



PODCAST #9 – SHOW NOTES

WHAT IS A ONE SHEET & HOW DO I CREATE IT?

Hey Creatives!

You're listening to **Podcast #9** of the **Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN. Throughout my career Songwriters, Musicians and Artists have asked to take me out to coffee to "pick my brain" or ask my opinion about their music career. So I decided to start this podcast in an effort to help songwriters, musicians and artists by covering the subjects & issues that are common in their career paths.

Today we are going to discuss "What Is a One Sheet & How Do I Create It"?

We use 2 different One Sheets at Banner Music.

#1 - Booking One Sheet

Some of our bookings don't require a signed booking agreement. But with every verbal performance agreement we follow up with a written document (One Sheet) to at least list the verbally agreed terms so everyone is on the same page of the expectations of the booking.

Purpose:

The booking is technically considered a verbal agreement. Usually at a local venue that you've worked with before or somewhere where the gig is secure, but it's still good to have the details written down.

Details:

- Show Date/Time/Location
- Load In/Out Details
- Description of Music/Entertainment Provided
- Onsite Contact Info

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- Lights/Sound Details
- Bar Tab/Food Details
- Merchandise/Tip Details
- Pay
- Invoice # if necessary/optimal

Included on the Booking One Sheet is a statement like: “Please review the details included on this Booking One Sheet confirming what we previously discussed. If you see something that is not accurate and we need to change, please let me know, otherwise we are confirmed for the show.”

Delivery:

You will deliver the Booking One Sheet by email to the person who you made the verbal booking agreement with. With each Booking One Sheet you will include an invoice and W9. You should also print a copy of the Booking One Sheet and carry it with you to the performance so you will have those details close to you in case you need them. Obviously you can keep a digital copy on your phone if you don't want to print a copy. Just make sure you have it on you.

#2 - Artist/Band One Sheet

Artists need a simple but detailed document to forward to various interested parties in their career. The artist One Sheet should have detailed information in order to assist in securing bookings and media opportunities.

Purpose:

To provide the reader an opportunity to connect with the artist and their accolades at a glance without researching the act on the internet.

Items to Include in an Artist One Sheet:

- Updated Photo
- Artist Logo
- Record Label/Management/Booking/Media Contacts
- Bio - professionally written
- Links to Website, Social Media Sites, Featured YouTube Video, and a featured audio track or song
- Notable Performance Venues

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- Remarkable Performance Opportunities such as opening for major acts or famous performance venues.
- Notable quotes on your performances from previous talent buyers or venues
- Notable quotes on your recorded and released projects.
- Upcoming Events'
- Career Highlights or Accolades

Both of these One Sheets will constantly be evolving and changing. Obviously the Booking One Sheet changes information with each booking. Although the process for submitting the booking one sheet will not likely change, the information on the Booking One Sheet will most likely contain these basic informational bullet points.

The Artist One Sheet must consistently be updated. Therefore, you must keep a good record of the date of the current One Sheet so you don't mistakenly send an older version when sending them to a contact. From the photo being updated as new photo shoots are conducted, to the newest notable bookings and more prestigious opportunities that come your way as an artist. The most up to date presentation on where you are as an artist with benefit you and keep the forward motion of your career in the foreground.

Delivery:

You will deliver the Artist One Sheet to any venue you pitch your band to, hoping to secure a booking. Also, use the Artist One Sheet when pitching your band for media interviews. This One Sheet will help you immensely in securing media interviews.

This is exactly what we do at Banner Music when we are pitching our artists for media interviews or for possible bookings. Good luck in your efforts! I know they will pay off for you!

I hope this information helps you create a fantastic Booking or Artist One Sheet. I will provide samples of each for your review.

Thank you for listening to Podcast #9 ***"What Is a One Sheet and How Do I Create It?"***

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Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

We'll talk again soon! Stay Creative!