

## PLAYING LIVE STEP-BY-STEP

### STEP ONE: GET THE GIG

**Support your local scene.** And grow your list of contacts.

**Get gig-fit.** Play as often as you can to become a strong live act that people want to book.

**Be persistent.** Don't take it personally if a venue or event manager doesn't get back to you. Be patient, be polite and be persistent. It'll pay off.

**Don't expect a gig straightaway:** Especially with dedicated live music venues, there is often between 2-12 months lead-time before a venue can book your gig.

### STEP TWO: SHOW PREPARATIONS

**Promote your act.** Put up posters, have a website, contact local media, post updates on Facebook and Twitter.

**Help the venue help you.** Provide exhaustive tech specs to the venue, plus a short blurb on your act.

**Practice in position.** Rehearse as you would on stage.

**Prepare for technical problems.** From snapping a guitar string to losing a drumstick, learn how to fix such problems quickly.

**Budget.** Work out what this gig is going to cost you. Some venues charge a booking fee, sometimes you may need to hire gear.

**Price your tickets.** Live music is worth paying for! Look at ticket prices of similar-level acts to work out a suitable price.

### STEP THREE: DURING THE SHOW

**Put on a good show.** Give the audience a reason to spread the word about your act, and come to see you again.

**Play nice.** Be nice to organisers and staff – including the sound engineer and the door person. They're the middlemen between you and the audience. You want them on your side.

**Sell merch.** People who have enjoyed the gig often want to buy a memento such as a CD, T-shirt or tea towel.

**Make friends.** The more support and goodwill for your act, the better. Playing live is a great opportunity to make useful contacts.