



M O M E N T U M

Pre **Show** Checklist

- ☐ Create show flyer
- ☐ Update link in bio + website with ticket link
- ☐ Add show to Bandsintown
- ☐ Create vertical content promotion w/ other bands
- ☐ Create a calendar with social posting & flyering dates
- ☐ Communicate ticket/marketing plan w/ artists + venue
- ☐ Send stage plot and assets to venue
- ☐ Send bandmates + billed artists show advance
- ☐ Pick a day to run through your full set the week of show
- ☐ Create stage setlist w/ banter bullet points to hit
- ☐ Send flyer to print (4+ weeks ahead of time)*
- ☐ Contact local radio and media to help promote show*
- ☐ Create a Facebook event (collab with other artists)*
- ☐ Directly invite people to your show 2-3 weeks in adv*
- ☐ Run social media contest (free tix + merch)*

* optional (usually for bigger shows)

www.momentummusician.com