

# GENERATING REFERRALS AND REPEAT BUSINESS



**M**usicians seeking referrals and repeat business must pass a litmus test based on their most recent client performance. Quality. Professionalism. Attitude. Meeting all three criteria is a recipe for success. Failing any one these requirements means lost business.

## Prior To Event

- One week prior to every event, email / text date and time confirmation to your client.

## At The Event

- Arrive at least 30 minutes prior to start time. If unfamiliar with venue location or where to set-up, allow extra travel time.
- Take shorter and less breaks during engagements.
- Dress accordingly. If any question, dress one-step above attendees.
- Watch your volume. Don't be told twice to lower your volume.
- Don't drink alcohol or chew gum at an engagement. Eat only if invited by host.
- Don't take cell phone calls / texts during an engagement.
- When possible, play a song request or a song closest to the requested song.
- Hide all empty equipment cases, two-wheelers, clothing, etc., from view of guests.
- If provided with a chair, ask if you should put it back where it was founded after gig.
- Check with host throughout event to ensure you are EXCEEDING expectations.

Maximizing your clients' experience in booking you at their events dramatically increases your chance for future business.

## After The Event

- Before departure, thank host for the booking. Mail a handwritten thank you note to host.

## Year-Around Tactics

- Mail greetings cards to contacts, i.e. sympathy, baby, promotion, operation, holidays, etc.
- Create top-of-mind awareness through emails, texts, phone calls and sales calls.