SPECIALIST TRACK: MARKETING FOR PERFORMERS AND ENTERTAINERS

Your rate card

Lesson: Pricing appearances, travel and exclusivity · about 15 minutes

Count the real hours, set your base fee and write the rules for travel, overtime and exclusivity.

Your business (name, service, main city):

1. List every hour a typical booking takes you, from inquiry to load-out, and total them.

2. Calculate your base fee: target income plus annual costs, divided by expected bookings. Then divide by total hours to test it.

3. Draw your travel zones from your base by driving time, and set the all-in fee for each zone.

4. Write your rules and prices for waiting time, extensions, add-ons and rush bookings.

5. Write the exclusivity clause you would offer a trade show client, naming the events, competitors, region and dates it covers.

Check: can you now

- Calculate an appearance fee from the full hours a booking takes, not just the performance time
- Set travel zones, overtime and add-on rates that are clear to clients and planners
- Price exclusivity and radius requests based on the work they cost you

One change you will make this week