

Advice for Performers (P) & Lecturers (L)

by Philip "Fishl" Kutner

Advice for Very, Highly Successful Performers & Lecturers—No Advice Needed!

Advice for Absolute *Onheybers* and Highly Talented Up-and-Coming....

You have done your *merchandising* (getting your "product" ready for market). Now it is time to do your *marketing* (selling it to the public).

- **Network, Network, Network...**
- Get Free Publicity—like the online/hardcopy of *Der Bay's Der Internatsyonaler Kalendar*.
<http://www.derbay.org/calendars/kalendar.html>
- Compile a list of at least five e-mail addresses and send them monthly updates of your public gigs. If applicable, include local Anglo-Jewish newspaper, JCCs, Temples, etc.
- Make Friends with the BIG Guys/Gals—They have more gigs than they can handle and many unselfish ones remember that someone helped them.
- Don't be your own publicity agent and don't pay for one. Everyone has someone who is an admirer and is probably better on the computer—friend, family member....
- Do the Freebies—You have to get publicity to be known.
- No more than one total freebie per group.
- Get a meal/accommodations/transportation.
- Have a website and link, link, link.... Many will share links.
- Write articles, and get your name up front.
- Get an article in the local newspaper about you/your group.
- Get a great photo of yourself—a picture is worth....
- Get to conferences, conventions, festivals—Some give scholarships or will exchange for your services.
- Try to get multiple gigs.
- Do the circuits, e.g., Phoenix, San Diego, Los Angeles, San Francisco, Portland, Seattle, Vancouver
- **Network, Network, Network....**

Special for Authors

- Authors, like all "artists," are different and need an additional set of venues—book-signings.
- There are many types of sites from bookstores, to senior centers, JCCs, temples/synagogues, schools, conferences, conventions, festivals, fairs, book clubs, Yiddish clubs, as well as organizations like B'nai B'rith, ORT, Arbeter Ring and Hadassah.
- Radio has an important niche. Mark David, Brookline in the Boston area, Rochelle Zucker in Winnipeg and Alex Dafner, Melbourne, Australia.
- Have a unique business card and distribute it freely. Be sure to have your e-mail address on it.
- Flyers are good for posting on bulletin boards or for display. These are usually 8.5x11 inches and you should use a light pastel. I prefer cream, beige or a light yellow.
- Brochures are better if the clients are to take them.
- Brochures are the same size as flyers, but are folded into thirds. This gives six panels and each is unique.
- Have a table and display the book in an upright position. Invest in an acrylic stand it's cheap.
- Read only short passages and keep eye contact with your audience. Small 3x5 cards can be used to remind you of the major items and the sequence.
- Remember, "The mind can only comprehend what the seat can endure." Don't make your presentation too long.
- Leave plenty of time for a Q and A period. This is when the audience can participate.
- Always repeat the question. Some in the audience may not have heard it. If appropriate, thank the person for asking a key question.
- Never fake the answer. Say, "Hmm, that is an excellent question, let me get back to you."
- Always ask, "Is this for a gift? I'll gladly sign it to her/him. Is there a note that you would like me to include? Often you will sell it as a gift as well as one for the purchaser.
- **Network, Network, Network....**