

SUPPORT STEP-BY-STEP

STEP ONE: GROUNDWORK

Have a great idea. Have a solid idea that will get potential supporters excited, eg: a great idea for a live show or album.

Work out clear goals. Aim to get support for particular things, such as recording studio costs or transport costs for a tour.

Do your homework. Read up on the criteria of support organisations. What do you need if applying for a grant? What do you need if entering a competition?

Join APRA/AMCOS: These are not-for-profit organisations that ensure you get what royalties you are officially owed as a performing musician or songwriter. Membership is free!

STEP TWO: PRESENT YOUR IDEA

Present well. Show you're serious and capable of doing what you say you want to do. Be professional, polite and reliable.

Break it down. Know exactly what the money or support is going to be used for, and how much each thing will cost.

Tap into your community. Use fans and contacts to spread the word about what you're trying to do.

Have quality support material. Have testimonials such as letters of support or press clippings. Have quotes to support your proposed budget.

STEP THREE: RESPECT YOUR SUPPORT

Pace yourself. Don't blow it all at once. Be strategic with any funding and don't get caught in a situation with ballooning costs you won't be able to cover.

Be organised. Keep receipts and keep on top of your project so you can give your supporters updates on your progress, and evidence of where money has been spent.

Be professional. Don't get wasted at your first big gig or awards night. Recognise any opportunity to make a good impression.

Give back. Support the institutions, organisations or communities that support you. Thank them publicly, and give them your time if they need to go through anything.