



The Touring Musician: A Small-Business Approach to Booking Your Band on the Road

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The Touring Musician helps performers at all levels of experience to take control of their careers. Packed with practical information, this invaluable handbook guides musicians in applying sound business practices to band travel by evaluating assets, creating an action plan, researching, negotiating, and booking venues, arranging transportation and lodgings, managing personal and tour finances, and getting publicity.

The Touring Musician includes:

Point-by-point advice about how to set up a small business

Eleven sample worksheets and checklists, in a ready-to-photocopy format, that will help keep you and your information organized

Samples of the major types of legal documents involved in booking a band

A step-by-step chapter showing you how to book and route a sample tour, including five calendars and five budgets

Plus solid advice about how to research your venue contacts, negotiate gigs and fees, manage your band finances, coordinate your promotional activities, and much, much more.



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Cynthia Olson:

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