



### **The Band is the Team**

Communication among the band members is really important you are going to take care of the running of your own band's business. You need to have a consistent message that you give to the public to describe your band's sound. If you are promoting a particular single, all of the members should know that and when asked about the band that song title should always be mentioned. Same thing with an album – if you have one mention it, explain the sound and where it's available. All band members should try to keep a promotional flyer or business card with them and give them out to anyone who shows any interest.

Until you reach a point in your career where it makes sense to give away a percentage of your income, you should try to keep the band's business with the band. I advise assigning band members with key roles until you reach a point where it makes sense to give up that control. Some key positions would be:

**Finances** – The band should have primary control of their income stream. All payments go to this person and then this person divides it up according to the appropriate contract. They monitor every penny that comes in or goes out. A simple piece of accounting software or the use of charts may be used to help maintain these records. It should be so clear that any other band member should be able to come in and take over with little instruction.

**Management/Booking** – This is the person who tries to keep the band on track and moving toward their goals, negotiates for bookings, licensing opportunities, etc. Communicates with the finances person so that they know what payments to expect and what the payment divisions should be. Communicate with all other members to create and maintain the band's master calendar so everyone knows where they should be and when, and to make sure the band is not overextended.

**Touring** – Arrange the logistics of smoothly getting the band and its equipment from show to show. Arrange for any necessary rentals of equipment or lodging arrangements when needed. Maintain the band's "first aid" kit in a plastic tool box. Include the usual medical stuff like pain killers & bandages but customize it for the band's needs too like throat lozenges, cough drops, nail trimmer and nail file, extra strings, batteries, etc. Acquire travel directions. Talk with the venue before the show to confirm the date and time, what equipment is available at venue, information about sound check timing, etc. While on the line, if unfamiliar with the area ask whether the venue serves food at the time when the band will be doing sound check, if not, where the closest food sources are.

**Publicity/Promotions** – You can have more than one person work on publicity and promotions by dividing it into online and offline. (Online)– Create and distribute online press releases and generate online media interest in the band. Act as the primary contact for any online issues, be primary contact with graphic designer, programmer, vendors, etc. Know where information about the band is posted online. Maintain records of login information for all online sites and services. Make all online updates of information, respond to inquiries, promote the band, etc. Arrange for online distribution of music (through Snocap, CD Baby, TuneCore etc.) and online merchandise sales through the band's website or a service like CafePress. (Offline) - Create and distribute press releases and generate media interest in the band. Be primary contact with graphic designer, vendors, merchandisers, etc. Promote the band through paper flyers, newspapers, magazines, etc. Maintain the band's press kit with up to date information. Maintain the band's archive of past shows, reviews, photographs, etc. Arrange for music and merchandise sales at shows or in local stores.

July 12, 2007