

Venue Outreach Scripts

COLD EMAIL

SUBJECT:

Booking Outreach / Quick Question

BODY:

My name is Corey Koehler. I am a solo acoustic singer-songwriter from Winona, MN.

How would I go about booking a show at the [venue name]?

Best,

Corey

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w: <http://yourwebsite.com>

p: 507.123.4567

e: youremail@gmail.com

COLD CALL

Hello, my name is Corey Koehler. Who do I talk to about booking a show at your venue?

[be prepared with a good explanation of what you do and how you will help them get butts in the seats]

EMAIL FOLLOW-UP FOR PHONE CALL (OR EMAIL REPLY)

Hello [name],

Per our phone conversation I've attached some booking info for your review.

You can also visit the following YouTube link to see some of my past performances:

<http://www.youtube.com/playlist?list=PLC1349B2E45AACCC2>

If you like what you hear, let me know which dates you have available and we can take it from there.

Nice talking to you and I look forward to getting a chance to play for you and your community.

Best,

Corey Koehler

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You Want To Listen To My Music?

<http://planetcorey.com/music>

Questions To Ask Venues If They Are Interested

1. What gear is provided?
2. How long should my set be?
3. What should I expect to be paid?
4. Can I sell merch?
5. Do I get a guest list?
6. To what extent does the venue help promote the show?