



1. MOVING FROM DREAMS TO GOALS (NAME IT TO CLAIM IT)

Defining your dream
Setting long term goals
Setting short term goals

2. PREPARING FOR BUSINESS

Assessing your current situation
Work space, tools, resources and planning

3. YOU ARE A SMALL BUSINESS ENTREPRENEUR

Creating a business plan
Creating your team of professionals

4. THE ART OF ASKING

How to reach out to venues, promoters, talent buyers
Building your network of referrals

5. PROMOTIONAL MATERIALS

Your website, photographs, branding and story

6. THE ART OF NEGOTIATING

Building relationships and networking
Win-win negotiation
Putting yourself in their shoes

7. THE ART OF TOURING

Tour budgets
Creative tour planning
Audience Development

8. FUNDING SOURCES

Defining hard and soft tickets
Grants and sponsorships

9. INTERNET MARKETING

Techniques for Social Networks
E-mail Campaigns

10. ATTITUDE

The Power of Optimism
Ethics, Integrity, Honesty and Loyalty