



The Booking Engine: Professional Toolkit Checklist

Strategic Foundation for High-End Bookings

Phase 1: The Internal Brain (Your Workspace)

Before you can present value to others, you must be organized internally.

- **The Booking Tracker:** A spreadsheet (Google Sheets/Airtable) to track Leads, Follow-ups, and Confirmed Gigs.
- **Master Repertoire List:** A "living" document of every song you can perform, including Artist, Key, and Tempo.
- **Raw Asset Vault:** A dedicated Google Drive/Dropbox folder containing:
 - High-resolution professional headshots and action shots.
 - Raw video clips of live performances (for social/promo).
 - Transparent PNG versions of your logos (Black and White).

Phase 2: The Boutique Filing System

Professionalism is hidden in the details. Signal quality through your organization.

The Naming Convention

- All client-facing files follow the Boutique Format:
- *Example:* EPK_ArtistName_2026.pdf (Never final_final_epk_v2.pdf).

File Accessibility

- Ensure all links shared from your Drive are set to "Anyone with the link can view."

The "Tech-Ready" Zip

- A compressed folder ready to send to production teams containing your Stage Plot and Input List.

Phase 3: The External Engine (Standard Assets)

The essentials required for local venues, cafes, and restaurants.

- 1-Page EPK: A high-speed summary featuring your bio, genre, social proof, and one direct video link.
- Standard Setlist: A 1-page PDF of your most popular songs, styled to match your brand.
- Instagram/Social Portfolio: A curated feed that acts as a "Secondary EPK" for bookers checking your current "vibe."





Phase 4: The Premium Upgrade (Corporate & Luxury)

The assets that justify a \$2k+ price tag.

Multi-Page Premium EPK

A "Story" document including:

- Your Brand Vision.
- Corporate Client Testimonials.
- High-Fashion/Luxury Imagery.

The Vibe Menu

Your repertoire categorized by "Event Atmosphere" (e.g., *The Cocktail Arrival* vs. *The Afterparty*).

Professional Stage Plot

A visual technical map created with a tool like StagePlotGuru or Canva.

Phase 5: Final Pro-Ready Audit

The "Hit Send" Safety Check.

- **Link Check:** Every link in your EPK and Vibe Menu has been clicked and verified.
- **Contact Clarity:** Your email and booking phone number are clearly visible on every single document.
- **Mobile Optimization:** Open your EPK on your phone. Is it easy to read? (80% of bookers check while on the move).