



PERFORMING & TOURING

RESOURCES

# Gig Hustle Checklist

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# Gig Hustle Checklist

## PERFORMING & TOURING



This resource explains how to secure gigs and build a live presence, from starting locally and supporting other artists through to consistent performance, and includes a checklist to guide outreach and booking.

Use this checklist when you're actively trying to book gigs in your local area or starting to plan your first run of performances. As an artist, it's important that you take a consistent, professional approach to your live presence. Think of this process as an ongoing regular habit, not a one-off task when there's a quiet gap in your schedule/calendar.

### Get gig ready

Before getting in touch with venues or promoters make sure your foundations are in order:

- Live set is rehearsed and performance-ready
- A recording of a performance is available online (could be from a gig or an at-home performance)
- Short artist bio written (to give the booker an idea of what you might sound and look like without them having seen you perform)
- Live or press photos ready
- Social media profiles are active and up to date
- Simple, shareable kit with all assets (photos, audio, videos, bio)

### Build your contact list

Focus your energy and pitching towards the right shows, and try and be realistic about what you're ready for:

- List suitable venues in your local city (check [MusicNSW's Regional Touring Network](#) for venues in regional NSW)
- Research promoters, regular events and party promoters who run shows in your genre
- Note venue capacity and typical lineups
- Identify upcoming shows you could support (if they don't already have an existing lineup)

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- Find booking contact details or submission forms
- Track everything in a document or spreadsheet for future reference

### Start outreach

Be professional, clear and realistic about expectations.

- Personalise each email and address the person you're contacting
- Use clear subject email lines
- Keep the email short and direct
- Include links ONLY, do not attach anything as some email inboxes will reject attachments

### Follow ups

This is one of the most important parts of the process, but done incorrectly could ultimately do you more harm than good.

- Wait 7-10 days before following up
- Send one short, polite follow-up email
- Avoid consistent and repeated emails
- Don't be afraid to move on and keep momentum

### Build real-world relationships

- Regularly attend local gigs that you want to perform at
- Introduce yourself to artists and promoters
- Support other local artists
- Be easy and professional to work with - yes, this is a fun environment but know when to be professional

Looking for more resources?  
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one at [musicnsw.com/resources](https://musicnsw.com/resources)

MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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