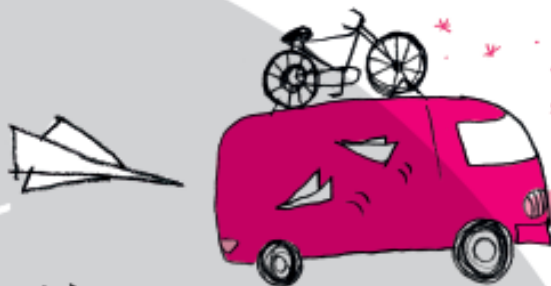


STEP BY STEP

TO SUCCESSFUL DISTRIBUTION

BUILD YOUR NETWORK!



4. WHERE IS THE MARKET & HOW DO I ACCESS IT?

Where & how do I find the right venue?

DO YOUR RESEARCH!

PAGE: 8-12

SET PRIORITIES!

5. PLANNING THE TOUR

...that's office work



- TO DO:
- Team availability
 - Insurance
 - Performing rights (music licensing)
 - Permits
 - Contracts
 - Communication work
- PAGE: 36-37

3. COMMUNICATE

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Presentation materials



PLAN EARLY!

Don't wait until the last minute

TOURING!

1. ARE YOUR GOALS & ESSENTIALS CLEAR?

WHEN? WHERE? WHY? HOW? WITH WHOM?



yes? then...

6. ON TOUR

STAY PRESENT & OPEN!

for new encounters & connections



- TAKE PHOTOS & VIDEOS
- INFORM THE PRESS & LOCAL PRESENTERS

Including my family?

2. PLAN EARLY & BUILD YOUR TEAM

Get started in the development phase



What will I do myself? When should I look for help?

CLARIFY ROLES & RESPONSIBILITIES!

7. FOLLOW-UP

UPDATE!

- CONTACT LIST
- WEBSITE

THANK YOU EMAIL

- PHOTOS
- VIDEOS
- PRESS REVIEW