SPECIALIST TRACK: MARKETING FOR PERFORMERS AND ENTERTAINERS

Your planner and agent plan

Lesson: Selling to planners and agents · about 15 minutes

Decide who you will approach, on what terms, and how you will follow up.

Your business (name, service, main city):

1. List ten planners and three agents whose events fit your act, with where you found each and how you could be introduced.

2. Write your rate policy: public rate, agent net rate and the rule for client inquiries that come from an agent's booking.

3. List the five terms you need in writing before you work with a new agent, and your preferred answer to each.

4. Draft an outreach email to one specific planner, including your identification and unsubscribe line.

5. **Write the one-week-out confirmation you will send planners before every booking.**

Check: can you now

- Explain how planners and agents choose acts, and what risks each is trying to avoid
- Write an outreach email and follow-up plan for planners and agents that respects CASL
- Set a consistent rate policy that protects your relationships with agents, planners and direct clients

One change you will make this week