

# Plan your tour build list

Tour date range	Number of people on tour	Total budget \$
Your intention for the tour		Essential result from the tour

Intention & Budget	Route & Venues	Equipment & Vehicle	Touring Essentials	Social, CDs & Merch
<ul style="list-style-type: none"> <li>○ Write out one sentence intention for your tour and essential result to achieve from the tour</li> <li>○ List the essential venues or events you want to play, your anchor shows</li> <li>○ Create your budget</li> <li>○ Research for venues</li> <li>○ Research for other bands to play with</li> <li>○ Write a booking agreement</li> </ul>	<ul style="list-style-type: none"> <li>○ Select a tour date everyone can make</li> <li>○ Select venues and events</li> <li>○ Contact venues or event organizers</li> <li>○ Book venues and events</li> <li>○ Contact other bands</li> <li>○ Confirm shared bookings with other bands</li> <li>○ Setup tour schedule for driving, shows, eating, rest, laundry packing and unpacking</li> </ul>	<ul style="list-style-type: none"> <li>○ Equipment list</li> <li>○ Prepack to see size of van or trailer needed</li> <li>○ Book rental van or trailer</li> <li>○ Pre trip inspection for persons vehicle if needed</li> <li>○ Complete any equipment repairs</li> <li>○ Create list of essential spares to take</li> <li>○ Create list of personal items</li> <li>○ Pack inventory list to guide packing up</li> </ul>	<ul style="list-style-type: none"> <li>○ Each person identifies and address concerns from being on tour</li> <li>○ Create drivers plan to rotate driving</li> <li>○ Personal item inventory list</li> <li>○ Identify spots on the route to visit</li> <li>○ Select times for naps or resting</li> <li>○ Create healthy snack list for driving</li> </ul>	<ul style="list-style-type: none"> <li>○ Based on expected sales order CDs, and T-Shirts, and other merch</li> <li>○ Setup reorder process before, taken care of while on tour</li> <li>○ Design and print flyers</li> <li>○ Create content post template for blog or social media accounts</li> </ul>
Needed or unknown	Needed or unknown	Needed or unknown	Needed or unknown	Needed or unknown

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## Because you are professional

**Intention for your tour** - in one sentence what is your intention for the tour and the essential result you want to achieve. List any special events, venues or cities you want to play at that are the anchors for your tour.

**Song list** - plan playing for 45 minutes to an hour, plus one or two encore songs. Plan the energy and emotion flow for your show first, and then select songs and sequence them to mesh with your energy and emotion flow.

**Plan your tour route** - Figure out a tour date range that all members can make. Plan a route that makes effective use of travel time. Plot your list of the venues, festivals, towns and cities and make notes of dates for each. Based on your tentative route research for bands you want to play with, open for, have open for you. Identify cities on the way between your anchor show dates that you could play in to help earn extra income and connect to people who might enjoy your music.

**Tour budget and savings** - Figure out your tour budget, so each person knows what to save or have credit available for their food, lodging, and contributes to a Start of Tour fund for fuel, vehicle maintenance and an allowance for unexpected expenses. Ideally this would be the first two weeks expense. To reduce stress, start the tour with savings to pay for things so money you earn helps to pay as you go.

**For consistency** - write your Booking Agreement covering what you are bringing with you, what you need on site, requirements for lighting, your time for setup, sound check, the show and pack up.

**Essential items to pack**, - tuner, extra cables, mic, strings, drum sticks, lots of socks, underwear, T-Shirts, healthy snacks for driving.

**Packing space** - do a test pack of all your instruments, equipment, bags for clothes, and personal items, to see how much space you need for your items and people to make sure you have a van or a car and trailer that will comfortably carry your tour gear. Create an inventory list to help you at pack up, it is easy to miss something when you are tired.

**Prep tour vehicle** - if using someone's personal vehicle, take it for a service inspection, and fix a potential problem so the vehicle is set up for your trip.

**Prep Equipment** - and cables, each person looks over their equipment to identify and make any repairs, select any spare or replacement items including cables, and mic.

**CDs and Merchandise** - Having CD's available to sell or hand out, even if you only have a 3 song EP, make it easy for people who hear you, like you, to take your music with them. Do not plan on them remembering you and ordering from your website later. Figure out what you expected for sales and order enough CDs and Merchandise. Arrange to order extras while on tour just in case sales are above expectations.

**Create a flyer** - for your band with dates for venues, and links to your website, and online media,

**Plan laundry time** - for your trip so it happens to a schedule and not by accident, so you pack less and still be wearing fresh clothes each day for meeting people and when you play.



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Date	City	Hotel	Address	Phone	Arrival	Check out	Drive Time

Fuel	Food	Lodgings	Other	Total cost	Show Pay	Merch Sales	Balance

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Date	Person	What they paid for	Amount paid	Amount paid back	Paid back on