



REPERTOIRE

This is your **CONTENT**

- **DUMP** the Elements (*music, story, shtick*)
- Characterize
- Order
- Theme
- Story

PROGRAM

Name	Bio
Title	Photo
Image	
Date	
Location	

List of Tunes or Scenes	Website & Contact Info
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STAGE DIAGRAM

- Create a diagram of what and who is where on your stage

POSTER

Print & Web Versions

Name
Title
Image
Description
Date
Location
How to Get Tix

[SHAPE SHIFTERS] To shape the show you'll use shape-shifters like creating: a script, outlines, etc. Don't do this the first few times you go through this process

PRODUCTION

DUMP the elements incl:

- Venue
- Lights
- Sound
- Instrument
- Staging
- Costumes
- Props
- Movement
- Multimedia elements

THINK about how to make it easier for **YOU**

CONTACT LISTS

DUMP the elements, incl:

- Audience
- Team, including
 - Tech
 - Video
 - Photo
 - Admin
 - Promotion
- Broadcasters

THINK about how you'll organize & systemize these to make it easier for **YOU**

TEAM

DUMP the things your team will do:

- Harp Helper (Tech)
- Photo
- Video
- Social Media (1 person to Retweet)

SELL TICKETS

How will you sell tickets?

- Eventbrite?
- Venue sells?
- Other? (Gumroad, Brown Paper Tickets, etc.)

TIMELINE

CREATE A TIMELINE that includes:

- Creation
- Production
- Promotion
- Performance
- Post-Production
- Sharing & Listbuilding

WEB PRESENCE

- FB Page
- Website
- Blog
- (List build)

PRESS MATERIALS

- Photo
- Video
- Blurbs (WWW/WH)
- Info Page Blog
- Press Release
- Info Blog & other Blogs

Remember: All press releases, stories, images & videos are also **BLOGS** & posts (on Twitter, FB & Pinterest)

PROMOTION CAMPAIGN

- Invite to FB Event
- FB Boosted Posts
- Daily Posts on FB, Instagram, LinkedIn & your favorite social media
- Weekly YouTube posts
- Ask others to Share press materials, blogs, posts & poster
- Ezine

FOR OTHERS TO SHARE:

- Info Blog Post w/ info, image & ticket link

REHEARSE

- Use a timer
- Use a script
- Use video
- Perform for others

PERFORM

- Prepare
- Focus
- Be honest to **YOU**
- Connect to Audience

CAPTURE

- Video Capture
- Audio Capture
- Take Photos
- Get Testimonials

POST PRODUCTION

- Edit video into segments to share
- Cull photos
- Edit photos to sharable

SHARE (POST-SHOW)

- **BLOG:** Images, thoughts, testimonials
- **YOUTUBE:** Segments of the show
- **EZINE:** Did you see the show? No? You can watch segments here

RESET & REBUILD

- List-build (VFOs)
- Brainstorm ideas
- Get testimonials
- Update/upgrade all systems so you're ready to do it again!

Always look for the gap between where we **ARE** and where we **WANT** to be - make that **VISUAL** for yourself. **SHORTCOMINGS** point out the places for **CREATIVITY**



REPertoire DUMP

This is your CONTENT. Dump everything that's a part of your show - music, story (or stories), shtick, the character of your show, any important show order, the theme, etc.



PROGRAM

FRONT COVER: Artist name - Event Title - Date - Location - Image	BACK COVER: Website & Contact Info
INSIDE LEFT: "About" the artist, team, instrument, etc. & thanks	INSIDE RIGHT: List of Tunes, Scenes, etc.

NOTES:



POSTER

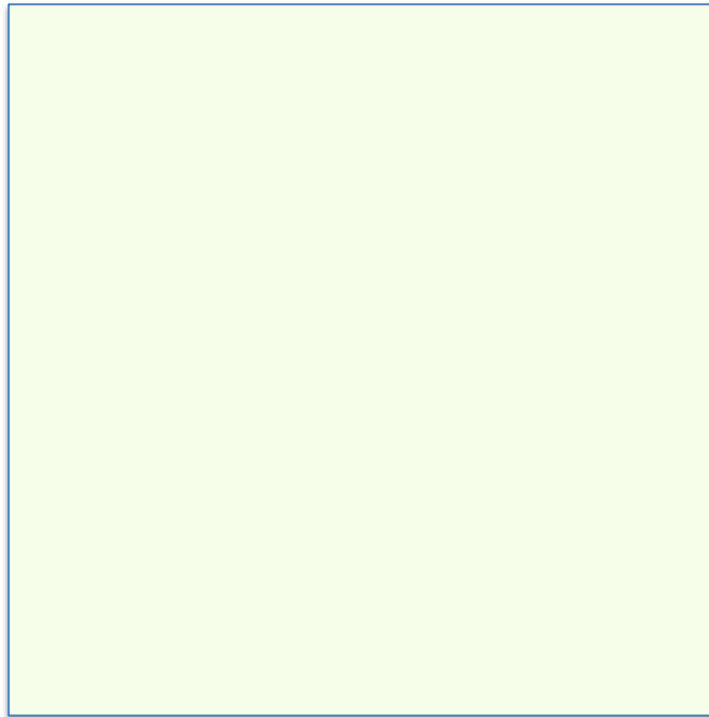
Artist(s) Name(s) • Show Title • Image • Date • Location • How to Get Tickets • Aritst Website

Artist Name

Show Title

Location

Date



Description description description description description description
description description description.

How to Get Tickets

Artist Website



STAGE DIAGRAM

Add yourself to the picture, along with your instrument. A monitor? Speakers? A mic stand, piano, props, sets? What goes on the stage? Sketch it out. *(Do you have set or lighting changes? In the full version of you diagram you'll have separate pages for that)*



[Audience is Here]

NOTES:



PRODUCTION

DUMP the elements includin venue, lights, sound, instrument(s), staging, costumes, props, movement, multimedia elements, etc.



CONTACT LISTS

DUMP the elements, including:

AUDIENCE (who are they?)

TEAM including video, photo, admin, tech, promotion, etc.

BROADCASTERS



TEAM

DUMP the things your team will do including what these people will do: Harp Helper (and other tech people), photographer, videographer, social media heper, admin, etc.



WEB PRESENCE

What will you put on the following places about your "Thing" and what might it look like?

Facebook Event

Your Website

Your Blog

What are some of the things about your 'Thing" that you'll blog about?

List Building:

How will you use these social media locations to build your list (and why would you want to build your list)?



SELL TICKETS

What method will you use to sell tickets?



PRESS MATERIALS

Describe or draw the materials you'll use to tell the press about the show. REMEMBER: Press materials are not "marketing" or "promotional" materials - they're not to "sell" your Thing, but create a vivid picture and story of the show, as well as clearly outlining the details. Describe what each of these will be like for your 'Thing" and remember: **All press releases, stories, images & videos are also BLOGS & posts (on Twitter, FB & Pinterest)**

Photo

Video

Blurb

(Who, What, When, Where, How Much & How to Connect & take part)

Info Page Blog

Press Release

Other Blogs

What else might you write about that would be relevant to creating a vivid picture and story of your thing?



PROMOTION CAMPAIGN

What'll you include in your FACEBOOK EVENT? Who will you invite?

What images, content & links will you use in your BOOSTED FACEBOOK POSTS & who will you target?

What will you say in your 5 TWEETS?

- 1.
- 2.
- 3.
- 4.
- 5.

What images you put on PINTEREST and how will that promote your Thing?

What will you put in your EZINE and who will you send it to?

FOR OTHERS TO SHARE

What will you create for others to share, how will you ask/get them to share it and how will that help promote your Thing? I usually ask people to share meme images, downloadable posters, Facebook Posts, Tweets, YouTube Videos and my info blog (also other relevant blogs) - which are most FUN for you - or what else might you enjoy asking others to share that would promote your thing?



TIMELINE

What is your timeline for Creation, Production, Promotion, Performance, Post-Production, Sharing & List-Building - and how might you PROMOTE (easily and fun-ly) during each phase? Note that these phases aren't always totally sequential. Creation, Production & Promotion are often somewhat intertwined.



REHEARSE

What tools, systems and resources will YOU use to make your rehearsals as productive as possible? If you were to make a bullet-list of how to prepare

Rehearsal tools, systems & resources

Rehearsal Timeline & Sequence

How to prepare for each rehearsal?



PERFORM

What 5 things do you need to feel PREPARED?

- 1.
- 2.
- 3.
- 4.
- 5.

What 5 thoughts, processes, things or people will help you maintain FOCUS?

- 1.
- 2.
- 3.
- 4.
- 5.

What 5 thoughts, processes, things or people will help you stay connect to being YOU?

- 1.
- 2.
- 3.
- 4.
- 5.

What 5 thoughts, processes, things or people will help you maintain connection to your AUDIENCE?

- 1.
- 2.
- 3.
- 4.
- 5.



CAPTURE

What do you want to capture from the show to help chronical it and promote the next stage?

VIDEO: What are 5 things: images, moods, pieces you want to capture & how will you use them to promote or further the project?

- 1.
- 2.
- 3.
- 4.
- 5.

AUDIO: What are 5 things: pieces, sounds, soundbites you want to capture & how will you use them to promote or further the project?

- 1.
- 2.
- 3.
- 4.
- 5.

IMAGES: What are 5 images, moods, gestures you want to capture & how will you use them to promote or further the project?

- 1.
- 2.
- 3.
- 4.
- 5.

TESTIMONIALS: What are 5 things you really want to capture people saying in testimonials or quotes & how will you use them to promote or further the project?

- 1.
- 2.
- 3.
- 4.
- 5.



POST-PRODUCTION

Who will edit your video, audio & photos? What format (size, length) do you need and what will you use each for?

VIDEO: Who will edit it, what will you use the edited footage for & what are the specs of that footage?

AUDIO: Who will edit it, what will you use the edited audio for & what are the specs of that footage?

IMAGES: Who will edit it, what will you use the edited images for & what are the specs of that footage?



SHARE

How will you share the media you've captured, as well as stories about the show and how might you use it to build your list or reach additional PRESENTERS or AUDIENCES?

BLOG: What will you share in your blog? (ex: images, thoughts, testimonials)

YOUTUBE: What will you share on Youtube & where will you link it? (ex Segments of the show linked to the "Offer Page" for that show)

EZINE: What will you share with your list? (Ex. links to blogs & "Did you see the show? No? You can watch segments here - and send them to your blog or Youtube)

WHAT ELSE? What other ways or place might you share and what might you share there?



BUILD LIST

How will you build your list in between “Things”? Example: If you posted snippets from each piece of your show you could ask people to fill out a survey about which piece they liked the best and why, and then offer them an MP3 of that piece as a reward for filling out the survey. That’s a pretty complicated way but it could work. What else could you do that might be simpler?

VFO: What kind of “Valuable Free Offer” might you create (maybe from what you captured of the show) and how might you exchange it for people’s email addresses?

WHAT ELSE? What else might you do to build your list of potential AUDIENCE members, TEAM members or PRESENTERS (people who might buy your Thing to offer to THEIR audience)



DO IT ALL OVER AGAIN

This process really only works long-term when you do it over and over and over again. What could you do to make it more likely that you WILL do it over and over again? What (or WHO?) do YOU need to make it FUN or DOABLE?

Congratulations! You made it this far!!
Enjoy the feeling of having taken one step!