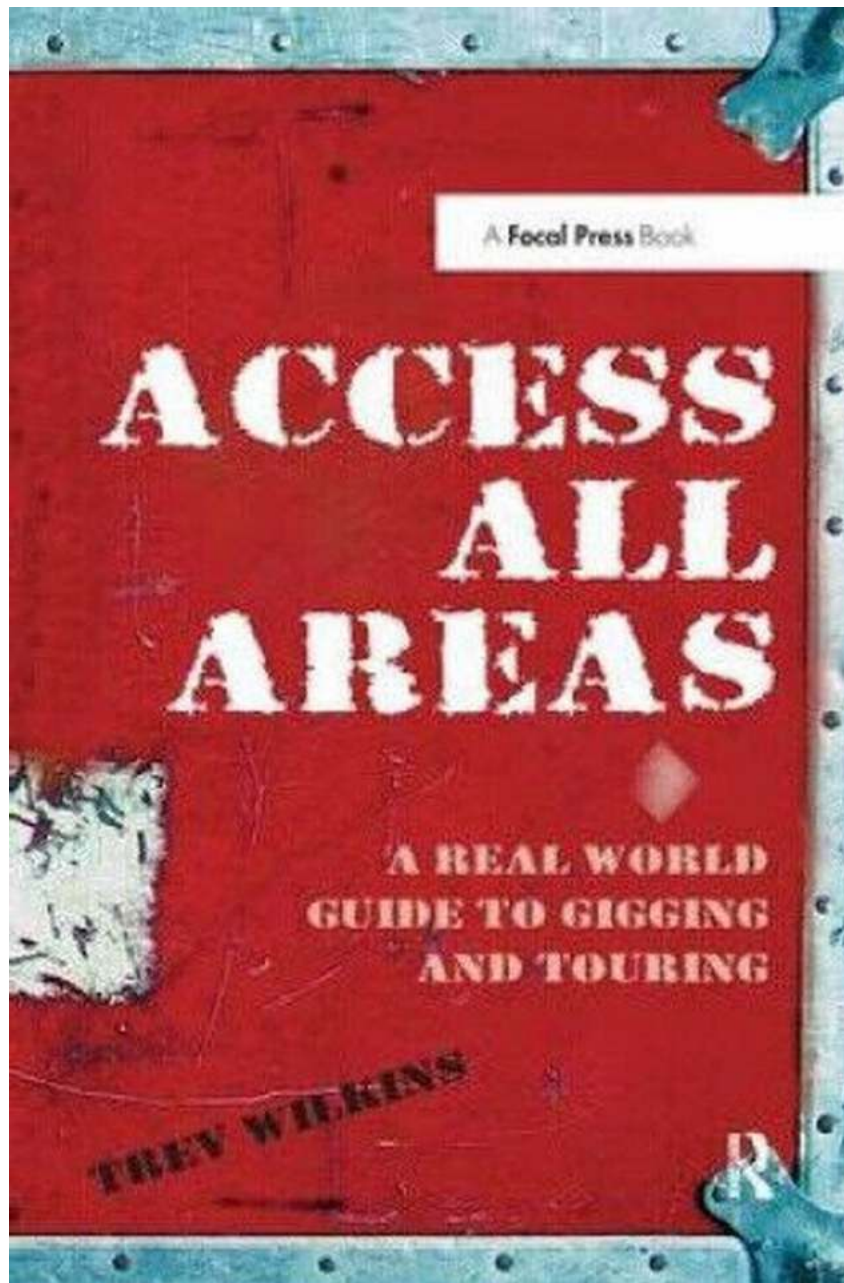


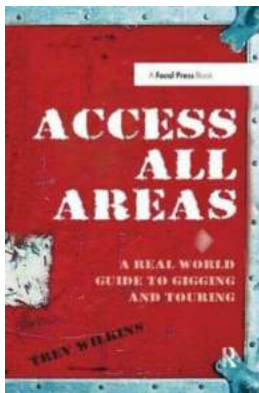
The Ultimate Real World Guide To Gigging And Touring: Everything You Need to Know



Are you a musician or part of a band dreaming of taking your talent beyond your local scene? Gigging and touring offer the perfect opportunity to showcase your music to a wider audience, connect with fans, and make a name for yourself in

the industry. It's a thrilling adventure filled with unforgettable experiences and endless possibilities.

However, embarking on a successful tour requires careful planning, preparation, and execution. In this comprehensive guide, we will take you through the essential steps and insider tips to help you navigate the real world of gigging and touring like a seasoned professional.



Access All Areas: A Real World Guide to Gigging and Touring by Trev Wilkins (1st Edition, Kindle Edition)

★★★★☆ 4.5 out of 5
Language : English
File size : 13010 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 302 pages



1. Set Clear Goals and Objectives

Before diving headfirst into the world of touring, it's crucial to establish clear goals and objectives for your journey. Define what success means to you and what you hope to achieve through gigging and touring. Is it about reaching a specific number of fans, securing record deals, or building a fanbase in new markets?

Once you have a clear vision of your goals, it becomes easier to plan your strategy, allocate resources, and make informed decisions throughout your tour.

2. Plan Your Route and Budget Wisely

Mapping out your tour route is of paramount importance. Consider the cities and venues where your genre of music is popular, and where you have a strong fanbase. Research local music scenes, events, and festivals to maximize your opportunities to perform and connect with new audiences.

Additionally, carefully budgeting for your tour is crucial to ensure its overall success. Take into account expenses such as transportation, accommodation, food, marketing, and equipment. It's essential to strike a balance between providing a comfortable experience for your band and avoiding unnecessary financial burdens.

3. Secure Gigs and Build Relationships

Securing gigs is the heart and soul of your tour. Start by reaching out to venue owners, booking agents, or local music promoters in the cities you plan to visit. Showcase your music, propose mutually beneficial collaborations, and demonstrate your dedication to putting on an incredible show.

Building relationships with local musicians and bands can also open doors to performing at their gigs or even organizing joint tours. Collaboration is key in the music industry, and establishing a solid network of contacts can enhance your reach and reputation in new markets.

4. Create a Killer Stage Performance

Your stage performance is where the magic happens and can be a make-or-break factor in winning over new fans. Take the time to rehearse, perfect your setlist, and create a visually captivating performance that aligns with your music and brand.

Consider incorporating unique elements such as stunning lighting, interactive props, or choreography to make your live shows memorable. Connect with your audience, give them an experience they won't forget, and leave them wanting more.

5. Promote Your Tour Effectively

Effective promotion is essential to ensure your tour receives the attention it deserves. Leverage social media platforms, your band's website, and local online communities to create buzz around your upcoming performances. Share engaging content, such as behind-the-scenes footage, tour diaries, and sneak previews of new material.

Utilize email marketing to keep your fans updated about tour dates, special offers, and exclusive merchandise. Collaborate with local influencers or music bloggers in the cities you plan to visit to expand your reach and tap into their fanbase.

6. Take Care of Logistics and Safety

Don't neglect the logistical aspects of touring! Ensure that you have the necessary equipment, backup instruments, and sufficient merch stock for each show. Prepare a detailed itinerary including load-in times, soundcheck schedules, and accommodation arrangements.

Moreover, prioritize safety during your tour. Familiarize yourself with the local laws and regulations in each city you visit. Take necessary precautions to protect your gear, personal belongings, and most importantly, your health and well-being.

7. Connect with Fans and Cultivate Relationships

Your fans are the lifeblood of your music career. Prioritize engaging with them during your tour and beyond. Offer meet-and-greet opportunities, autograph

sessions, or special merchandise giveaways to create memorable experiences for your supporters.

Stay active on social media platforms, respond to fans' messages and comments, and make them feel connected to your journey. Regularly update your website with tour photos, blog posts, and videos to keep the excitement alive.

8. Learn from Every Experience

Regardless of the outcome of your tour, every experience is a valuable lesson. Embrace both the successes and the challenges as opportunities for growth. Reflect on what worked well and what you could improve upon for future tours.

Seek feedback from fans, fellow musicians, and industry professionals to gain insights and make adjustments to your approach. Remember, the journey doesn't end with one tour – continuous learning and adaptation are critical for long-term success.

In , gigging and touring can be exhilarating and game-changing for musicians and bands. With careful planning, dedication, and the right mindset, you can take your music to new heights and create lasting memories along the way.

So, gear up, secure those gigs, and embark on an unforgettable journey that could shape the course of your musical career forever!

Remember: "The best way to predict the future is to create it."

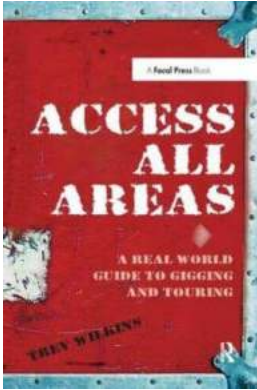
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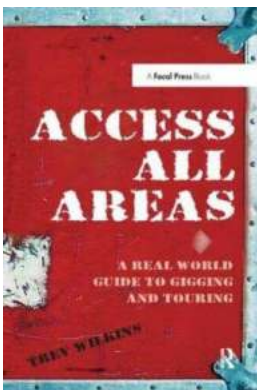
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From the paperwork to the practical aspects, Access All Areas gives you an excellent insight into the live music and touring industry. Drawing on a vast range of real-world experiences Wilkins provides you with the key technical aspects of gigging and touring in an easily understood manner. Whether you are performing in a church, club or concert hall, Access All Areas has examples and suggestions to make the event run smoothly. Gain understanding of the terms and techniques involved in live music performance. Learn what the industry use as standard equipment as well as what it does and how to use it effectively from an industry expert. If you are backstage, in front of the mic or behind the sound booth this book needs to be in your toolbox for constant reference.



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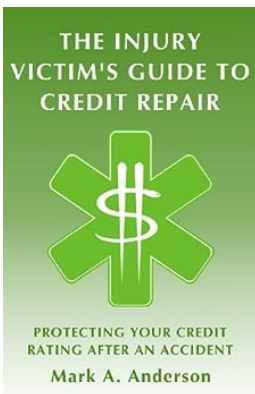
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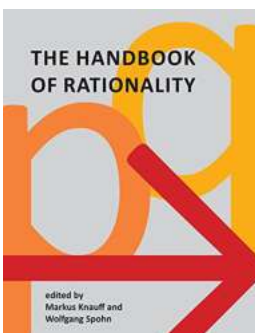
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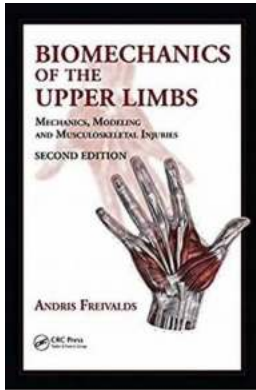
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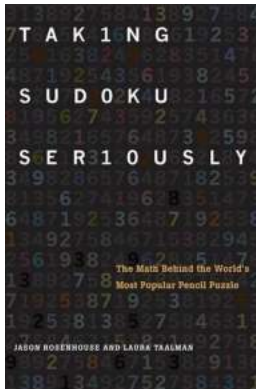
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