performing at smaller venues in your city. Tours: Performing in multiple cities.

[00:36] RESEARCHING AND SELECTING VENUES

Next, Researching and Selecting Venues. Identifying the Right Venues for Your Genre. Match Your Genre: Make sure the venue's typical acts align with your sound. Consider Venue Size: Choose a venue that fits your current fanbase size. Understanding Venue Types. Bars and Clubs: Great for emerging artists and intimate performances. Theaters: Ideal for larger, more formal events.

[01:00] CRAFTING A PITCH TO VENUES

Now, Crafting a Pitch to Venues. Creating a Professional EPK . Biography: A short artist bio. Music Samples: Links to your best songs. Performance History: Previous show experiences and press mentions. Writing a Pitch Email that Gets a Response. Be Concise: Include only the necessary information. Following Up with Venue Managers.

[01:23] NEGOTIATING TERMS WITH VENUES

Then, Negotiating Terms with Venues. Understanding Booking Contracts. Revenue Split: The percentage of ticket sales you'll keep. Merch Sales: Whether you keep 100% of merch revenue or split with the venue. Setting Up a Performance Agreement. Your Fee: Flat fee or a percentage of ticket sales. Rider: Your technical and hospitality needs .

[01:45] PROMOTING YOUR SHOW

Moving on, Promoting Your Show. Creating a Marketing Campaign for Your Performance. Use a countdown strategy on social media. Design engaging flyers and graphics to share with your audience. Using Social Media and Email Campaigns to Sell Tickets. Running social

media ads targeted to your fanbase. Emailing your mailing list with early access or special offers. Partnering with Local Media Outlets.

[02:10] MANAGING YOUR SHOW

Almost there, Managing Your Show. Preparing for Performance Day. Creating a detailed schedule for your performance day . Doing a tech run-through with the venue team to ensure everything is working properly. Coordinating with the Venue Team. Sound Engineer: Ensure sound quality for the performance. Lighting Tech: Ensure lighting fits your aesthetic. Ensuring a Smooth Show Experience.

[02:33] FREQUENTLY ASKED QUESTIONS (FAQ)

First, Frequently Asked Questions . How Do I Set the Right Ticket Price? Venue size and typical ticket rates. Your fanbase: Consider your audience's budget. What Should I Include in a Performance Rider? Technical requirements: Microphones, amps, stage setup. Hospitality: Food, drinks, accommodations .

[02:53] OUTRO

So, that wraps up book and promote your own shows. Booking and promoting shows gives you control over your live performance career. Work closely with venues to ensure a smooth show day. Build relationships with venues to get rebooked for future performances. Remember: art means business.