



29

Days

to

Div a

THE WORKSHEETS

Artist Management

29 Days to Diva | #29DTD | Day 14

1. INTERVIEW FIVE MUSICIANS WHO HAVE MANAGEMENT. ASK THEM:

- How did they know they were ready to pursue management?
 - What did they have to risk to get onto an artist roster?
- How did they/do they evaluate the manager/artist relationship?

2. EVALUATE YOUR MATERIALS

Look at your bio, headshot, video documentation, website, social media, programs, repertoire, and technical riders as a manager would and search for "booking potential."

BONUS POINTS: Have any, or all, of your five interviewees from above evaluate your materials for booking potential.

3. PICK YOUR FAVORITE "OFFERING" OR "PRODUCT"

As singers, we can substitute offering/product for similar options: new role, recital, masterclass, residency, recording, etc.

- What is the market like for this new offering? What types of venues and audiences would be interested in this?
 - Does this offering stick in people's minds?
 - Does this offering set you apart as an artist?