

Act Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Key Ideas in this Toolkit**

- Putting on your “business head”
- Developing a base of professionalism
- Being readily contactable
- Developing a base to work from to put together your marketing plan

Y/N	If no then date to be achieved by	Date Achieved
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**Telephone:**

Get voice mail			
Check every few hours at least			
Voice mail message			
Script a message that lets people know what you do and all your other contact details and website			
If you share a voice mail, either get everyone else's permission to use the voicemail for your professional purposes or get separate mailboxes			
Use your voicemail message to advertise upcoming gig/s and any merchandise you have for sale			
If you change telephone numbers, get Telecom to forward your phone calls PLUS let everyone you know what your new contact details are.			
It is preferable to have a mobile, if finances allow. DON'T constantly change your mobile number			
Script a message that lets people know what you do and all your other contact details and website			
Use your voicemail message to advertise upcoming gig/s and any merchandise you have for sale			

**Computer:**

You will need your own computer or easy daily access to someone else's			
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**Email:**

Only have ONE email address. Avoid it being a work email which will change if you change jobs, or an email assigned to a particular ISP e.g. abc@ihug.co.nz. It is preferably to have your own domain.			
Collect and reply at least daily			
Check your name that appears on your emails is your performance name			
Have a signature file. Include:			
Performance Name			
Contact telephone numbers (include area code and international dialing code)			
Postal address (include country)			
Email address			
Website / MP3s			
Upcoming gigs			
Merchandise for sale			

**Business Cards:**

You MUST carry them on you at all times			
Make sure they are professional			
Keep your branding consistent: if you have a logo use it. If you don't have one, until you get one, pick an easily readable font you like and stick with it			
Include: Performance name, contact phone numbers, email, website, perhaps a 2-4 word description of what you do			

**Letterhead**

Make up a letterhead and use it for all your business communications (including invoices)			
Include all the information that is on your business card			

**APRA:**

Register with APRA			
Keep a record of all your live performances (remember to include open mics and suchlike)			
Diary 30 June to start on your live performance return			
Diary 20 July to send it by			

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**Contacts:**

NEVER underestimate the value of contacts. In this industry your most valuable tool is networking and word of mouth. Treat everyone with respect - you never know who they might be!			
Devise a system for recording all your contacts			
Carry something with you at all times to record contacts			
Have a system for keeping in contact with these people, and recording the contact that you have with them, without hassling them			

**Press Kit:**

In digital format (pics 300dpi)			
In hard copy			
Preferable downloadable from a website			
Make sure everyone who needs to has a copy eg the Temple, your manager, the press			
Include:			
A well written, up to date, attractive bio			
Name and contact details on ALL components of your press kit			
Think about creative ideas for presentation			
Good quality, interesting press photos			
CD			
Keep a file of press clippings, reviews and quotes			
Get people to review you			
Video			

**Equipment:**

Is your guitar and associated equipment up to scratch?			
Do you carry spare strings?			
Do you carry a spare battery?			
Do you have your own leads?			
Consider getting your own mic which is good quality and suits your voice			

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**Sound: (more about this in a later tool kit)**

Learn how to set a good sound for yourself			
Practice as much as possible with a PA and mic			
Develop your ear for sound			
Learn to do sound for other musicians			

**Performance Name:**

Decide carefully on your performance name and stick to it. ONLY change your performance name for a very good reason e.g. changing your direction/genre			
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**Research:**

Reading: (at minimum)			
NZ Musician			
Rip It Up			
Real Groove			
Median Strip			
The Fix			
Spend at least an hour a week reading a business book. Auckland City Library has a huge range.			
Internet - Spend at least an hour a week doing internet research. A good place to start is the Temple website plus use search engines.			
Radio - Spend at least an hour a week listening to different radio stations and shows			
Television – Watch at least one programme a week about music or the arts			
Live Gigs – Go to at least one live gig a week (that you're not performing at)			

**Copyright**

Copyright all your songs			
Record them in material form (a tape deck is sufficient). I would recommend writing down your lyrics as well			
Write the composer/s names on it			
Write the year it was written			
Write the copyright symbol ©			
For additional protection (so you can prove the date). Mail it to yourself and leave it sealed (write the name/s of the song/s on the outside of the envelope though!)			

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**Get a diary and use it**

Diary everything that you need to remember			
Carry it with you at all times			

**Develop your networking skills**

Make a point of remembering people's names and something about them – if you can't remember, consider some memory training and/or write it down.			
Always make a point of thanking people when they do something for you e.g. interviews, articles etc. An email or phone call will suffice, but there is nothing like a handwritten card.			
Phone an industry person at least once a week that you haven't spoken to before, just to make contact. Make sure you have something to talk about though and be aware that they are probably very busy and check they have time first.			
Offer to help people out with no expectation of anything in return (within reason)			
Learn the nuances of body language / tone of voice etc. Make sure you are always sensitive to other people and make sure you are always putting out the right signals when you are talking to other people.			
Go to industry functions and gigs			