SPECIALIST TRACK: MARKETING FOR PERFORMERS AND ENTERTAINERS

Your reel and promo kit plan

Lesson: The show reel and the promo kit · about 15 minutes

Plan the footage, the edit and the kit that planners will forward for you.

Your business (name, service, main city):

1. Answer the four buyer questions for your act in one sentence each: what happens, will guests like it, will it work in the room, are you safe to hire.

2. List the clips you already have for each of the five reel beats, and the gaps you need to film.

3. Write your three bios: 25, 75 and 150 words.

4. **Draft the three bullet points on your one-sheet that say what the client gets.**

5. **List every photo, clip and song in your current materials and note who owns each and what permission you have.**

Check: can you now

- Plan a show reel of 60 to 90 seconds that shows the act, the audience reaction and the scale
- Assemble a promo kit with a one-sheet, photos, bios, a tech rider and a booking summary
- Check that the music, footage and photos in your materials are cleared for marketing use

One change you will make this week