

New Artist Model Challenge: Find Your Revenue



Unlocking House Concerts

- Start by **booking house concerts alongside regular gigs**. Don't feel like you need to jump in and do a full house concert tour cold turkey. Eventually you'll be able to add more and more (or keep using them as filler dates to make your tour more profitable)
- There are some services (**Concerts in Your Home, Fanswell**) that will help you book house concerts, but you can use your email list or social media to get in touch with your fans and potential hosts as well
- Simplify your performance if you're a full band. What can you leave behind without taking away from your performance?
- Will they be **open-donation** shows or will you **suggest a donation**? Open donation won't limit people from putting in more money if they have the means. Suggested donation helps ensure no one puts in too little.
- What size space do you need to perform?** This is a concert (not a party). It's best to have a designated performance area preferably with some kind of seating (even if it's on the ground)
- What's the **minimum number of RSVPs** you need to make it worth your time? (20-30 is a good number.) The host is responsible for getting people to the show.
- How long will your set be?** A one hour set is great to get people interested but keep them wanting more, but some artists will do two 45 minute sets
- What time will your house shows start?** Give yourself some buffer time before you start so no latecomers walk in during your set. Give yourself some time at the end to mingle and sell merch
- Send out requests for hosts to your email list and social media. Present it as a unique and accessible experience. (Most people have never hosted a house concert, so make sure they understand that it will be easy and fun)
- Stay in touch with your hosts and give them as much direction as you can
- Be prepared to pitch** for donations and merch (this can be done by you or the host). Thank everyone for coming, ask them to leave a donation if they liked the show, and let them know there's merch and CDs available