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Are You Gig Ready?

#gettingyouracttogether

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Introduction

OK we are meeting at this point in your career because of one of two things.

1. You have contacted us looking for gigs. You can play your instrument and sing enough songs to fill a night's entertainment at a local Hotel, Bar or Club. You are finding it harder to get gigs and have been referred to us to see if we would like to book you. I can tell you right now we would LOVE to book you.

Or

2. You have just started gigging and are just not really sure where to start. You know it is not 100% about the music and are in the research phase of your new gigging project. Welcome. Use this book as a guide to help you get organised for the business part of your Music Business.

90% of our team members are Artists who have performed a variety of gigs in the past – Covers and Originals. So we have all been where you are now. This is our 26th year of working in this particular music business. In this time we have crafted the most efficient model that you may find beneficial for YOUR own journey in this crazy insane industry.

As a new prospective artist, you need to PITCH us so we in turn can PITCH you to a variety of clients. The information in this Guide and on our PITCH document is the information that we need to have at our fingertips. Why? The potential client can see the value that you offer as an artist when we present you as a professional organised business option. Without this information, it will be very challenging for us to propose you as an artist for many of our clients. We encourage you to take the time to set up your PITCH.

At the end of this book, we provide you with a link to a Sample Pitch document for you to use and organize the public business face of yourself as an artist. Feel free to use it anywhere and everywhere.

So the question begs: What's your Pitch? Is your act together? Are you Gig Ready?



Tools

Google – Set yourself up with a GMAIL address which is linked to Google Calendar, Drive, Photos, Docs, Hangouts. This way we can easily swap files, stay connected, maintain a current calendar, access your photos and upload your docs.

Mobile Phone – emails, notes, Google Maps, Google Calendar, Your Accounts Program App

Save all your contracts to your Google Drive and keep the current ones in your Email account so you can access all the details on your phone at the gig. Send the invoice directly after the gig from your phone to Pushworth or directly to the venue. Use Google Maps to get yourself to the gig. Use RACQ and BOM Apps to check the weather and travel times.

Contact Details

We need to know who is responsible for the band in terms of bookings, marketing, accounting and production. So make sure your Pitch gives us full names, email addresses and phone numbers. An agent will need one central communication point for bookings and that person will be the one who is the link between the band and the music business world.

On Line

We need to know everything about your on line profile – your website, your Social Media, your likes, followers and blogs. Your value as an artist is determined by three things – On Line, Local and On Stage. What you do on line is just as important as what you do on stage. The cost of Live Music at a venue actually forms part of the Venue's promotional budget. Your purpose in many ways as the Live Music component is to attract bums on seats to buy tickets, meals, and drinks in the venue. So we need to show the venues how YOU will be marketing YOUR shows, what following you have and how wide your promotional reach is? In essence this is how you demonstrate your value as a professional gig ready artist. Your on line and local reach forms part of your on stage value and the fee the market pays you will be in accorded as such.



Band Structure

We need to know the structure of your band to ensure that the venue can accommodate you on stage. We need to know that a function in Cairns can accommodate the air fares and accommodation for your travel costs. We need to match your band up with the right gig in the right format.

Presser

We need to know who you are, what you offer and what you have achieved so far. This presser will serve as your introduction on our website or in client proposals, as your bio or in a press release to market one of your shows or if we submit you to perform at a festival or a corporate function. It is critical for you as an artist to be able to clearly and succinctly articulate this information in two paragraphs. One paragraph about your style, genre, type and what kind of show you are offering. One paragraph about your achievements to date. The more you gig, the more these paragraphs will change so we encourage you to re submit your Presser every six months so we can ensure that any profile about you stays up to date and relevant.

Product Links

The days of sending large files via email are well and truly over. No one has time to spare anymore. Technology has provided all of us with the ability to be efficient with our time. We need to see video and audio of you. So simply provide a link to your YOU TUBE channel and your SOUND CLOUD page. We will do the rest.

Publication Ready Press Shots

As above, the days of sending large files via email are well and truly over. Make sure when you send us the link to your photos to download, that these shots are suitable for publication and high resolution. You need to show the potential venue or promoter or function client that hiring you will add value to their business or event. An old low res shot of you in thongs in your grandma's backyard just won't cut it. Design your shoot, look and location. We get hit up for last minute interviews for media on a weekly basis wanting to advertise coming shows at a local Venue. If we have a Presser and high res great shots of you on file, you now are thrown into the pot for interviews and gig opportunities.

Repertoire

What are you offering the audience? Can people dance at some point? Is it listening music only? How do you engage with the audience? What style, genre or type of music do you play? Do you include your own original songs? How do you take the audience on a journey at one of your gigs? Can you offer a show for a wedding or a corporate function? Provide the song lists for each type of show you can perform to make it easier for potential clients to see that YOU are the act for THEM.



Reviews

How keen are you to eat at a restaurant without checking the reviews first? When you book an Air BnB, wouldn't you want to know what other people thought before you book. Same goes for a Live Music Show. We need to know where you have gigged before so we can call and get feedback about how your act was received by the audience there. We need to ascertain what level of your gig you are ready for. So we need to see your gig history. Tell us the names of the Festivals, the supports, the corporate functions and the venues, bars and clubs where you have worked. This adds value to you as an act as it gives the venue a reference point.

Press

We encourage all our artists to maintain a portfolio of press clippings and articles. Eventually you will need to create your Wikipedia page and you need those links for points. These clippings serve to demonstrate a higher value to a potential client so the more Press Links you send us the more value metrics you offer.

Gig Metrics

So have you supported any profile artists? Have you been on tour? Do you have any dates coming up? Have you done an independent release? Did you get air play? Where did the song chart? Do you have a song release date coming up? Do you have a box office achievement to share? How many heads do you attract per gig? All this information is your Gig Metrics. Keep them and lay them out to us in your Pitch. Your experience forms part of the value of your act. It all adds up.

OHS

Venues require all artists to provide the following at every performance:

1. PUBLIC LIABILITY INSURANCE CERTIFICATE OF CURRENCY \$10 MILLION
2. SAFE WORK METHOD STATEMENT
3. TAGGED AND TESTED LEADS IN THE PAST SIX MONTHS STATEMENT FROM A CERTIFIED ELECTRICIAN

If you do not yet have a Safety Plan in place for your act then it may be difficult for you to be hired by some venues and clients. You CAN still gig without your OHS in place however it WILL limit your options. If you need assistance, we provide a [STAGE FRIGHT service](#) – click here for details. We also have a free template on our website for you to do your own if you so choose.



Band Riders

If you are new to gigging, you may not need these documents straight away. However if you wish to be submitted for Corporate Functions, Regional Gigs, Festivals, Tour Supports, Special Events or Television supports you will need to have your Riders in order and with us updated every six months. So many artists miss out on great gig opportunities because they simply haven't taken the time to produce and update these riders. We have provided free templates to all the ones you will need so you can download them and update with your own information. Make sure you upload them to your Google Drive and then send us the shared link so we maintain them on file.

Call to Action

Your next step will be to send your PITCH to us – nicki@pushworth.com.

Click here and download the sample [PITCH](#).

If you find that you are struggling with your PITCH, organise what you need one step at a time. Unfortunately there is no fast track and it's better for you to do it yourself and take your time integrating every aspect of the PITCH. It will benefit your music business so much more than anything else. Once we receive it we can schedule you into an Industry Night so we get to see what you deliver on stage. Thank you for contacting us to book your act. We love working with talented professionals and look forward to watching your act grow on and off stage. Stay Tuned In!





About Us

Established in 1990 by [Manny Kyriakidis](#) and [Nichola Burton](#), [The Pushworth Group](#) is an Australian full-service agency encompassing bookings, tours, event management, web design, marketing and publicity, artist roster has been home to Grammy, ARIA and APRA award winners for more than two decades. As one of the most respected and longest run agencies in the country, Pushworth has played a fundamental role in Australian events and the careers of entertainers for over 26 years.

Our passion is to build Business with you.

This is the bottom line when working with Venues, Pubs, Clubs, Festivals or Performing Artists Businesses. Whether a suburban pub or an inner city nightclub, a regional hotel or a music festival, a corporate function or a private party. Whether emerging or established, whether big or small, whether it is to earn money playing someone else's music OR to perform your own music – it doesn't matter. We love to work with people of all types to build and develop their business for the long term -whether it is a place where music can be heard and seen OR the music itself.

There are many sides to business in this industry as in every industry. It takes a massive vision, a good solid plan, a competent hard working team and a whole swag of strategies to hold firm to the Vision YOU have for your Venue Culture, Event or your Music. Ranging from international tours to working with pubs and clubs to utilize entertainment more effectively in their marketing campaigns, corporate to community events, web design and publicity campaigns; Pushworth's boutique stable of services are among the country's most in-demand. Our Team covers four different generations with each team member in their own right bringing a wealth of industry knowledge and experience to the Pushworth table for the benefit of our clients. We offer a continuity of market knowledge and experience unmatched by any other entertainment service company in Queensland.

Stay Tuned In

Stay ahead of the game in the Music Industry and sign up to our newsletter and follow us on Facebook, Twitter and Instagram.



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