

Being a Band Leader

The 51st SWOSU Jazz Festival

Sherrie Maricle



Artistic Vision

Find and Follow your Musical Passion

- Genre or Genres
- Ensemble(s) Size
- Instrumentation

Be Unique and Tell Your Artistic Truth

- Original Compositions and arrangements
 - New orchestrations
- Be inspired by others, have standards but avoid comparisons

Collaborators, Partners & Band Mates

- Who do you want to play with?
- Who do you want to work with?
- Who do you want to create with?
- How do you get people to buy into your vision?
 - Are you willing to share credit?

Keep Your “WHY?” Front and Center

- Stay connected to your passion. This is a challenging business
- Focus on what you can give as much as on what you can get
 - What value do you add to the world?
 - What is your definition of success?

You Must Be Willing to Invest in Yourself

- You are a business
- Businesses often need investors – Time and Money
 - Be confident in your offering

Developing, Nurturing and Valuing Relationships

- Connections with other people are key to your success
 - Show respect always and express gratitude often
- Appreciate your musicians, partners, the audience, your fans, and supporters
 - Keep an open mind, heart, and ear

Develop Your Musical Director Skills

- Get the Sound You Want from Each Player, Section, Ensemble and Soloist
 - Programming
 - Emcee Skills

Today **you** are **you**, that is truer than true.
There is no one alive who is **youer** than **you!**

Dr. Seuss

BELIEVE IN YOURSELF

Create Your Product

Your Written Music: print and/or digital

- Preparation, print, copy and distribution costs
 - Commission costs and usage permissions
 - Collaboration deals/cost

Your Musicians - Band: rehearsals

- Paid (how much?) or free
 - Rehearsal studio cost
 - Travel and parking costs

Your Recorded Music: Cds, Lps, Streaming, Download, other.

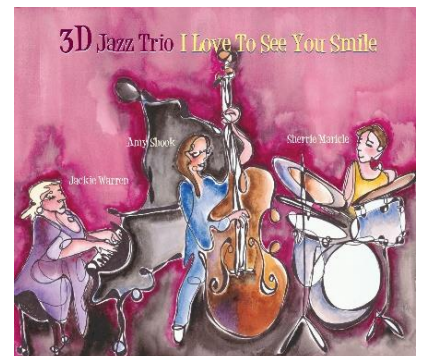
- Recording studio fee – record, mix & master
 - Musician's Fee (How much is fair?)
 - Royalties, if not original
- Register your original music with BMI or ASCAP
- Manufacture a physical product: art design, photography, notes, etc.
 - Play-a-Long tracks for future sale

Website, Social-Media, Logo Design & Branding

- Aim for something as unique as you
 - Art and logo design
- Website design – EPK (electronic press kit)
 - Photography
 - Videography
 - Sound files
 - Business cards

Optional – Unique and Special

- Create an educational component
 - Custom music stands
- Tees, sticker, other merchandise, and Give-a-Ways
 - Music folders
 - iPads with your full library
 - Experiences



Sell Your Product - Get a Gig

Do You need/want a Manager or Booking Agent?

- They require 10% - 15% or more of your gross pay
- If you get one, make sure they are truly invested in your success

Be Your Own Manager and Booker

- The hours of time you spend booking your band is a business expense.
 - Set your fees, but be flexible based on the circumstances
 - Where do you want to play? Find a specific person to contact.
- Have a specific, targeted solicitation prepared that includes dates, limited press quotes and 2min – 3min video sample, along with a strong “why” and what the buyer will be getting. You may include your fee, negotiable, if you wish.
- How do you know what to charge? Ask the local union to share their rates.
 - Ask people who are doing what you want to do for advice and help
 - Attend industry conferences, seminars, and classes
 - Invite industry people to your performances
- **MOST IMPORTANT:** Relationship with your musicians! Open Ear and Door Policy. Get someone in your group to be the “straw boss.”

Do You need/want a Promotional Service, or DIY?

- Promotional services require a fee
 - Are you promoting a product, gigs, service, other?
- National/International Press – reviews, ads, and interviews; Radio – airplay and interviews; TV; Playlists; Blogs; Podcasts, Awards, Contests etc.
 - Mailing lists – targeted and general – Snail Mail? Or all Digital?
 - Social media platforms have excellent options for promotion
 - Partner with presenter/venue
 - Offer a give-a-way or “freebie”
 - Ask band mates to help
- When possible shoot video, record audio and take action, fun and posed photos
- Make sure your EPK (electronic press kit) is current – especially press quotes

Sell Your Merchandise

- Make your products easy to find, clearly defined and include samples
 - Set price for products, including shipping
- Make it easy for people to pay you and deliver the product ASAP
 - Include a Thank You note – Gratitude goes a long way!
 - Who will sell your product at the performance?
 - Talk to your fans and listeners at the sales table or online
 - Get written, audio and video quotes
 - Sign autographs and take pictures with fans

When nothing is sure, **anything is possible!**

Margaret Drabble

Come Visit: <https://sherriemaricle.com>; <https://divajazz.com>; <https://3divasjazztrio.com>

Celebrate - You Have the Gig!

Do you need a Lawyer?

- It never hurts to arm and protect yourself with knowledge

Should You Become a Corporation?

- Safe from various tax liabilities
- State and Federal Fees Required

You need a Contract and Rider

- With the venue – write it and/or read it!
- With the musicians – at least verbal or email

Are you an Employer or are you hiring Freelancers?

- Employer = Payroll Fees & Taxes (about 17% of total payroll)
 - Other State and Federal Taxes
- Check Federal and State Employment Laws

Musicians' Salaries and Premiums

- **How much do you get paid?**
- Musicians' salaries: Union Scale? What's Fair?
 - Musicians' Per Diem
 - Doubles and Lead Premiums
 - Union Work Dues (when applicable)
 - Clinic Fees (when applicable)
- **How much does your business get paid?**

Travel Related Expenses

- Airfare or Ground Transportation (gas, tolls, rentals, Uber, parking)
 - Hotel for 15 (example: when DIVA travels)
 - Baggage Fees
 - Gratuities for porters/sky caps
 - Band Stage Crew (when applicable)
 - Backline Rental
 - Gratuity (performance-related) – Cash or Cds
 - Sound People
 - Venue Stage Crew
 - Club managers, Maitre D's and wait staff
- Concert Tickets/Cover Charges (not always gratis)
 - Producers and Buyers
 - Promoters
 - Industry Executives

Whether **you** think you can or can't, **you're** right!

Henry Ford