



HOW TO GET A GIG

DON'T WAIT TO BE ASKED ... MAKE IT HAPPEN!

- ☐ **FOR A 'MAD' GIG THINK BEYOND NORMAL MUSIC VENUES.**
Try pubs and clubs, of course - but also cafés, restaurants, hairdressers, shops, schools, care homes, sports clubs, hotels, workplaces, garden centres ... anywhere appropriate where people gather.
- ☐ **FOR ALL OTHER GIGS - MAKE SURE YOU ARE THE RIGHT FIT!**
The golden rule: right act, right venue, right audience. Even the Rolling Stones could die a death at the opera.
- ☐ **FIND A CONNECTION.**
A cause can open doors. Does the venue or business already support something you care about too? A MAD Music Day gig gives you a great reason to suggest doing something together.
- ☐ **GIVE THEM A REASON TO SAY YES.**
More customers? Good PR? Supporting their community? Something different? Don't just tell them why you want the gig - tell them why they might want it too.
- ☐ **MAKE IT EASY.**
Know what you're proposing before you approach them. Don't give them another job to organise.
- ☐ **BE FRIENDLY. PEOPLE HIRE PEOPLE.**
If you're unknown, being somebody they like, trust and think will be easy to work with really matters.
- ☐ **PRACTISE YOUR PITCH.**
Just like learning a song, you'll get better at it the more you do it. Keep it short, friendly and confident.
- ☐ **SHOW THEM WHAT YOU CAN DO.**
Have a good live video or link ready. Already playing nearby? Invite them along.
- ☐ **GIVE THEM YOUR DETAILS ... AND GET THEIRS!**
Don't hand over a card and wait hopefully for the phone to ring, It won't.
- ☐ **FOLLOW UP.**
Most people who genuinely intend to contact you still won't. Life gets in the way. You take responsibility and follow up.
- ☐ **BE HONEST.**
Be honest about your experience, ability and likely audience. Some venues love giving newcomers a chance. Don't make promises you can't deliver.
- ☐ **BE CAREFUL WHO YOU PAY TO "GET YOU GIGS".**
There are good agents, promoters, bookers, apps and services - and plenty of parasites. Check them out before handing over your hard-earned money.
- ☐ **GOT A YES? GET THE IMPORTANT DETAILS IN WRITING.**
Date, times, money if applicable, equipment, responsibilities and what you've actually agreed.
- ☐ **CHECK ANY PERMISSIONS OR LICENCES YOU MAY NEED.**

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Now ... go and get yourself a gig. :)