

Schmoozing for Gigs

Schmoozing for Gigs by: Ty Cohen If you want to [get gigs](#), then you are going to have to do some schmoozing with club owners, bar owners and people of that nature. This means you are going to have to appear as professional and convincing as possible. You are going to have to come prepared with all the gear you need to successfully market yourself so you can [book gigs](#) and get paid. First impressions are the most important thing in this biz. If you want to [book gigs](#) then you need to bring the following things with you to a meeting: a resume, a demo, a business card (with a link to your site), a poster or flyer, price and a confident attitude. And most importantly, dress for success. You don't have to wear a tux, just look presentable. You might even want to bring your instruments in case they want a short live audition, you never know. Hopefully you will get the gig and it will end right there but you may not get hired right away. If this is you then you need to have a little persistence to [find gigs](#). Stop in every week or so and see if they have anything for you. Ask them if anyone has canceled and if there is a spot that needs to be filled. But beware, there is a fine line between persistence and stalking so be careful you are not doing the latter. Remember, the squeaky wheel gets the grease. There are other places to play besides bars and clubs. Get creative! What about coffee shops, music stores, high school dances, book stores, restaurants, parks, festivals, fairs, or private parties? The same rules apply when meeting with the people that are related to these events and places. If you can't [How to find gigs](#) at these places, ask them to refer you to someplace you can [book gigs](#). If you present yourself professionally then they will respect you, even if they don't have a spot for you. One thing you can try to do is convince the owners or whoever you are meeting with that you can draw a crowd. Don't promise this if you can't make it happen. And if you promise this, then you need to make it happen. I am sure you have friends, family, acquaintances and co-workers that you can convince to come see you. It is even better if you have a solid group of fans going that will show up as well. All of these tips will help you [get gigs](#). Market yourself because no one else is going to do it. Remember, you can be your best asset or your worst enemy. Don't go to a meeting unprepared and don't stalk the people you have meeting with. If you want to [get gigs](#) then presenting yourself as a professional, top quality musician the eventually people will be knocking at your door for a change.

About the Author

About the author: Online music industry's most recognizable voice, the former owner of a successful independent record label, current owner of Platinum Millennium publishing. He's the author/creator of 40+ best-selling music business books. Visit www.GiggingforDollars.com for more info on How to [find gigs](#), [book gigs](#) and [get gigs](#).

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