

# TOBY WALKER

WWW.LITTLETobyWALKER.COM



## Tips On Promoting The Show

My idea of a perfect evening is a venue filled with a happy audience and a smile on your face for hiring me. Below you'll find a list of ways we can both make sure that we've done our very best to have a successful turnout for the event. My success is your success.

### Here's what I will do:

- Send you an email with a graphic that describes the event and has links to your site and mine. You will need to forward that email to the folks on your mailing list.
- Send an email to all of my fans who live in your area about the event
- List the event on all related online bulletin boards, my website and myspace.
- Include the event on my schedule which is available at all my preceding shows.
- Announce the date from the stage at all my preceding shows.
- Make myself available for any media interviews.. from those same media contacts you're providing.
- Make available to you all necessary promotional items i.e, pics, posters and bio info. This you will find in the same place you found this - the Press Kit section of my site

### What I'll need you to do:

- List the event on your website. If you need pics I have them on my website.. Please use them.
- Place posters of the event in your venue.
- Send announcements of the event to your patrons via email. Please use the graphic that I'll send you.
- Send press releases to your media contacts and let them know where they can download my pics or any other information from the press kit section on my website
- Mention the event at other dates you are promoting.