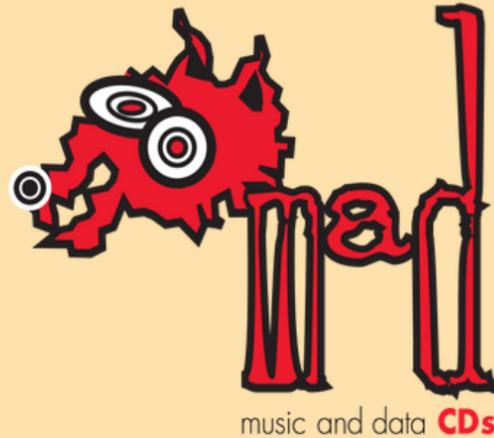


SELLING AT GIGS 101



HAVE A MERCH TABLE - WEAR YOUR MERCH

Have your merchandise table set up so it's attractive to look at, in a location that's easy to find and gets good traffic. Whoever is selling the merch (your mum, significant other, staff etc) should be wearing what you're selling.



TELL PEOPLE THAT YOU HAVE MERCH AVAILABLE

During your set, tell people that you have some great stuff available - tell them where the table is - let them know a price of a popular item or a deal/bundle you have running. Let them know you'll be at the table at the end of the set. Promote your merch through your facebook page, instagram, website and newsletter.



BE AT YOUR MERCH TABLE

For many people it's about the experience - they want to meet you and get a selfie or signature. Between sets and after the gig be at the table signing product, taking pics and getting to know your fans. Have a few sharpies at the ready so you can sign.



HAVE A RANGE OF PRODUCTS

T-shirts, caps, drink holders, keyrings, stickers, CDs, DVDs - all these are standard fare for a merch table. Have download options for your digital files like download cards so you can get people over the line when they are considering a music purchase. If you have a particular product that's unique then that's a great thing to promote - eco-friendly bags, reusable drink bottles or keep-cups are all pertinent products and can be customised to your brand.



BUNDLE

People love a deal! So have some bundles available - Buy a CD and a t-shirt for \$30 - Give away an older EP with a copy of your new album - Stickers are cheap - give away a free sticker with every sale.



SIGN PEOPLE UP TO YOUR NEWSLETTER

You will sell more product and get more people along to your gigs if you are promoting yourself. Don't overlook email marketing as an effective tool. Get people to sign up either on paper or online on an ipad/device at your merch table. Have a newsletter signup on your website and FB page. There are some great email marketing tools out there that can manage your email lists and sign up process like Mailchimp, ActiveCampaign and ConstantContact.